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WINDOW DRESSING COMPETITION NUMBER.



THE CANADIAN  
**DRY GOODS**  
REVIEW

MAY

*A Card of Thanks*

We beg to thank our numerous customers throughout the country for the orders which they have entrusted to us, and which are greatly in excess of last year's.



The fact that imitations have been in the market has not interfered in the slightest degree with the trade done in the genuine "HEALTH BRAND" goods, and is an indication that our customers in the trade are too well posted not to realize the value of a well advertised brand that has a high reputation to maintain, as well as a record of having given complete satisfaction to the public and to all who have handled it.

THE MONTREAL  
SILK MILLS CO., Ltd.      MONTREAL

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

Established 1792

# KNOX'S



## Tailors' Linen Threads

--ARE--

### UNEQUALLED

FOR

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS

BY THE Best Tailors  
Throughout the World

DEMAND

# KNOX'S

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NO OTHER

## Do you import from EUROPE ?

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THE "PIONEER" SHIPPING AGENTS  
FOR

### CHEAP FREIGHTS

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And the Best of Attention.

We Do Everything to Please Our Clients.

OFFICES :

LONDON City 21 Cannon St. E.C.	LIVERPOOL 7 South John St.	PARIS 7 Rue Scribe.	NEW YORK 39 Broadway.
WEST END 25 Regent St. S.W.			

# D. Magee's Sons

## St. John, N.B.

### HATS, FURS ROBES, GLOVES

OUR SPRING STOCK is nearly complete  
balance is arriving daily.

Every Line the Best of Its Kind  
Many Specialties . . .

Give our travelers a look ; it will pay you. Or send  
a letter order, which will have prompt atten-  
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WE PURCHASE RAW FURS

## Something New

FOR

### Crocheting, Knitting, Embroidering, and All Kinds of Fancy Work

The "Victoria Crochet Thread" must not be classed as a  
Crochet Cotton, as it is the very Latest Improved Thread  
for all kinds of hand work. Ladies find from its peculiar twist  
that it is soft and silky to work, and will not kink up or become  
hard by washing. One trial will convince all expert crocheters  
that work made from this Thread cannot be surpassed by any  
other similar material. The numbers will always be found the  
same, so that work commenced with the Victoria Crochet  
Thread can be easily matched.

### VICTORIA CROCHET THREAD CO.

These goods are put up 200-yard Spools, 10 Spools in a  
box; White, Cream, and Ecu, in Nos. 20 to 50; Ombres and  
Solid Colors, in Nos. 20 and 40.

SOLD BY ALL JOBBERS.

ASK FOR IT.

# Robert Henderson & Co.

323 St. James Street, Montreal.

SOLE AGENTS FOR CANADA

# Lister & Co. Limited

**"Black Velvets"**

In Suitable Widths for

**Short Capes**

PERFECT IN FINISH  
EXCEPTIONAL VALUE

To be obtained from leading wholesale houses in Canada.

Manningham  
Mills

BRADFORD  
Eng.

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# C. Turnbull Co.

ESTABLISHED  
1850

OF GALT, (LIMITED)

MANUFACTURERS OF ALL KINDS OF

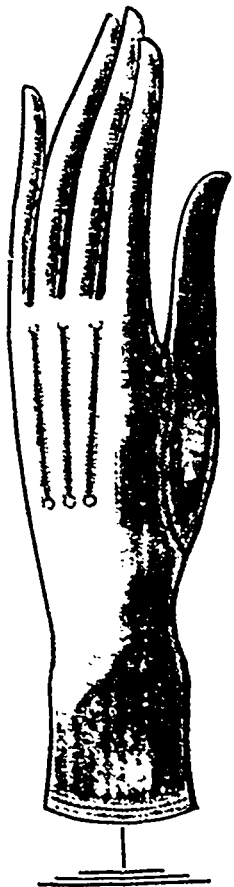
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TORONTO OFFICE:

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27 Wellington Street East.



**Pewny's  
Kid..  
Gloves**

Canadian Agency:

**EMIL PEWNY & CO.**

MONTREAL.

Stock of Fresh Goods in Spring  
Shades now on hand.

# Greene & Sons Co.

MONTREAL

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

**HATS AND CAPS**

Importers of

**Gentlemen's Furnishings**

LATEST STYLES.

LOWEST PRICES.

LETTER ORDERS CAREFULLY ATTENDED TO.

**GREENE & SONS CO.**

Warehouse 515 to 525  
St. Paul Street.

Montreal

# W. R. BROCK & CO.



*To the Dry Goods Trade of Ontario :*

We sent out a Circular, with a suggestion as to one means of meeting and overcoming the keen competition from large Departmental Stores.

The suggestion was "to visit Toronto and pick up a share of the 'Drives' and 'Odd' and 'Job' Lots which have been largely going into the hands of City Houses." We have been flattered by the response to that Circular, and already we have evidence from many directions that such a course is proving successful.

We have now on hand lots bought to clear out Manufacturers' Stocks in the following lines: *American and British Prints, Canadian Tweeds, British Worsteds*, and several lines in Lace Curtains, Embroideries and Hosiery, at interesting prices.

## SEE OUR RUBBER CLOTHING

Letter Orders Specially Provided For.



W. R. Brock & Co. - - Toronto.

# CALDECOTT, BURTON & SPENCE

Everything Points to a good **Sorting Trade** for which we have made **large preparations** and **ask buyers** to note on their **Buying Pad** the following lines, which will be found **Trade Builders** and profit makers :

### Black Silks

Surahs, Failles, Peau de Soie, Duchess, etc.

### Black Dress Fabrics

Henriettas, Crepons, Serges, etc.

### Hosiery, Gloves, Underwear

In every size and make.

### Parasols

Choice collection. Newest designs.

### Muslins

Printed, Plain and Spotted.

### Laces and Embroideries

An immense stock of the last things from Nottingham, Calais and Germany.

*Orders will receive careful execution and despatch.*

Caldecott, Burton & Spence - - Toronto

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

# THE DRY GOODS REVIEW

Circulating throughout every Province of the Dominion.

Vol. V.

MONTREAL AND TORONTO, MAY, 1895.

No. 5.

**THE MacLEAN PUBLISHING CO., LTD.**  
Trade Journal Publishers,  
and  
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Subscription, \$3.00.

Published the  
First of Each Month.

## JEW AS MERCHANTS.

IN a paper which has no personal interests to serve, but whose aim is to promote the general good of the trade it represents, articles will occasionally appear which are not in accord with the views of the publishers. Still they are inserted because they express the opinions of gentlemen whose standing in the trade makes them worth publishing. In the rush, just before going to press, such articles are sometimes inserted unknown to the publishers, which would not have been allowed to pass had they been seen by the managing editor.

In the last issue of THE DRY GOODS REVIEW such an article was printed. It spoke unkindly of the Jews as business men. The publishers have no hesitation in saying they have no sympathy with the views expressed in that article. Their own actual experience, and their own opinions, are not in accord with these views, and they have many warm friends among the business men of that faith. They have all the greater pleasure in setting themselves right in this matter and correcting a wrong impression by the fact that not one of the many Jewish readers or patrons of the paper have, directly or indirectly, called attention to the article or made any complaint against its injustice.

It is quite true, unfortunately, that there are some black sheep in this as there are in every other race. We see more of them because they are nearly all in business, while men of other races are in every field of labor. Very few, however, of the

better class of Jews are dishonorable in their business dealings. For those who are there is much to be said. They are, with few exceptions, from continental Europe. Their names show this. For generations they have suffered persecutions at the hands of Christians. They found every hand against theirs. It was but natural that they should be tricky and dishonorable in their dealings, when others were that way with them. Their chances of life and liberty often lay in deceit. British Jews are not so situated, and we seldom hear of any of them "going wrong."

## PRICE SMASHING.

ONE class of merchants which is a nuisance to the community of dry goods retailers is the "price-smashers." These are the men whose only appeal to the public is based on low price. Every other ground for securing patronage is ignored, and cut prices alone relied on.

Such a man is undesirable as a creditor, and wholesale merchants should taboo him. He is a menace to honorable and profitable retailing. He destroys legitimate business, and after cutting the ground from under the feet of his competitors, he cuts it from under his own. That is, close prices will not enable him to stay in business permanently. Sooner or later he must go to the wall, not because he lacks customers or turnover, but because his profits do not counterbalance his expenses.

Low prices are degrading to goods, unless special reasons exist why specially low prices obtain. The public, as a rule, are willing to pay a respectable price for respectable goods. If a respectable price is not asked, the suspicion of the public will be aroused and can only be allayed by special explanation.

The basis of true and lasting prosperity is a business founded on ability. Ability is a wide term and includes many things, such as ability to anticipate the wants of consumers and to provide them with the right goods at the right time; the ability to manage a well-regulated store in which any customer can ascertain in a short space of time whether the article he or she desires is in stock; the ability to collect, under a common roof, a number of well drilled, skilled and polite employes who are fully engrossed in pushing their employer's trade; the ability to manage a business so that receipts and disbursements are always balanced, with the cash discounts taken off. A business founded on such a basis as this lives for generations. A business founded on price-smashing is a mushroom, a butterfly; here to-day, and to-morrow in the assignment courts.

## A CUSTOMS BOARD.

THE sub-committee of the Montreal Board of Trade appointed to deal with the subject of tariff decisions has drawn up a form of petition, asking the Governor-in-Council to appoint a Board of Experts to secure uniformity in the application of the tariff.

This is a definite move in favor of a uniform tariff, which THE DRY GOODS REVIEW has been agitating for over a year and a half, and which means more to the internal commerce of this country than a great many reforms which make more stir. It means that business men at one port of entry will be certain that they are paying the same rates as those who enter at other ports.

The business men in Montreal and elsewhere were for some time apathetic on the subject, and contented themselves with occasional mutterings against unequal and contradictory rulings from the department. Now, however, the Board of Trade at Montreal is awakening to the importance of the reform, and the petition drawn up is to be sent to the other commercial bodies of the Dominion for joint signature. Montreal and Toronto, as the largest importing centres of Canada, may justly take the lead in this agitation, but the trade everywhere are directly concerned in removing the present inequalities.

Controller Wallace has since his appointment done his best by the system of checking to remedy the grievance of the trade, but no expedient can be so satisfactory as a permanent court which will at once enforce uniformity and act as expert judges on disputes between the importers and the authorities.

For years back the growing unpopularity of the tariff as a revenue-raising institution may be traced to the anomalies allowed to exist in its administration. The best merchants in Canada have had reason to feel disgust and annoyance at the way the Customs law was enforced. In fact, to some minds the suspicion was natural that there were officials in the department who wanted to make the tariff as oppressive and obnoxious as possible.

A court of appeal would relieve this strain, and merchants everywhere should see that the Montreal petition is largely signed, and that the reform so often advocated in these columns is dealt with at the present session of Parliament. The question is not so intricate that it cannot be promptly and adequately dealt with this year.

The following is a copy of the suggestions that head a petition which the Montreal Board of Trade is now circulating for signature, as above mentioned :

To the Honorable the House of Commons of the Dominion of Canada, in Parliament assembled :

The petition of the undersigned merchants, importers and manufacturers of the city of Montreal,

Humbly Sheweth. That your petitioners suffer from want of uniformity in the application of the tariff, and from the circumstance that there is no satisfactory recourse or remedy in matters of dispute as to classification for duty, value for duty, or in cases where Customs officials inflict injustice upon importers by erroneous and arbitrary rulings ;

That your petitioners believe that these grievances could be removed by the establishment by Parliament of a Board of Experts, with power to deal with all questions and disputes between Collectors of Customs and importers, as to rates of duty or classification, and as to value for duty ; also, to act as a Board of Reference in matters of seizures, to the end that the technical facts of a case may be established prior to publicity, and with a view to avoiding practical injustice through error or

precipitate action of irresponsible employes in the Customs service ;

That your petitioners suggest, with respect to the establishment of such a Board of Experts :

That it shall consist of five members, being one for each of the principal branches of trade, as follows : (1) Dry goods. (2) hardware, oils, paints, etc. ; (3) drugs, chemicals, fancy goods, stationery and jewelry ; (4) groceries, provisions and fruits ; (5) leather and shoe-findings ;

That appointments be made on the basis of competence for the office ;

That sufficient remuneration be given to secure men technically competent and with business experience, so that the Board would enjoy the confidence of merchants ;

That the Board be empowered to administer oaths and subpoena witnesses ;

That the Board's decisions be published periodically and sent to Collectors of Customs and Boards of Trade throughout the Dominion, which would promote uniformity as to classification and value for duty ; and

That both the Government and importers should have the right of appeal from the Board's decision to the Exchequer Court ;

That such a Board of Experts has for some years been in operation in the United States, where it appears to have well fulfilled its purpose of insuring to the Government the full Customs revenue intended by the Customs Act, of securing uniformity in valuation for duty, and of affording satisfaction to importers ;

Wherefore your petitioners do pray your honorable House to enact legislation for the establishment of a Board of Customs Experts, as hereinbefore suggested, and so relieve them and importers generally from the serious disabilities now suffered by reason of lack of uniformity in the administration of the tariff ;

And your petitioners, as in duty bound, will ever pray

## THE SHIRT INDUSTRY.

THE manufacture of shirts is an important branch of our textile industries, and Montreal is the great centre of this trade in Canada, the largest shirt manufacturing concerns being situated there. Among them are Messrs. Tooke Bros., A. H. Sims & Co., Skelton Bros., Standard Shirt Company, M. L. Schloman, Montreal Shirt Co., R. C. Wilkins, and some others whose names we cannot at the moment recall.

The two former are the pioneer houses in the trade, having an existence going back over twenty years ; while Messrs. Skelton Bros. are not much younger. According to the census returns, there is almost \$1,500,000 invested in the shirt business, with an output of over \$2,500,000, while over \$600,000 is annually expended in wages. Of these sums Montreal contributes the major share, for these firms combined must represent a capital well over the half-million point. A visit to these establishments is a revelation on the subject of the subdivision of labor. Nearly all have their own laundry attached, where they can wash over 60 dozen shirts a week each and 400 dozen collars, these laundries being kept going on all the year round on the manufactured goods turned out. It is calculated that the Montreal establishments can cut 4,000 dozen shirts a week, and from 8,000 to 12,000 dozen collars. Their daily ironing represents probably 600 dozen shirts and 2,000 dozen collars, one of them having ironed as many as 1,000 dozen collars in a single day. Most of them manufacture the shirts completely on the premises, that is, they don't adopt the pernicious system of sweating out their work, and they are capable of turning out 400 to 600 dozen shirts per day in this department of their work. These

figures show that the industry is an important one, worthy of consideration, and for this reason many of the makers complain that they have not been treated right in the last tariff adjustments. Their chief cause of complaint is the cheaper lines of shirts, costing less than \$3 per dozen, which only have to pay an ad valorem duty of 35 per cent. The makers claim that, aided by cheap raw material, sweat shop labor and other circumstances, the European shirt-maker can turn out a cheap cotton, woolen or flannelette shirt, pay the duty and market it in Canada at less than \$2 per dozen, and accordingly domestic made shirts of this class are now selling at \$2, or \$1 less than a year ago. In fact, some of the makers claim that they have filled considerable orders for the cheaper class of shirts under cost, hoping to recoup themselves on the higher grades. They claim that as they have to pay 25 cent. more for their raw material, 30 per cent. on their thread, and 8 cents a gross and 30 per cent. on their buttons, they are not as fairly treated in regard to these low-priced goods as other branches of industry. In fact, all the margin allowed to them is 5 per cent. between the duty on the raw materials and that on the finished product, which practically handicaps them to the extent of about 20 per cent. against their foreign competitors. On white cotton shirts the position is better, and the same arguments don't apply. Some idea of the quantity of raw material consumed in the shirt factories may be gathered from the fact that they use up 200,000 pieces of cotton cloth annually, for which they pay \$750,000 a year to the cotton factories in Canada.

#### SLIGHT IMPROVEMENT.

In discussing the business outlook with several members of the Montreal wholesale trade, THE DRY GOODS REVIEW found that the April returns were in many cases satisfactory, and recorded a marked improvement over last year in the same month. Complaints are indeed made of slow remittances, but orders indicate buying on a larger scale, with a fair prospect that times are on the mend. The advices from New York to several Montreal houses also tend to show a decided revival in trade there, which may fairly be expected to help the movement in Canada. In woolens, a New York firm reported to their Montreal representatives the best season they had had for twenty years, and to a lesser degree this estimate was also confirmed from other quarters. Several Montreal houses, when asked as to April, replied "good sales." It is expected by not over-optimistic judges of the situation that with a good crop, and a continuance of present tendencies, 1895 will make a good showing.

#### ARE YOU?

The iron is hot, and to accomplish his work the blacksmith must strike quickly, persistently and judiciously. Having done this, he can allow it to cool, while he draws in a fresh supply of wind and the delight of seeing "something accomplished, something done."

This is the middle of the spring season. For two months the cold, wet weather, has hindered trade. But the balmy breezes, the April showers, and the new spring sun, have broken the ice on the rivers and in the lakes, and have melted the old-fashioned Canadian snowbanks that we reverence so much. It is spring.

It is spring, and people want spring goods. They didn't want them two months ago, they will not want them when the

July scorcher has arrived; therefore they are going to buy them now if they buy them at all. This is the month for Humping (notice the capital "H"), for the spring goods must be sold now or carried over.

Now is the time for interior displays of dazzling magnificence, windows filled with the glories of the loom, of the bird kingdom, and of the millinery artist, and advertising based on a more liberal judiciousness than is usually displayed. Every clerk must be enthused with the idea that these are the days in which he must exert his every energy, both of body and brain.

The iron is hot. To accomplish his work the blacksmith must strike quickly, persistently and judiciously.

#### THAT COMPETITION.

This is our Window-Dressing Number, and the three prize-winning series are shown herewith. The photographs, in most cases, were too small and spoiled by reflection, but the best has been done with them under the circumstances.

The competition was undertaken to encourage the proper dressing of windows, a feature neglected with many merchants. The prizes amounted to \$35 in cash, and the cost of the cuts in this issue is about \$100. This will convince our readers that when THE DRY GOODS REVIEW undertakes anything it carries it to a successful completion, regardless of expense. This paper is published for the information of retailers, and no trouble or expense stands in the way of securing the best that can be procured.

A great many persons were anxious to compete, but were afraid that their displays would not be well enough photographed, or would be overshadowed by large city displays. That the prizes have gone to Owen Sound and Brandon shows that these two difficulties were not so great.

In view of the great interest that was manifested in this competition, and in order to supply our readers with new designs and fresh ideas, another competition will be held. Two prizes will be offered. The first will be \$20 cash and the second \$10 cash. The competition will close August 1st, and the winning windows will appear in THE REVIEW'S annual Fall Trade Number.

Proprietors can get benefit out of this competition by encouraging their clerks to enter. Better windows will thus be produced, as well as better window dressers.

#### PATRONS AND PASSES.

There is considerable humbug at the root of the protest raised by the Patrons of Industry against the use of railway passes by members of the Legislature, says The Canadian Grocer. The Patrons affect to be superior to everyone else in public life, but thus far their conduct has been merely small-minded and picayune. They want to do away with legitimate trading in all lines, and their entire policy is the old game of trying to get something for nothing. They are trying to divide the community into two classes: Those who raise farm products, and those who consume them.

A pass may purchase a Patron, but no one else can be bought for that amount. The only real objection to the acceptance of railway passes by legislators is that members should not travel free and at the same time draw the mileage allowance for railway journeys granted them by the country. Either the passes or the allowances must go.



## BUSINESS MEN IN THE CABINET.

WHY is it that Governments in Canada have so few business men in their membership? Both federal and provincial administrations are almost wholly composed of lawyers. The Dominion Government is largely made up of professional men, and the result is that a practical, business-like control of public affairs is hard to get.

There are at present fourteen Ministers actually in charge of departments, and of these ten are lawyers and only two business men. The ten legal gentlemen are: Messrs. Tupper, Angers, Oumet, Caron, Daly, Dickey, Costigan, Curran, Ives and Wood. Mr. Foster has been a college professor and temperance lecturer. Mr. Montague is a practising physician. The only two who can fairly be termed business men are Mr. Haggart, Minister of Railways, and Mr. Wallace, Controller of Customs. The Premier, Sir Mackenzie Bowell, who was in the publishing business for many years, is President of the Council, and therefore without a portfolio.

Mr. Foster is certainly able, and his tariff labors have brought him fortunately much in contact with commercial men of the country. But how valuable a personal knowledge of business interests and methods would have been to him, he would probably be the first to acknowledge. Necessarily, his information, however quickly acquired and aptly assimilated, is second-hand.

Mr. Haggart at once showed the superiority of business knowledge over legal training, when in charge of a great spending department, by putting the Intercolonial Railway on a paying basis.

Mr. Wallace, a successful general merchant and miller, was placed at the head of the Customs Department in 1892, and from the outset introduced business methods into its control. He has tried to meet the wants and wishes of business men. Tariff administration at all times gives rise to inconveniences and grievances, and there will always be persons who are not satisfied, but Mr. Wallace's accessibility and attention to complaints are appreciated by merchants. The Controller is not perfect, but he is a business man. That qualification covers fully two-thirds of the requirements of a Minister.

Sir Frank Smith, an experienced and capable merchant, has no portfolio. When for a few months in 1891 he consented to take charge of the Public Works Department, his administration was admitted to be a distinct success.

When Cabinets are being made up, Board of Trade and business men generally should see that the whole work of government is not passed over to professional men. The most disastrous errors made in public policy during the past fifteen years have been due to mispent money and loose business method.

It is an utter farce that Canada, whose whole prosperity rests upon agriculture and trade, should be administered by lawyers. Some Deputy heads are capable and energetic, but their powers are limited, and the tendency with permanent officials is to get into ruts and to surround themselves with dry-as-dust methods. There is more red tape and sealing wax in public administration than sound sense and promptitude.

Our business men are much to blame for allowing affairs to pass under the control of wirepullers, both in the federal arena and in the provinces. As matters stand, when egregious busi-

ness mistakes are committed by Governments, an appeal to party fealty is made on behalf of the offenders, who, often through sheer ignorance, proceed to make more blunders.

If this sort of thing is to stop, the business men must wake up and insist that public affairs be regulated by the same principles that govern every successful private concern.

## BANKRUPT STOCK DEALERS.

A BILL of considerable interest to merchants throughout Ontario passed the Legislature during the recent session. The bill was to amend the 'Transient Traders' Act, and itinerant dealers in bankrupt stocks will have to pay dearer than they have hitherto done for the privilege of disturbing trade in towns or villages throughout the country. And not only will they have to pay more for this privilege, but they will not have as much latitude as hitherto for escaping payment of the tax imposed.

Under the law now in force it was possible for dealers in bankrupt stocks to evade payment of the license fee by professing their intention of settling permanently in the municipality. With the proposed new law in force it will be necessary for them to reside at least three months in the corporation before they can start into business without taking out a license. The license fee is \$250 instead of \$100, as at present.

The adoption of the new law is, of course, optional with each municipality, but there are not many municipalities which will refuse to exercise the power which the Legislature proposes to give them.

In self-protection it is right that the fee should be a substantial one. These dealers in bankrupt stocks, during the time they are located in a town, not only deprive the legitimate merchants of business and profits, but cause a demoralization of trade, from which it often takes a long time to recover, while failures have sometimes in the meantime been caused.

With a tax of \$250 to come out of the profits, the transient trader will naturally be compelled to sell his goods at a higher figure than he otherwise would, a fact that will naturally tend to lessen his power to harm the regular merchants of the place.

The amendment in question is a step in the direction of a solution of the bankrupt stock evil and it is to be hoped that the one enterprising merchant which each town in Ontario is sure to possess will agitate for the immediate passage of a by-law to give this amendment effect.

The full text of the amendment is:

21. Sub-section 9A of section 489 of the said Act (45 Vic. c. 42) is amended by striking out the figures "\$100" in the eighth line thereof, and substituting therefor the figures "\$250," and by striking out the figures "\$50" in the said eighth line, and substituting therefor the figures \$100.

22. Section 489 of the said Act is amended by inserting therein the following, as a sub-section 9A:

9A. The words "transient traders," whenever they occur in sub-sections 9 and 10 of this section shall extend to and include any person, commencing the business in the said sub-sections mentioned, in any municipality, who has not resided continuously in the municipality for a period of at least three months next preceding the time of the commencement of such business therein.

Merchants in the other provinces will find a lesson in what Ontario has done towards preventing dealers in bankrupt stocks going into a strange town and ruining the trade of regular merchants.

## TRADE REQUIREMENTS.

(Continued From April Number.)

ACCEPTING the invitation at once, we passed from the private to the general offices, which are handsome, very conveniently fitted up and comfortable in every way; then into the warehouse, through the prints—English, American and Canadian—stopping to admire the Tokio Pongees, Ceylon Satens, Fabrique Plisse, Plisse Royal and Empress Flannelettes that had just been received, on to the art muslins and cretonnes, the side shelves being filled with waist, skirt and sleeve linings, fronting linens, etc; our attention being called to several of the new ideas for sleeve and skirt linings; then to the Linen Department. Here we spent a few minutes with pleasure and profit. Since starting business they have had a steady annual increase in their linen trade. Now we come to the entry room, which is commodious, well lighted, and has excellent shipping facilities, two men being able to load a G. T. R. double team in a few minutes. The order and entry clerks have their desks on a platform four feet above the floor, and no matter how rushed or crowded the room may be, they are not inconvenienced or interrupted.

Stepping on to the elevator, in a moment we were in the basement. Here the receiving facilities are equally convenient to the shipping on the floor above. Passing through into the Goods Department, we are among the denims, ducks, ticks, checked shirtings, cottonades, grey cottons, and other heavy staples. The same order, cleanliness and system prevails here as elsewhere throughout this warehouse. Their manner of keeping white cottons is one we commend to the trade. They can show twenty different qualities in as many seconds, and need not move a piece to take stock, which can be done at a glance, almost. Not a speck of dirt is seen upon them. Their plan of keeping white cottons was original with the firm.

Returning to the elevator, we are quickly on the fourth floor, glancing at sunshades, parasols, umbrellas, ladies' "Distingue" waterproofs and men's standard coats. We come face to face with our Toronto friends, the B. and C. Corsets, for which the firm are agents here.

Now comes the Underwear and Top Shirt Department. Trade requirements are carried out here as elsewhere, and their sales have doubled in the past twelve months. White shirts, collars, cuffs, ties and scarfs follow, and we pass to lace curtains and curtain nets; then down to the third floor. To enumerate the thousand and one lines kept here would take a special number of THE REVIEW; we must, however, say a word of praise for the Hosiery, Glove and Mitt Department. Brophy, Cains & Co. are proud of it, and deservedly so; it would be hard to imagine or find a better one.

Passing now from show case to show case, admiring lawns, embroideries, insertions, laces and ribbons, all kept under cover in glass cases, so that the retailer may receive them perfect, we pause for a moment to watch an order clerk looking out ribbons. He does it so quickly that we ask: "How does he know that he has the right shade?" "Every rangé has its own number, and every piece has the shade or pattern number on it, and the numbers run consecutively," is the answer, "and he knows the moment he lifts the case cover if any number is out."

Down, now, to the Dress Goods, to see what our readers have often read about: "the highest class of black dress fabrics for gentlewomen." We pass from table to table, admiring silver

crepons, cream silk and wool crepons, and black, cream and white crepons. These, the head of the department says, are "Parisian dreams," displaying at the same time silver and black silk and wool effects. Here are tiny shepherd plaids, not in black and white only, but half a dozen colorings.

We almost break a commandment and "covet our neighbors' goods" when we look at some of the beautiful French costume tweeds, serges, estamenes, covert and cape cloths, all-wool and silk warp henriettas, mohairs, alpacas, soleils, crapes and crape effects, second mourning goods, worsteds, pantings, Canadian tweeds. All are passed in succession; and here is a pleasant corner filled with velvets, velveteens and silks, we admire poplins, bengalines, peau de soie, surahs, blouse silks, fast dye punjums and chine silks, and think how happy we would be had our lot been dry goods instead of DRY GOODS REVIEW.

J. B. M.

## A RETROGRADE MOVEMENT.

ONE fact, which everybody must lament, presents itself for consideration. This is the tendency on the part of retail dry goods merchants to remain at home and depend for their knowledge of styles on travelers' samples and the trade journals rather than to gain this knowledge by regular visits to the large wholesale centres. This cannot, to our mind, be regarded as other than a retrograde movement.

The traveler has a work to do and so has the trade journal, and both are indispensable. But the retailer should not depend on them entirely. The broad knowledge to be gained by walking through all the various departments of two or three large wholesale houses, and also through two or three large city retail establishments, is not to be lightly regarded nor unblushingly rejected. The contact with the central figures in the trade, both wholesale and retail, must brighten and sharpen the men who ply their trade—

"Far from the madding crowd's ignoble strife."

The peaceful life of the ordinary small town may be some what of a pastoral romance, but it has a rather deadening effect on the men who control the businesses that are found in the midst of it. To counteract this, a visit to the primary markets is almost indispensable.

But there are other reasons. Travelers never carry samples of all the lines that are in stock at their respective warehouses. There are numerous lines of which the stock is low, which it will not pay to sample, and these can then be picked up at very reasonable prices. Moreover, new goods, of which the quantity is limited, are not shown in the traveler's samples. These are left to be picked up by the shrewd city merchant or by special customers who will have special notice thereof. "Snaps" are procured only by those who visit the markets weekly or fortnightly.

The brightest men in the retail trade to-day are the men who keep in closest touch with the markets by reading, conversation and visits. Occasional leave of absence from the dreary routine of counter or office brightens their faculties and renews their physical and mental strength.

Visits to the wholesale centres pay in a saving of money on certain lines, pay in the benefit of personal contact with the wholesaler and his buyers, and pay in the pulling of a merchant out of the ruts into which his regular, monotonous duties have run him.

## CLOSES AUGUST 1.

## WINDOW-DRESSING COMPETITION NO. 2.

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

FIRST PRIZE - - - - \$20 CASH.

SECOND PRIZE - - - - \$10 "

The competition will be held under the following conditions:

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

THE DRY GOODS REVIEW,  
28 FRONT W., TORONTO.

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

## OUR YOUNG MEN.

DURING the past twenty-five years Canada has contributed several hundred thousand young men to the United States—unwittingly, unwillingly and sorrowfully. Yet no one has stated a remedy, or discovered the root of the evil. One political party blames the other, and the other blames the one. And the exodus still continues.

A recent writer in The Week blames it on our educational system. This may be plausible considering the number of young doctors and young lawyers turned out by Ontario colleges. But it is not so plausible when the Province of Quebec is considered, for it has lost its young men and most of them were none too highly educated. From Ontario too many uneducated or slightly educated young men have crossed the border.

What, then, is the cause?

The cause is not singular, it is plural. Ontario has an educational system which is too national—it allows the young

man of no means to become a professional man at slight expense. What the country needs are farmers, cheese makers, butter makers, poultry raisers, merchants and mechanics. What her educational system produces are lawyers, teachers, doctors, elocutionists and musicians—consumers, not producers. What Ontario should do is to turn half her High Schools and Collegiate Institutes into trades, industrial and technical schools. Teach trades, not professions.

What has been said of Ontario applies in a less degree to all the other provinces except Quebec, where education is not so national.

Canada as a whole lacks unity. Confederation began in 1865, went forward a long distance in 1867, and has been plodding slowly along ever since. A national spirit has been growing, but all too slowly. The cruel bickerings and murderous lies of party politics has retarded that growth. Our people have lacked confidence in themselves.

Some time the tide may turn—tides sometimes do turn. Then we shall see what we shall see.

## STYLES IN DRESS GOODS.

SPRING has produced many new tastes in dress goods. Small check effects and fancy mixtures in tweeds have done well, while crepons are strong for a later trade. The latter fabric has been much enquired after in silk, wool and wool and cotton.

For the summer trade estamene goods are leading for skirts. With these will be worn all manner and variety of cotton, wool and silk blouses, fancy or plain, according to the style of the wearer. Heavy skirts, narrow at the top and wide at the bottom, trained into full folds at the back, require a fairly substantial fabric, and the estamene goods fill the bill. Blacks are going to lead, although navys will have a fair share of attention. But the tendency is decidedly towards dark colors.

For the fall a great many are expecting a strong demand for French and English coating serges, and large importations in these lines will be made.

The Dry Goods Economist's Berlin correspondent writes, under date of March 29, as follows:

"In colored goods covert cloths and satin Berbers in mixed shades are prominent, and especially for the first there are in the market offers at satisfactory prices. Medium-weight Esquimaux in light colors have been purchased for half-length capes for fall. Besides these, pure all-wool Esquimaux in plain and mixed effects are good.

"Black goods favored for England are foule and frieze-like fabrics, although satin Berber, especially in black and dark brown, is still used. Cheviots and diagonals are likely to find a market only in the very cheapest qualities, as for better-grade garments either Esquimaux, covert cloth or good foules will be used. Boucle and flake effects have sold well.

"Covert cloths with back in plaid, striped, jacquard or Turkish designs are shown by one firm which has previously done a large business in similar articles."

Henri Duverger, wholesale dry goods, Montreal, has assigned at the demand of the Banque du Peuple, with liabilities of \$69,000. The principal creditors are in Europe, though some of the local French banks are hit.

WHOLESALE ACTIVE.

WHOLESALEERS are rushing trade just now and are enjoying it after the long spell of dull trade. While general business was sluggish, they lay back on their oars, and trimmed their sails for any storm. At the first sign of fair weather all the canvas is again spread. Buyers are rushed off to foreign markets and supplies are coming in regularly. Regular travelers are sent out and special men are ordered on road duty. Advertising is better looked after and is increased in amount.

If the wholesaler went out of business, it would be a sad thing for many thousands of small dealers throughout the country. A few hundred of large dealers could get along without him, but even they would miss him. There is no danger from this source, however, from present indications.

In Toronto, there have been some rumors for the past two months that certain wholesale dry goods firms were going into liquidation. Those who have been watching the signs have seen how utterly unfounded these rumors are. Every house in Toronto is pushing trade with renewed activity and with a splendid confidence in future trade.

In Montreal it is the same. Wholesalers, wholesale agents and manufacturers are active and fully on the alert to take advantage of every turn in the market.

WHITE AND GREY COTTONS TENDING HIGHER.

THERE has been a radical and steady appreciation in the price of raw cotton recently, the advance being equivalent to a rise of over 20 per cent. This increase in the cost of the raw material is causing more or less speculation in dry goods circles as to whether it will affect the price of the manufactured article in the near future. Present values on the staple lines of grey and white cottons in Canada, as elsewhere, have been very low during the past eighteen months or so, and for this reason a recovery in prices in view of the advance in the raw article would not be surprising. The depression across the lines led to an unusually low range of values; away below cost in fact; and at one time money was so scarce at many American centres, that cotton manufacturers turned their attention to the Canadian market. They offered their goods entirely irrespective of cost and duty, so as to obtain the cash. This unusual competition compelled the domestic manufacturers to reduce prices in proportion, and since that period the level of cotton values has been low. Last winter, however, at the New England centres they commenced to show signs of improvement, and since then the market for staple cottons has shown a steadier feeling, some radical advance having been asked on bleached cottons and greys, while recent advices note an advance of over 1/2c. in dyed goods in the States. Canadian prices have not as yet recorded any actual advance, but THE DRY GOODS REVIEW was assured in Montreal last week by the leading official of a mill that devotes its attention to staple grey and bleached cottons that the manufacturers were seriously considering the propriety of an advance in these goods, and that an announcement to that effect might be made shortly. This determination was arrived at in view of the advance in the price of raw cotton, the improved conditions on manufactured goods in the States, and the low level of prices in Canada. The mills had been experiencing a much better demand from the jobbing trade since the first of the year than for the correspond-

ing period of 1894. The monthly output of the mill in question averaged probably \$50,000 worth of goods. Trade exhibited a steadily decreasing tendency during the latter year. For instance, in January their sales averaged possibly \$45,000; in February they declined to \$35,000, and so on, each successive month recording a decrease. This year, however, though the orders individually were not large, the volume of trade in the aggregate was heavy and more satisfactory. That is, it showed a tendency toward expansion. In January buyers started in to place orders cautiously, and each succeeding month saw an increase in the account sales until, in March their monthly turnover was larger than the production, and they had filled orders from stocks on hand, of which they had a fair supply. Naturally, the advance in the price of raw cotton was receiving a great deal of attention, and though the mills, according to rule, were pretty well supplied with raw material for the season's operations, it would be only natural, considering the conditions, if they took advantage of the advance in price. If there is any advance in white and grey goods for this season, it is quite natural to expect an appreciation all along the line. It may be remarked, however, that colored cottons are sold by the mills with a guarantee of prices until the fall, and possibly this fact will prevent any advance in these goods, irrespective of other lines, on orders now placed for goods to be delivered during the course of the summer, subject to this guarantee.

THE FIRM FEELING IN WOOLENS.

Last month THE DRY GOODS REVIEW exclusively announced the rising tendency of values on woolen fabrics, and gave the first information of the advance in manufacturers' prices on domestic woolen yarns and fingerings. This firm tendency has spread to other lines of woolen goods, and on all repeat orders placed from now on, the manufacturers announced this week that they will ask higher prices, though the exact advance has not been definitely decided upon. Travelers have been out placing orders for domestic woollens for shipment during the summer and fall for over a month past, and it is the traders who have placed their orders who are in a position to make the most of any further rise in prices when they do come. The firm feeling in raw wool, that THE REVIEW referred to last month as a reason why prices should go up, has been fully maintained, and wool dealers generally predict steady, if not higher, prices for the next few months to come.

CANADA'S TRADE IN 1894.

THE trade and navigation returns, just received, lose much of their interest, except for comparative purposes, from the fact that it is ten months, almost, since the close of the year (1893-4) with which they deal. They show that in the twelve months ending with the 30th June last, Canada's foreign trade aggregated \$240,999,889, as compared with \$247,638,620 in 1892-3, and \$241,369,343 in 1891-2. The exports and imports in the last five years have been as follows:

	Exports.	Imports.
1894.....	\$117,324,969	\$123,474,990
1893.....	118,364,332	129,074,308
1892.....	113,963,375	137,006,006
1891.....	98,417,206	119,967,620
1890.....	96,749,149	121,854,341

The percentage of duty on the total value of goods imported, dutiable and free, was 15.69 per cent., compared with

16.39 per cent. in 1893, 16.13 per cent. in 1892, 19.52 per cent. in 1891, 19.63 per cent. in 1890, and 20.60 per cent. in 1889.

The value of exports to the principal countries was as follows:

	1894	1893
Great Britain	868,351,626	861,091,493
United States	35,800,940	41,923,910
France	341,996	261,047
Germany	2,046,002	750,461
Newfoundland	2,818,592	2,504,633
West Indies	3,443,791	3,145,708
South America	1,322,285	1,326,743
China and Japan	50,849	311,140
Australia	372,745	288,332
Spain	56,274	41,355
Portugal	79,263	83,001
Italy	100,188	87,387
Holland	251,058	292,569
Belgium	708,455	662,040

The value of goods entered for consumption by countries is as follows:

	1894	1893
Great Britain	838,717,267	843,148,413
United States	50,031,100	58,221,976
France	2,536,964	2,532,117
Germany	5,811,512	3,925,763
Spain	390,233	343,506
Portugal	47,106	52,481
Italy	402,443	170,564
Holland	341,706	373,858
Belgium	50,237	59,511
Newfoundland	814,522	653,570
West Indies	3,677,411	4,244,069
South America	772,292	772,613
China and Japan	2,241,919	2,425,578
Switzerland	274,211	258,464

The following table shows some of the principal textile and kindred articles imported during the fiscal years 1893 and 1894.

	DUTYABLE GOODS.	
	1893.	1894.
Carpets and squares	94,006	71,443
Cordage of all kinds	76,189	67,130
Cotton, manufactures of	4,537,402	4,031,618
Flax, hemp and jute manufactures of	1,818,683	1,416,476
Furs and manufactures of	723,807	717,421
Hats, caps, bonnets	1,320,640	1,216,062
Sheloth	233,395	211,914
Silk, manufactures of	2,763,536	2,481,414
Wool, and manufactures of	10,946,244	9,433,623
	FREE GOODS.	
	1893.	1894.
Fur skins, not dressed	785,433	627,674
Silk, raw and manufactured	307,325	303,040
Wool, unmanufactured	1,651,440	1,083,254
Hemp, undressed	1,150,134	482,239
Cotton wool and cotton waste	3,566,946	2,902,816

The main point is that Canada's exports show a decrease of less than 1 per cent. compared with 1893, and when the figures for coin and bullion are eliminated, the exports show an increase. Imports declined 7 per cent.

It may be interesting by way of comparison to note that imports into the United States for the year ending December 31, 1894, fell off over 63 million dollars and the exports over 47 million dollars, compared with 1893.

### A SILK MANUFACTORY.

FROM H. L. Smyth & Co., Montreal, comes a neatly printed pamphlet with a most interesting description of the growth of Lister's mammoth silk manufactory in England.

At the Manningham mills, 4,800 employes, besides clerks, messengers and timekeepers, are engaged. There are 34 steam boilers and four principal steam engines. The aggregate power of the engines is about 4,000.

These unique and gigantic works are now the property of a limited liability company, with a capital of £2,000,000. The company has also taken over two mills at Addingham, the High

and the Low Mill, which are engaged in short spinning and weaving. These mills give employment to about 400 hands. Mr. W. Watson, whose special care is the spinning, shares with Mr. Reixach the duties appertaining to the management of this vast concern, while Lord Masham (Samuel Cunliffe Lister) still occupies the position of chairman. The guiding and controlling power of the business, therefore, remains in the hands of those under whose direction it has attained its present pre-eminence in the silk industry.

The Manningham mills were first built in 1839 by the father of Lord Masham. In 1886 the Council of the Society of Arts awarded the latter the Albert Medal "for the services he has rendered to the textile industries; especially by the substitution of mechanical wool-combing for hand-combing, and by the introduction and development of a new industry—the utilization of silk waste."

### NOTES.

Raby & Lizotte, hatters, Montreal, have dissolved.

Mrs. Wm. Patterson, ladies' bazaar, St. John, N.B., is dead.

Assigned—E. W. Ogle, furnishings, New Westminster, B.C.

J. S. May & Son, tailors, St. John, N.B., have compromised at 40c. cash.

McDonald & Darah, dry goods, Lancaster, have compromised at 65c.

The dry goods stock of A. Lalonde & Co., Montreal, has been sold at 37c.

Jock M. Lusby, tailor, Amherst, N.S., has assigned. So has Jos. Bolduc, tailor, Montreal.

G. W. Pettie & Co., clothing and men's furnishings, Stratford, have sold out to McLean Bros.

Carbutt & Muskett, men's furnishings, Vancouver, B.C., have dissolved. The former continues.

John Phelan's dry goods stock at Ottawa has been sold. N. S. Farr, fancy goods, has offered 40c. cash to his creditors.

The tailoring stock of Ephraim Lemay, Montreal, will be sold at auction on May 7th. Jas. Bourduas' furnishings were sold on April 30th.

P. Lizotte & Co.'s millinery stock, Quebec, is to be sold by auction on May 1st. Paul Francois' stock, at Sorel, has been sold at 25c.

Woods & Taylor, dry goods, Galt, have dissolved, the latter continuing under the old style. In the same town, a milliner by the name of Phoebe Todd, has assigned.

### NEEDY MEN IN PARLIAMENT.

The chief means by which impecunious members of our Parliament and Legislatures stave off utter financial collapse is by pressing for a good fat berth in the public service and promising their trusting friends repayment when the office is got. This, says The Canadian Grocer, enables them to keep afloat, but renders them the abject slaves of the Ministers of the day and quite unfit to discharge independently and fearlessly the duties of a member of Parliament. The proportion of ex-M.P.'s and ex-M.P.P.'s who now fill public positions is very large. Small wonder that the interests and requests of our business men play second fiddle in Parliament. What do these interesting adven-

turers care for our votes, or why should they lie awake at night worrying about our business questions when the haven of their hopes is a good office for obedient voting in the House?

There ought to be a law forbidding the appointment of M.P.'s and M.P.P.'s to public positions for life during a period of at least five years after they retire from Parliament. This would remedy the evil of rewarding needy members, who shape their whole course to drop out of Parliament into a comfortable berth.

#### ASSIGNMENT LAW AMENDED.

At the last session of the Ontario Legislature, the assignment laws of this province were amended.

The first change enables a creditor or an assignee to follow the funds realized from a sale made by a debtor to defraud his creditors. This change will make people more careful in buying goods from a merchant in insolvent circumstances.

Another amendment provides for the examination on oath of a debtor who has assigned. This may be done on the request of a majority of the creditors or a majority of the inspectors of the estate. The debtor can be interrogated as to the means, property and estate he had at the time the earliest of his existing debts were contracted, what property and means he has now, and how he disposed of all property and estate which has been disposed of between these two periods. He can also be compelled to produce his papers and documents. If he fails to answer any questions or produce any papers, he may be committed to gaol for a period not exceeding twelve months.

These two amendments will be a great help to creditors, and will also be beneficial to debtors in the sense that the dishonest members of the latter class are more liable to have their frauds exposed.

#### DRY GOODS THIEVES.

Two women, one of them a young and prepossessing girl, have been found guilty by a jury in Montreal of stealing goods from the warehouse of Gault Bros., Montreal. This crime is very common in the retail dry goods store, and many wholesale houses also have to bear losses from the same cause. The method adopted by the two Montreal women, who were both respectably connected, was for one to engage the clerk in conversation, thus distracting his attention, while the other pocketed the goods. Thieves became expert in this kind of business. Even in large articles the same thing may go on. It might be thought that a wholesale clothing establishment, where the goods are bulky, might escape, but a Montreal house informed THE DRY GOODS REVIEW that watch had to be kept. In a large place where goods are piled high near the door a thief might venture in and get away before he could be caught. In one case a man went to one of the upper flats, coolly put on an overcoat and walked away with it. The employes, too, sometimes included dishonest persons, who would adopt the most ingenious methods for getting ahead of their employers. In ready-made clothing, where the number of garments to be made from a certain quantity of material was accurately known, a cutter once kept an inch off the length of the trousers being cut to fill an order. The trousers being properly of a certain size, the retailers discovered the difference and any amount of trouble was entailed upon the makers.

#### GROWTH OF THE TRADE JOURNAL.

THE evolution of the trade journal from the feebleness of infancy to its present position of influence is a most interesting study, says The New York Journalist.

The pioneers in this now important branch of the American press were generally men of limited means and limited newspaper experience. Conditions were not altogether favorable to attract the best talent.

The possibilities of the field were not seen, and the facilities for gathering legitimate trade news were very meagre.

Trade journals were looked upon as a luxury, not as a necessity, and their early promoters relied for support upon some one or more leading houses, with the understanding that exclusive favors were to be shown these sponsors in return for advertising.

Facts were suppressed, and long-winded write-ups, like two grains of wheat in two bushels of chaff, took their place.

Consequently, these early publications were little more than house-organs, whose columns were filled with fulsome panegyrics of this or that line of wares, and the makers and vendors thereof. The houses so flattered were content to pay well for it, without looking very critically into the extent of circulation, or thinking what effect these commercial pæans might have on intelligent readers.

It was cheaper to print a journal by proxy, they thought.

As time went on, however, these favored ones could not but lose respect for such venal sheets, and the publishers themselves learned that servility never wins applause, and that a trade journal has a higher mission than to be the mouthpiece of any house or combination of houses.

Always to praise and never to blame or criticise foredooms to failure, and to abuse the weak and flatter the strong is the habit of the sycophant.

Publishers of trade journals gradually came into touch with entire trades they represented, and, as their horizon widened, they saw clearly that the value of a trade journal depends on its bona fide circulation, and, to obtain this progressiveness, fearlessness and independence must characterize its policy.

They became leaders and organizers in trade reforms, guardians of the welfare of the trades among which they circulated, champions of the right, chastisers of the wrong.

Such are the foremost trade journals in the land to-day. They have made for themselves a place which no other mediums can fill.

The brightest young men in the mercantile world to-day are those who early learned the value of the trade journal, and from its pages gleaned the information and caught the ambition that is responsible for their advancement.

The publishers of THE DRY GOODS REVIEW early recognized the value of bona fide circulation, and are the first and only publishers in Canada who have kept, and are keeping, subscription canvassers at work in every province the year round.

Mr. Watson, of Lailey, Watson & Co., Toronto, reports a better feeling in clothing. Dealers in the extremes of Canada, where fall samples are now being shown, are placing larger orders than last year. These orders are also being procured with much less trouble than usual, showing that retailers have confidence in the trade. He reports values as stationary, prices of domestic tweeds being but a shade lower than last year, not enough to affect the prices of manufactured goods.

## COMPARE THESE TWO.

COMPARE these two articles. The first is from the Easter Number of THE DRY GOODS REVIEW, and issued on April 11. The second is from The New York Dry Goods Chronicle of April 20. The dates show which journal is original.

DRY GOODS REVIEW, April 11

## FALL CLOAKS AND CLOAKING.

Samples of fall cloaks and cloakings are now in the hands of travelers and retailers are placing their import orders. These, so far, are well up to the average showing, but there is no lack of confidence in future trade.

In style, jackets will not be very different from the shirts. The sleeves will be larger and the skirts shorter, but yet long skirts are selling freely outside the cities. Revers collars are larger than ever, in sympathy with the larger sleeves. Hacks and fronts are plain, with a tendency to straight fronts. Some shirts are styled after the prevailing fashion in dress shirts.

Collars are larger and more like those on tailor-made garments. Fur trimmings have passed into obscurity. Velvet facings are shown in some varieties. Applique and braid trimmings are used to a certain extent. Beaver cloths are still used abundantly. Nap cloths in soft vicuna effects are largely used, while friezes and rough tweeds are not overlooked. Browns, fawns and blacks are the colorings.

But the leading fabric for fall and winter capes and jackets will be that generally known as "golf-cloaking." These two-toned goods were shown in small quantities in June last year, and picked up by the city trade. Repeats did not come in till late in the season, but a good trade was nevertheless done. Their popularity was not exhausted last season, and they will lead with the general trade next fall. The range of samples of this double cloth is very large, varying from loud checks to mild shot effects on both front and back.

Tweed effects will be strong in the fall for capes, jackets and costumes.

## THE RECENT FALL IN PRICES.

THROUGH its statistician, Sawyerbeck, The London Economist has compiled an interesting table on the fluctuation of prices of 45 of the principal commercial articles of the world, during last year as well as during many previous years. The author takes the time between 1867 to 1877 as standard, and from this he calculates the average price of the 45 articles. The period named he designates as 100, and the average prices of the subsequent years produce the following results:

1873.....	111	1888.....	70
1879.....	83	1889.....	72
1880.....	88	1890.....	72
1884.....	76	1891.....	72
1885.....	72	1892.....	68
1886.....	66	1893.....	68
1887.....	68	1894.....	63

The depression which commenced in 1893 in the principal branches of commerce, continued in 1894 to a greater degree, on the one hand, by the great decrease in the purchasing power of the trans-European countries, especially the United States, as well as the continued devaluation of silver, and on the other hand, by the increased importations of a large number of articles of consumption, such as wheat, jute, tin, tallow, combined with the immense crops of cotton and sugar. The average price of goods, therefore, in 1894 was lower by 5 per cent. than in 1893, and was lower by 37 per cent. than during

DRY GOODS CHRONICLE, April 20.

## CLOAKS AND CLOAKING FOR FALL.

Importers are displaying their samples of cloaks and cloakings for autumnal wear, and travelers have been sent upon the road to take import orders from retailers. Orders taken so far are up to the average, and representatives of New York houses who are doing the West say they have great confidence in future trade. There will be no great material change in the style of jackets from those worn last year. A noticeable difference will be in larger sleeves and shorter skirts. Revers collars will also be a trifle larger than those on last year's jackets. Hacks and fronts are to be worn plain, and there will be a tendency to straight fronts. In shirts there is an inclination to fashion after the prevailing style of dress shirts with flaring pleats in the back. Collars will be worn large and like those on tailor-made garments. Some varieties show velvet facings, and it is believed that fur trimmings have passed into obscurity. Applique and braid trimmings are also noticeable on many designs. Beaver cloths, nap cloths in soft vicuna effects, friezes and rough tweeds are used; brown, fawn and black are the colorings.

The really chic and favorite fabric for fall and winter capes and jackets will be known as "golf-cloaking." Tweed effects will be strong in the fall for capes, jackets and costumes.

the standard period of from 1867 to 1877. This shrinkage in prices includes all the commercial articles of which several—wheat, wheat flour, oats, rice, sugar, lead, cotton, jute, flax, manilla hemp, merino wool, silk and soda—sunk in 1894 to the lowest price on record during this century.

The greatest decline, however, is shown in textile goods, which in 1894 as compared to 1893 were lower by 20 per cent., and have sunk 35 per cent. since 1889. The price of cotton went down continually during the year; so did jute, and the price of soda was also much depressed. Until summer, the price of flax remained fairly stationary, but then commenced to go down so rapidly that it was sometimes 30 per cent. below that at the commencement of the year. Silver, which is in a great degree influenced by the price of gold, was at the end of 1894  $4\frac{1}{2}$ d. per ounce cheaper than during the same period of 1893, which shrinkage corresponds to  $12\frac{1}{2}$  per cent. The expectations entertained during 1894, that commercial business would revive, have proved themselves to be too sanguine. Even now, some assert that business is reviving and we are at the beginning of better times, but there are hardly any indications of this to be found in the world's commercial transactions. The low prices of all the goods have seriously impaired the purchasing power of producer and consumer, and trade and commerce are thereby sorely depressed.

## RECENT CUSTOMS DECISIONS.

Among recent Customs decisions at Ottawa the following affect the textile and kindred trades: Carpet sweepers, plated, 30 per cent.; do., not plated,  $27\frac{1}{2}$  per cent.; feather dusters, 25 per cent.; fullers' earth (as a toilet preparation), 30 per cent.; hose supporters,  $32\frac{1}{2}$  per cent.; silk neckties,  $32\frac{1}{2}$  per cent.; cotton blankets, bleached or white, 25 per cent.; do., dyed or colored, 30 per cent.; button moulds, 20 per cent.; bone collar buttons, 20 per cent.; pictorial show cards on the frame, 30 per cent.; on the card, 6 cents per lb. and 20 per cent.; plaits, when composed wholly or in part of any other materials than those named in item 633, 30 per cent. Samples of tweeds, coatings, dress fabrics and like manufactures, exceeding one-half yard in length, are not to be accepted as being of no commercial value. When fabrics, one-half yard in length, are imported, collectors must satisfy themselves that such are to be used solely as samples.

## PROJECTING SIGNS MUST GO.

A committee of the Ottawa City Council have unanimously recommended the passage of a by-law to force the removal of all projecting signs. The owners will be given ten days to effect removal, but if they fail to act the signs will be taken down by the corporation at the owner's expense. This is drastic legislation if the Council ever adopts it.

There are two sides to the sign question as well as to the signs. Some project dangerously, look badly, and spoil the appearance of a street. Others are modest in size, neat in form, and are a real convenience to the business and buying public. Why wipe out all when the real offenders are the bulky ones? There are high shops and warehouses where a projecting sign of suitable dimensions is an advantage.

If kept within bounds signs are not wholly an evil, and the mistake of the Ottawa proposal is in going too far.



## ADVANCE OF FIVE PER CENT.

AFTER the article in this issue, entitled "White and Grey Cottons Tending Higher" was set up and printed, word was received that an advance of from 5 to 6½ per cent. had taken place in bleached sheetings.

This advance applies to all widths in two qualities sold by D. Morrice & Sons, and to both plain and twills. These goods have been sold to retailers at prices ranging from 15½ to 25 cents, which were very low, lower perhaps than at any other time in the history of Canadian cottons.

Grey sheetings remain the same. The last change in price affected both greys and whites, and was a drop of about 10 per cent. This occurred at the beginning of the year.

Every indication points to the fact that cottons are going to stiffen, and retailers should carry a fair stock. Overloading would, however, be foolish.

One jobber, west of Toronto, was very lucky. The advance took place to-day (Monday), and on Saturday he mailed an order for a dozen cases of these goods.

## OUR INDUSTRIES.

It is no exaggeration to say that hundreds of Canada's most skilled operatives are now employed making ladies', misses', men's and boys' underwear for Brophy, Cains & Co., of Montreal, to fill orders placed by that firm for June and July delivery. The best mills in the Dominion are now engaged making costume

tweeds, grey, navy, scarlet, and fancy flannels, druggets, etc., for the firm.

Canada can now compete with the world in making fine blankets. For the fall and winter of 1894-95, Brophy, Cains & Co's business in Canadian blankets and rugs increased three fold. They are now booking orders for fall and winter of 1895-96.

The wool market is firmer and prices higher to-day than at any time during the past two years. Underwear, costume tweeds, flannels, blankets and all heavy woolens will undoubtedly be ordered early. The firm have their representatives out with samples of these lines for fall and winter of 1895-96.

## McMASTER &amp; CO.

McMaster & Co., Toronto, have made complete arrangements for keeping their stock full of the latest European novelties during the sorting season. Several of their buyers have reached foreign markets, and, commencing with May, first shipments will come on weekly or semi-weekly and will include the latest and most fashionable goods suitable for the Canadian trade.

By this means they will maintain and increase their assortment, so that their customers may be, at all times, able to secure what is necessary in maintaining an up-to-date trade.

The house that spares no trouble or expense to keep in stock that which fashion requires, at the moment is certainly deserving of the good-will of its customers.

# LIGHT PRINTS

Great Variety for Sorting Trade.  
Send for Samples. Prompt Delivery.

We have in stock

## "Fibre Chamois"

The latest and best thing for lining puff sleeves, etc.

ALSO . . . .

## American "Grass Linen"

(Elastic Lining), in all colors. A good substitute for hair cloth.

### Staple Stock

. . . Unexcelled.

Small-wares, Curtains,  
Laces, full stock.

### LETTER ORDERS

Receive our best attention.

The demand is so great for these linings that we would advise you to order now. Your customers will be sure to ask for them.

# KNOX, MORGAN & CO.

Wholesale Dry Goods

HAMILTON, ONT.



A STAFF OF TRAVELERS

ONE of the largest and finest staffs of travelers in Canada today is that sent out by S. Greenshields, Son & Co. Every man is a thorough and tried salesman, and has qualifica-

tions in keeping with the good name and high standing of the firm which he represents. Moreover, they are jolly good fellows, and their many friends in the different sections of Canada will learn much of them personally in the following brief sketches:

J. Wilson is a native of East Aberdeenshire, Scotland, where

he received his early dry goods training, and came out to Canada in 1883. He took a position in the warehouse of Messrs. S. Greenshields, Son & Co., and his first experience on the road was in 1887, when he was sent out to represent the

firm on the Northern and Midland sections of the G.T.R. The following year he was transferred to the Ottawa Valley, which ground he has since covered. Mr. Wilson makes his headquarters in Ottawa City, where he has an office on Sparks street. He is well and favorably known to the trade, and does a large

business for his firm.

R. J. Walker, who represents the firm in Toronto, has devoted himself to the same territory since he began traveling thirteen years ago. He was born in Culross Township, Bruce

County, in 1860, was educated at the high schools in Walkerton and St. Catharines, and started on the road in April, 1882, for Hyslop, Cornell & Co., then in Hamilton. He moved to Toronto in March, 1885, to travel for J. W. Gale & Co., with whom he remained till July, 1888, going subsequently to the house

of Wald, Grasett & Darling for four years, when he took his present position.

J. N. Mathiot, who has been traveling for the firm since April, 1875, began his business experience as clerk for George

Coron, St. Jean, Maskinonge Co., in 1866. After four years he went to the house of another general merchant, D. O. Bourbeau, of Victoriaville, remaining there five years. He has been with Messrs. Greenshields ever since.

A. E. Palmer acted as traveler in Montreal and vicinity as

far back as 1867, and in subsequent years has covered a great deal of territory, both in Western Canada and in the Eastern Townships of Quebec Province. He has spent 21 years as a traveler between the houses of W. J. McMaster & Co. and S. Greenshields, Son & Co.

J. F. Lemieux, who lives in Quebec and looks after the trade of the firm in that city, was born at Ste. Julie de Megantic, and educated at Levis College. He knows the territory well, having been three years with Gauvreau, Pelletier & Cie., of Quebec, and then joining Messrs. Greenshields, with whom he has been for the past eight years.

William Skene, the British Columbia representative of the firm, born in Glasgow, Scotland, received his chief business training in the wholesale house of Messrs. J. W. Campbell & Co., of that city. In 1863 he accepted an appointment in Dewsbury, Yorkshire, being there and else-

where during the subsequent twenty-four years connected with the various branches of the woolen and carpet trades, chiefly with the eminent firms of Mark Oldroyd & Sons, Dewsbury, Wm. Bliss & Son, Chipping Norton, and Henry Cullingworth &

Sons, Dewsbury. Utilizing his home periods to master the details of manufacturing, Mr. Skene, during three years, took practical management of Messrs. Bliss & Son's larger factory. Besides in the United Kingdom, he has traveled extensively on the continent of Europe, being conversant with the French and

German languages, and in 1876 made a special journey to the United States to enquire into the position of the carpet trade. In 1887 he removed with his family to Vancouver, and has since represented Messrs. Saml. Greenshields, Son & Co., and

Messrs. Cochrane, Cassils & Co. in British Columbia. He is hon. secretary of the Vancouver Board of Trade.

Alph Neveu began when 15 years old to learn the dry goods business in Montreal. After a short residence in Meriden, Connecticut, where he acquired the English language, he returned

to Montreal, entering the employ of F. and J. Leclaire & Co. He was European buyer for this firm during several years. Later he became city traveler for Mackay Bros., remaining until they retired from business. Since then he has been city traveler for the Messrs. Greenshields.

Fred. D. Scott began his commercial career in the spring of 1882 with the firm of S. Carsley. In 1885 he joined Messrs Greenshields, for whom he has faithfully labored ever since. He was born in Montreal in 1868, and received his education in Ottawa and Toronto.

C. J. Redmond, who covers Manitoba and the North West for the firm, was born at St. Thomas, Elgin County in 1868, and was educated there. He served his apprenticeship in the dry goods business in his native town, subsequently removing to Detroit, Michigan, for a time. Afterwards he went



J. WILSON



J. F. LEMIEUX



C. J. REDMOND



R. J. WALKER



WILLIAM SKENE



J. N. MATHIOT



R. J. WALKER



ALPH NEVEU



PHIL. L. LECLAIRE



A. E. PALMER



FRED. D. SCOTT



F. J. ZAVER

# "Sweet Spring"

## FASHIONABLE DRESS FABRICS

Handsome Tweed Effects for tailor-made costumes.

### Crepons.

#### THE DRESS OF THE SEASON.

In plain, Wool and Mohair Stripes, Silk Stripes, Silk Effects, and Silver Silk Stripe.

Plisse Silk Prints in Self and Fancy Colors.  
Fabrique Plisse in Stripes.  
Tokio Pongee, a 32 inch Lawn Cloth.

Lister's FAST DYE Punjums, ALL SILK, in 20 shades. Every piece stamped.

Lister's Chine Blouse Silks.

### WHITE GOODS

Check Lawns  
Bordered Dress Lawns  
Swiss Pin Spot Lawns

Striped Lawns  
Bordered Apron Lawns  
With Embroideries and Insertions to match



"Up-to-Date" Veils,  
Veil Nets, Laces.

VICTORIA LAWNS Our Specialty  
THEY WON'T CURL

Hosiery For { Ladies and Misses } All Sizes  
{ Men and Boys } Reliable Goods  
Popular Prices

Silk Mitts and Gloves, in Black, Cream, White and Colored.

## FOR SUN AND RAIN

Parasols, Sunshades, Umbrellas.

Distingue Waterproofs--The Alexandria, Marguerite, Oxford, Victoria and Golf.  
Full Range of Currie's Standard Waterproof Coats.

Stock fully assorted in all departments.

# Brophy, Cains & Co.

196 MCGILL ST. • MONTREAL

to R. J. Whitla & Co., at Winnipeg, remaining for two years. He then became resident agent there for Messrs. Greenshields.

S. A. Murray was born at Moncton, N.B., Nov., 1864. At the age of 15 he began the dry goods business with Messrs. Daniel & Boyd, of St. John, N.B., at that time the leading dry goods house in the Maritime Provinces.



JOHN T. FIELD

After leaving their employ he was engaged for a short time in the hat and cap business, traveling throughout New Brunswick and Nova Scotia. In Dec., 1888, he went with Messrs. S. Greenshields, Sons & Co., with whom he has since been connected.

Phil. L. Lassonde, who for the past four years has covered the North Shore route for the firm, has been on the road for fifteen years, during which time he has travelled for A. Racine & Co., and the late firm of Robertson, Linton & Co.

F. J. Zammers' route covers the Wellington, Waterloo and Lake Huron districts. He is very favorably known through that section of Canada, having traveled over it for many years representing Toronto firms. For the last five years he has been with Messrs. Greenshields.

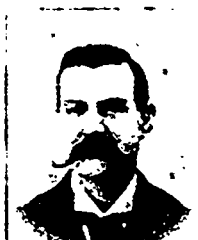


W. J. ROBERTSON

John T. Field resides at Cobourg, Ont. His route covers the Midland district. He was formerly traveling for McLaughlin & Co., and for the last five years has been with S. Greenshields, Son & Co.

W. J. Robertson makes his headquarters at St. John, N.B. His route covers the whole of Southern New Brunswick. He is well known in that part of the country, having traveled over it for many years for local firms, and for the last seven years for S. Greenshields, Son & Co.

Gus Harries served an apprenticeship to the dry goods business with A. A. Murphy and Hy. Morgan & Co., of Montreal. He entered the employ of the firm in 1879, and has been for the last eight years traveling for them in South-eastern Ontario and the Huntingdon district.



GUS HARRIES

A. R. Paterson, another of the firm's old employes, entered their employ in January, '83, and has been with them ever since. He is now traveling for them in the Eastern Townships of Quebec Province.

John Paterson entered the employ of S. Greenshields, Son & Co. in the early part of the year 1880. He has been traveling for them during the last ten years, covering Western Ontario.



JOHN PATERSON

J. Edgar Buchanan commenced his commercial career with T. J. Claxton, afterwards with J. G. McKenzie & Co., and subsequently with J. McGillivray & Co. He is now traveling for Messrs. Greenshields, in Montreal, making a specialty of silks and dress goods and Priestley's goods.

A. W. Johnston learned the dry goods business with S. Carsley, Montreal. His experience in the wholesale trade dates from the early part of the year 1891. After a few years spent in the warehouse he took up the Nova Scotian ground, where he is traveling for them still.

A. H. Hardy has been with S. Greenshields, Son & Co. since 1878, entering as office boy. He now holds the position of European buyer in their smallwares department.

**TROUBLE IN HAMILTON.**

Hamilton tailors are wroth over the invasions of Toronto tailors within their happy hunting grounds. They have brought the matter before the City Council and explained that men from Toronto were swarming into the city and taking orders for clothing to be made up outside, and already this season over \$3,000 worth of orders had been taken. In the Canada Life building orders for seventeen suits had been taken by these outsiders in one day, and in other places it was likewise. In the majority of these cases the goods were cheaply made by the sweating system.



A. R. PATERSON

The matter has been referred to the City Solicitor. Previously he had been appealed to, but said that he did not know of any means of redress for the Hamilton tailors other than to get out and hustle in opposition to the outsiders. He thought it would not be fairer to charge Toronto men a license fee than it would be for other places to charge Hamilton commercial travelers a license fee.



J. EDGAR BUCHANAN

**CANADA'S OFFERS UNKNOWN.**

Hon. Clarke Wallace, Controller of Customs, returned last week from his visit to New York and other centres of United States trade. Mr. Wallace also visited Washington, and had an interview with Mr. Carlisle, the Secretary of the Treasury.

In conversation with The Canadian Grocer, Mr. Wallace said that the Canadian authorities kept a far closer watch upon tariff changes and tariff rulings at Washington than the American officials bestowed upon tariff legislation here. The Secretary, for example, knew nothing of Canada's offers of reciprocity embodied in the Tariff Act of 1894, yet he is in charge of the Revenue Department and ought to be posted on tariff possibilities affecting the revenue.



A. W. JOHNSTON

This discovery of the Controller should force our Government to adopt a method of keeping the Washington authorities posted. Either our tariff offers to extend trade mean something or they should be rescinded. Have these reciprocity clauses in the tariff, passed last session of Parliament, ever been brought to the attention of the powers of Washington? Unless they are mere clap trap they ought to have been. Of course, all negotiations must pass through the Imperial ambassador, Sir Julian Pauncefote. But he is kept duly informed of our wishes? Sir John Thompson once favored the appointment of a Canadian official at Washington attached to the British Embassy, who would have the necessary knowledge, and be in close touch with Ottawa.



A. H. HARDY

# KYLE, CHEESBROUGH & CO.

*The Lace Warehouse of Canada.*

—: IMPORTERS OF NOVELTIES IN : —

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

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

Since the first of the present year we have handled 25,000 pieces of lace, and still there are more to follow.

WE CARRY THE CELEBRATED FIBRE CHAMOIS IN STOCK.

## *Kyle, Cheesbrough & Co.*

MONTREAL.

NEW OPENING OF

# Neckwear

EX. S.S. SARDINIAN.

LATEST LONDON AND PARIS NOVELTIES.

### Summer Underwear

Balbriggan, Natural Wool,  
English Merinos,  
Lisle Thread, Silk.

### Summer Vests

Fancy Cashmere at	\$9 00
“ “	12 00
“ “	13 50
“ “	15 00

*Fancy Navy and White.*

SUMMER HALF HOSE (imported) from \$1.00 up - Blacks and Tans.

GLOVER & BRAIS, 184 McGill Street MONTREAL

## CLOTHING AND WOOLENS.

THE year 1894 was not a favorable one in the wholesale clothing trade, but 1895 is expected to be better.

When E. A. Small & Co. are fully settled in their new premises, on the north side of Victoria Square, Montreal, they will have one of the best establishments for their business, both in location and conveniences, that could be secured.

Reports indicate that the Ontario trade will show an improvement over last year, while the indications from the Maritime Provinces are about the same.

H. Shorey & Co. have done well with their Rigby cloths in a number of the Northern States this year. Their travelers have covered New York, Vermont, Massachusetts, Maine, Connecticut and Ohio, and excellent results have been secured. Although the Americans have to pay 50 per cent. duty on these goods, the peculiar merits of Rigby get the trade.

J. Horsfall & Sons have removed to 186 McGill street, Montreal. A new branch of the business just being taken up is woolen dress goods. This department will be done under the firm name of Horsfall Bros. Mr. Horsfall reports trade equal to last year.

The two years which have elapsed since Doull & Gibson removed their headquarters to Montreal have shown a steady growth in their western trade. The firm continues its connections in the Maritime districts. Business has been quite up to the average, in fact, favorable on the whole.

Canadians ought to appreciate the fine quality of cloth which their own mills turn out. Mr. Shorey showed THE DRY GOODS REVIEW this month more than one line, especially in blue serge, where the quality and finish were superior to the similar English imported goods.

J. W. Peck, of J. W. Peck & Co., is at present in Winnipeg, where the headquarters of the firm are. The clothing manufac-

tory and shirt factory of this flourishing concern are both fully employed at present, and business is reported good.

W. R. Johnston & Co., Toronto, report a splendid trade, everything considered. Their travelers are out in the Maritime Provinces and in the Northwest, taking orders for fall delivery. They have an excellent range of samples, which are worth inspection.

E. A. Small & Co., Montreal, have moved the manufacturing branch of their business to the new premises on Victoria Square, at the foot of Beaver Hall Hill, by the 25th of April, and the stock and business office will follow in a few days.

A creditable piece of push and enterprise by a Canadian firm is that of H. Shorey & Co., Montreal, who have sent a traveler to South Africa to work up trade there. Mr. Shorey, when asked by THE DRY GOODS REVIEW, stated that their representative had left for Africa on April 3rd to begin operations in this new field. It was an opening which would probably repay the trouble, as there were Canadian products which would undoubtedly suit the requirements of that market, and only required pushing to obtain a hold. In the case of Rigby, handled only by Messrs. Shorey, there would be no competition, since these cloths, treated by the firm's own process for waterproof effects, had a reputation of their own. Another line which can succeed in South Africa is Canadian cloths, that have distinctive merits not equalled by foreign makes. With ordinary goods it would be difficult to meet English competition, and this the Canadian trade did not expect, but Messrs. Shorey are determined to see what can be done in the lines already mentioned, and their enterprise deserves to meet with substantial success. This may be the initial move in a promising trade.

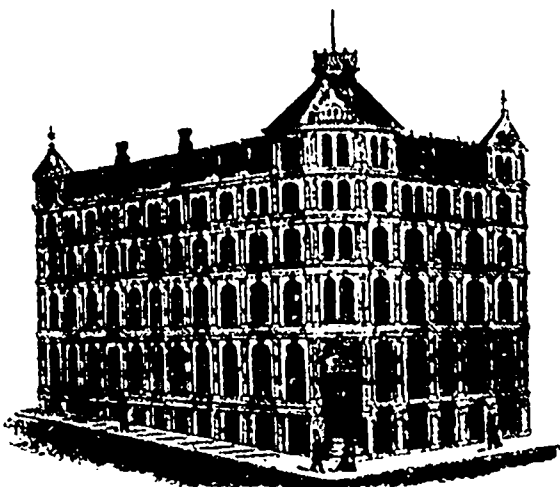
CAUDWELL'S FANCY DRY GOODS BUSINESS, City of Brantford, for sale; a rare opportunity; reason, ill health; made my fortune in 17 years; all sales for cash only; the store joins my dry goods business; entrance to two stores through two iron doors; two plate glass windows; stock, \$6,000. —GEORGE CAUDWELL, Brantford, Ont.

**NIAGARA NECKWEAR**  
**CO. LIMITED**  
 IN NIAGARA FALLS, CANADA  
 IN CONJUNCTION  
 WITH  
**THE DOMINION SUSPENDER**  
**CO.**  
 MANUFACTURERS OF THE LATEST & MOST  
 EXCLUSIVE STYLES IN MENS NECKWEAR.



# We Have Removed

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



## Our Travelers

are now on the way with

# Samples for Fall and Winter, 1895

BEFORE PURCHASING SEE THEM. IT WILL PAY YOU.

## E. A. SMALL & CO.

Manufacturers of Clothing

MONTREAL

# James Johnston & Co.

26 St. Helen Street, **MONTREAL**

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

### DEPARTMENTS

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

**DOMESTIC COTTON GOODS  
OF EVERY DESCRIPTION**

## SPECIAL . . .

Attention Given to Letter Orders

We invite all Merchants visiting the  
City to call.

They will be cordially welcomed.



Sole Agents  
for the  
**Antiseptic  
Sanitary  
Diaper**

Put up in 10 yd. lengths,  
in the following widths:  
18, 20, 22, 24, 27 in.

## TRADE GOSSIP.

Thos. Barry, general store, St. George, N.B., is dead.

T. F. Curran, general store, Kingston, N.B., has sold out.

Herrington & McKellar, general store, Blyth, Ont., are giving up business.

F. L. Perkins, of Perkins & Payne, general store, Saturna Island, B.C., is dead.

Perry & Alpin, general store, Stonewall, Man., have been succeeded by Perry & Co.

Moore & Vandusen, general store and lumber, Lion's Head, Ont., have been burned out.

C. G. Coxall, general store, Tamworth, Ont., has been burned out; insurance, \$7,000.

R. A. Colquhoun, general store, Vancouver, B.C., has satisfied a chattel mortgage for \$2,560.

Goodfellow & Co., general store, St. John's, Newfoundland, are offering to compromise at 65c. on the dollar.

Rudolph Ferber, of Morand & Co., dress goods, Gera, Germany, is making a business tour through Canada.

G. A. Cameron, manufacturers' agent, has moved to larger offices, corner Peter and Lemoine streets, Montreal.

The Dominion Cotton Co.'s dams at Coaticook, Que., were badly broken up by recent floods on the Coaticook River.

Kent & Co., general store, Orangeville, Ont., have assigned to John Ferguson, Toronto. Creditors will meet on May 2.

Pearson's clothing store, King Street, Toronto, was damaged by fire on April 15th to the extent of \$8,000. The insurance is \$9,000.

The general dry goods and millinery stock of Robert Layton, of Belleville, amounting to over \$14,000, was sold to Mr. J. Abraham, Toronto, at 59¼ cents.

The Windsor Times says: A Montreal firm claims that the Ever Ready Dress Stay Co., of this city, is infringing on a patent they hold in manufacturing fiberine and have asked for an injunction.

London Advertiser: "Mr. Charles Peacock, late with Coleman & Co., left London on Wednesday for Dutton. He has secured a lucrative position as cutter for a prominent merchant of that place."

The general postoffice of England in the course of a year deals with over 2,853,000,000 letters, etc., 54,000,000 parcels, 70,000,000 telegrams, and 56,000,000 postal orders, besides many other branches of business.

The boot and shoe manufacturers of Montreal have decided, owing to the advance in the price of leather, to increase the price of footwear. It has also been decided to form a boot and shoe association in connection with the Board of Trade.

G. A. Cameron, Peter and Lemoine streets, Montreal, has been appointed agent for Flood & Co., dry goods and general merchants, Kola, Japan. Samples of silks are now on the way. They say they will be able to offer some very low figures in silk handkerchiefs.

A special dispatch from Moncton, N.B., to The Halifax Chronicle, dated April 22, says: "The Moncton cotton factory has closed down again for a week. This is the third alternate week this mill has closed down, and the operatives are walking the streets idle. The particular combine to which the Moncton

mills belong has just declared a dividend of 10¼ per cent. on the combined stock, or equivalent to 21½ per cent. on the actual paid-up stock. The wages of the operatives here have been cut twice within a few months, and the operatives are now only working every other week, despite the enormous dividend."

The Canadian Steamship Co. is to be reorganized under practically the old stockholders, and will run a regular line from Montreal during the coming season of navigation. The vessels will include all the old vessels of the line, with possibly the exception of the Lake Nepigon, which will be replaced.

The St. John's, Newfoundland, Trade Review of April 20, says: Trade keeps up fairly well, everything considered. The firms that have gone into liquidation are running out their stocks at low figures, but, despite this fact, the regular trade is keeping on at pretty much the old receipts.

J. Corbett, a Montreal clothier, has lost one of his arms, the limb having been amputated at the shoulder. Mr. Corbett struck his arm, during the winter, a severe blow by falling heavily on a stick. A dangerous swelling followed, and the operation mentioned had to be performed to prevent more serious consequences.

W. A. Murray & Co., King Street, Toronto, will erect a new building on the site of their present building. It will cost \$60,000, and will be a splendid addition to the city's dry goods palaces. During the construction of the store, which will be begun immediately, the business will be carried on in the Colborne street front of the present store.

At Suckling's auction rooms, Toronto, on April 10th, the combined stocks of dry goods of F. Shaw, of Napanee, and Garrett & Co., of Owen Sound, amounting to about \$25,000, were sold in detail. Among the largest purchasers were Mr. J. N. McKendry, Toronto Jobbing House, Newmarket; David Powell, Barrie, and William Macklin, Stratford.

The last regular meeting of the Winnipeg Retail Association was largely attended, when the Early Closing Committee reported the success of the different petitions they had charge of. A committee was appointed to look after the itinerant traders' question. The membership of the association is rapidly increasing, and the association is now one of the strongest organizations in that city.

The New York Journal of Commerce and Commercial Bulletin in its weekly review of the dry goods market on April 26th, says: The general tone of the market has shown further improvement, notably in regular prints and in coarse cottons. The week closed with considerable business in motion and indications that prices are likely to be still higher in the new future.

The Kingston Board of Trade had its annual meeting recently, when the following officers were elected: President, John Hewton; first vice-president, A. Chadwick; second vice-president, L. B. Spencer; executive committee, J. Minnes, J. Gaskin, B. W. Robertson, R. J. Carson, J. Muckleston, G. E. Hague, G. Richardson, G. Y. Chown, J. McKelvey and J. Redden; secretary-treasurer, F. King.

At the annual meeting of the Guelph Board of Trade, held on April 18, a report was read which fully entered into the business done during the last year. The following officers and council for the ensuing year were elected. President, J. S. Watt; vice-president, J. E. McElderry; secretary-treasurer, A. Scott; council, Messrs. Jas. Goldie, Col. Higinbotham, J. M.

# THE DRY GOODS REVIEW'S



# Window Dressing Competition

## AWARDS . . .

**FIRST PRIZE—\$20 Cash**

W. R. McCOLL, Owen Sound, Ont.

**SECOND PRIZE—\$15 Cash**

E. A. MILLER, Brandon, Man.

**THIRD PRIZE—\$10 Cash**

E. R. BOLLERT & Co., Guelph, Ont.

**JUDGES:**

WALTER BUSHILL, W. A. Murray & Co., Toronto.

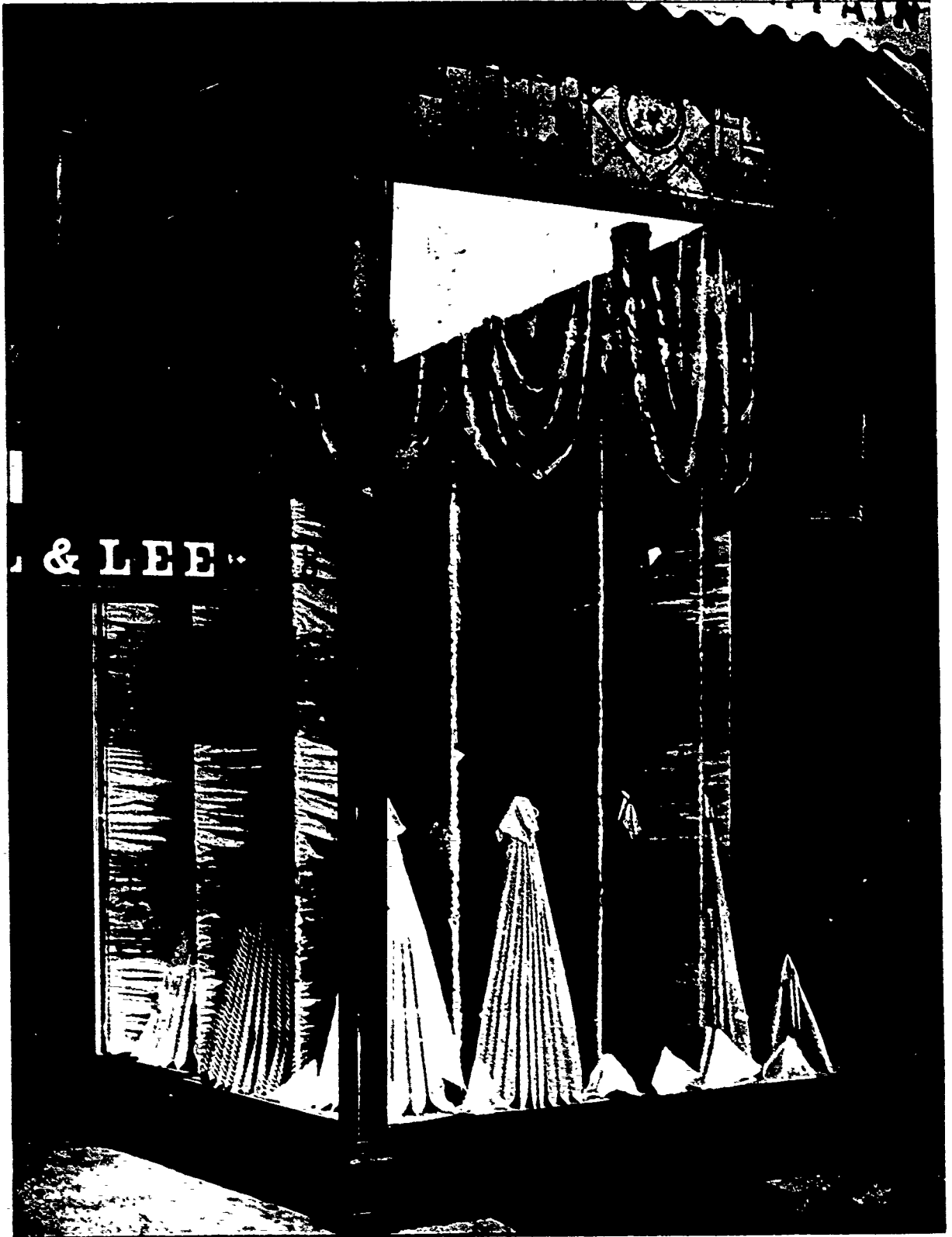
W. J. JEFFERIES, R. Walker & Sons, Toronto.

W. H. McMELEN, Sutcliffe & Sons, Toronto.



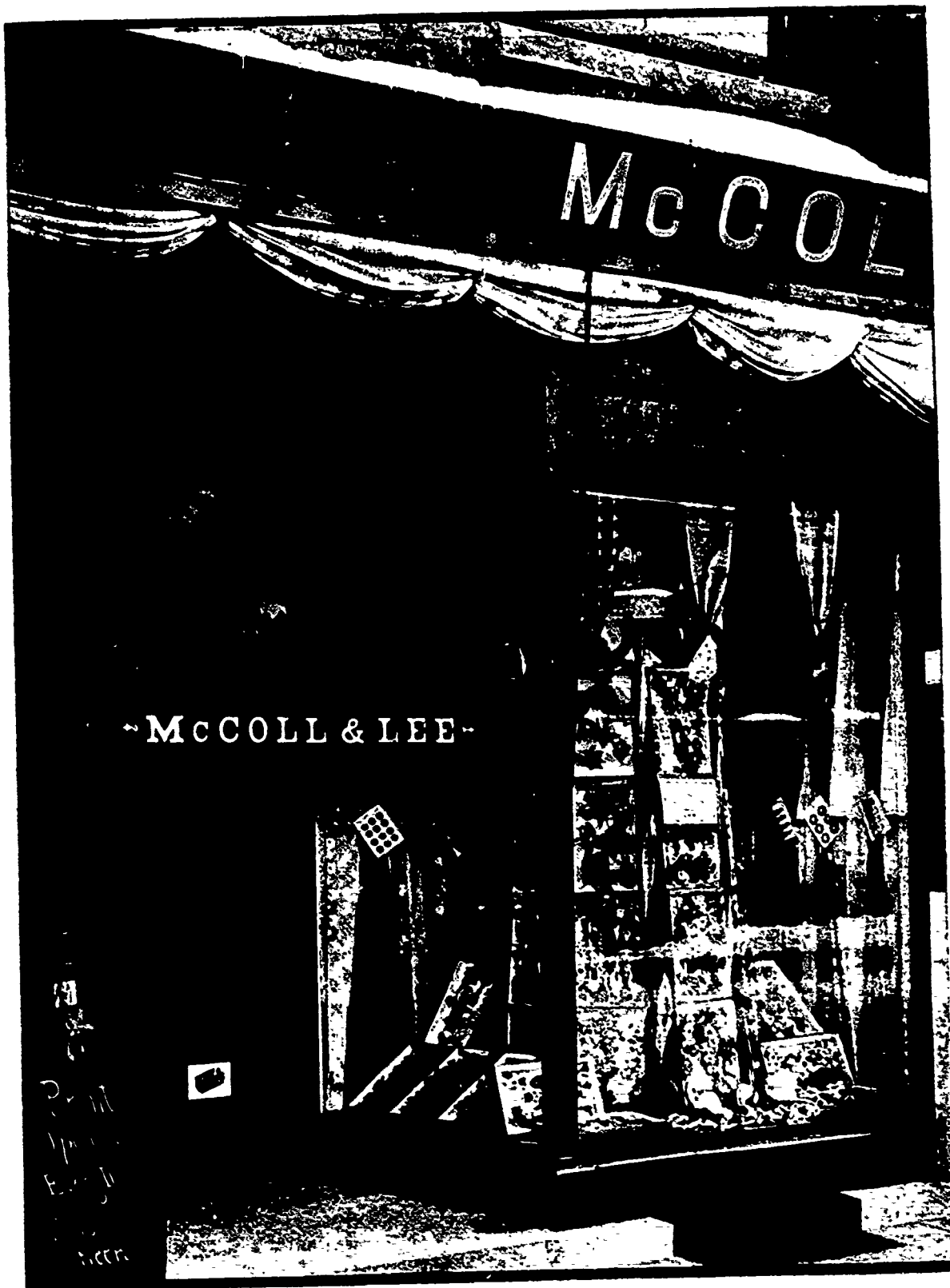
# First Prize Collection

W. R. McCOLL, Owen Sound, Ont.



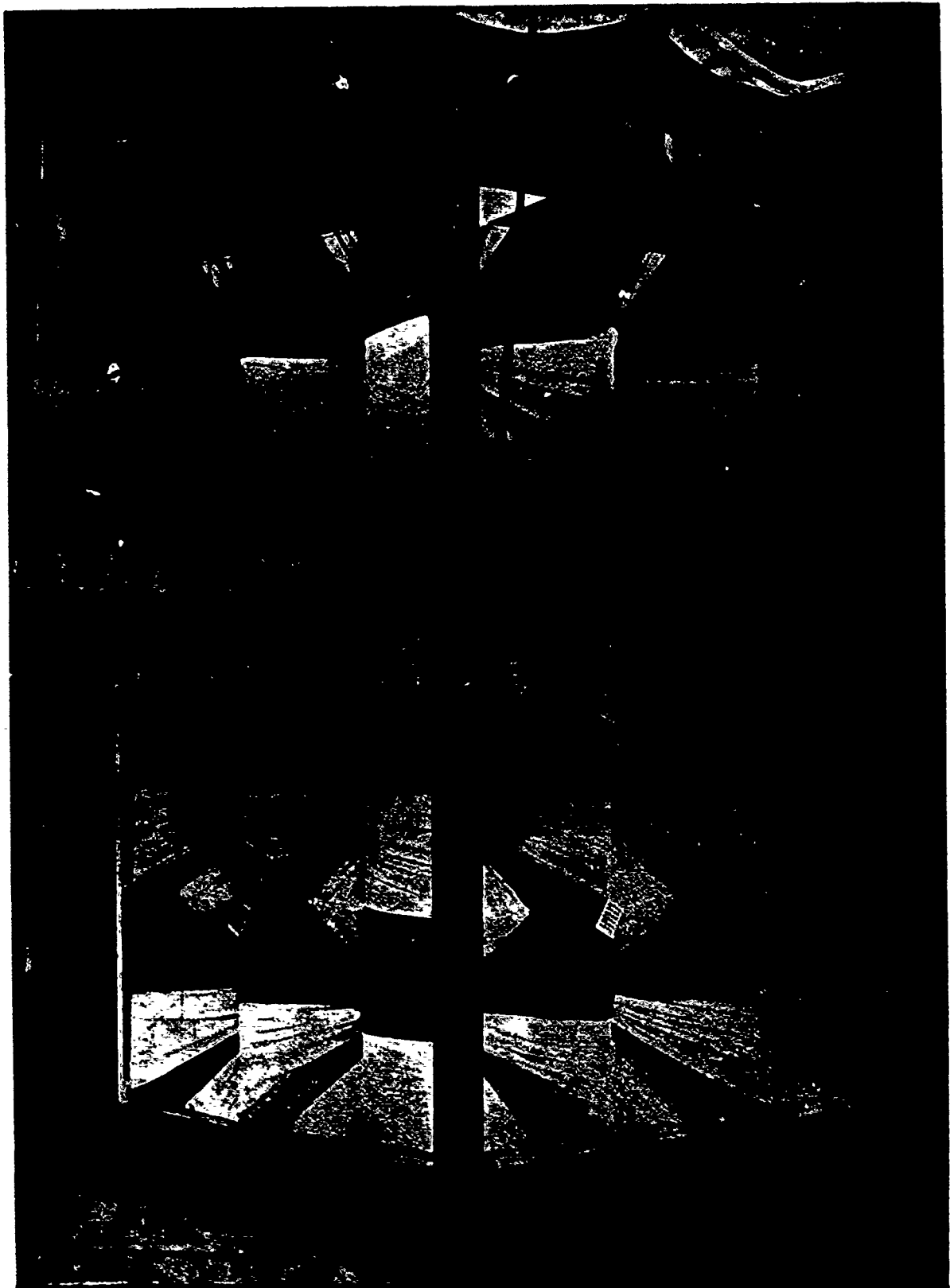
**WINDOW NO. 1.** — P. 15, 16, 17, Nov. 1911, U. D. C.

**WINDOW NO. 1** — Ground plan fan shaped. Frame 1 x 1 1/2 inch planed stuff, the height and width of window. Laths are 1 x 2 for top and bottom bar. Take eight frames and stand on end in fan shape. Tack thin board on top and bottom of frames at back to hold solid. The goods are slipped through between each frame, and a round rod slipped through each returning fold.



**WINDOW NO. 2** - A Breath of Life With in the Picture

**WINDOW NO. 2** Ceiling Effect - Fancy silks gathered to points and tipped with unbroken bunches of flowers. Background - Two tiers of fine lace curtains slurred full, over which are art silks draped in the shape of a hour glass and caught at the narrowest part with cards of hat buckles and slides. The effect leaves diamond shaped intervening spaces of white. Centrepiece - Octagonal floral tower, nine feet high to cornice. Cornice projects eight inches, and is draped with lace drawn tight. Each segment of tower face is trimmed with unbroken boxes of flowers, the width of segment at cornice being exactly the same as flower boxes. Intervening V shaped spaces are filled with plaid and shot silks twisted. Floor - In front, plaid silks crinkled on which are stands holding colored tips. Sides of floor space filled with unbroken stock of flowers in boxes receding to back of window.



**WINDOW NO. 2.**—“Wash Goods are Reaching the Vanishing Point.”

**WINDOW NO. 3** Frame—Make a wooden frame of planed material, 1 x 1½ inches will answer. Divide the window into squares about the size commonly used in out-of-date store fronts, and behind each centre of square place an upright piece to tie the goods when drawn back to centre.

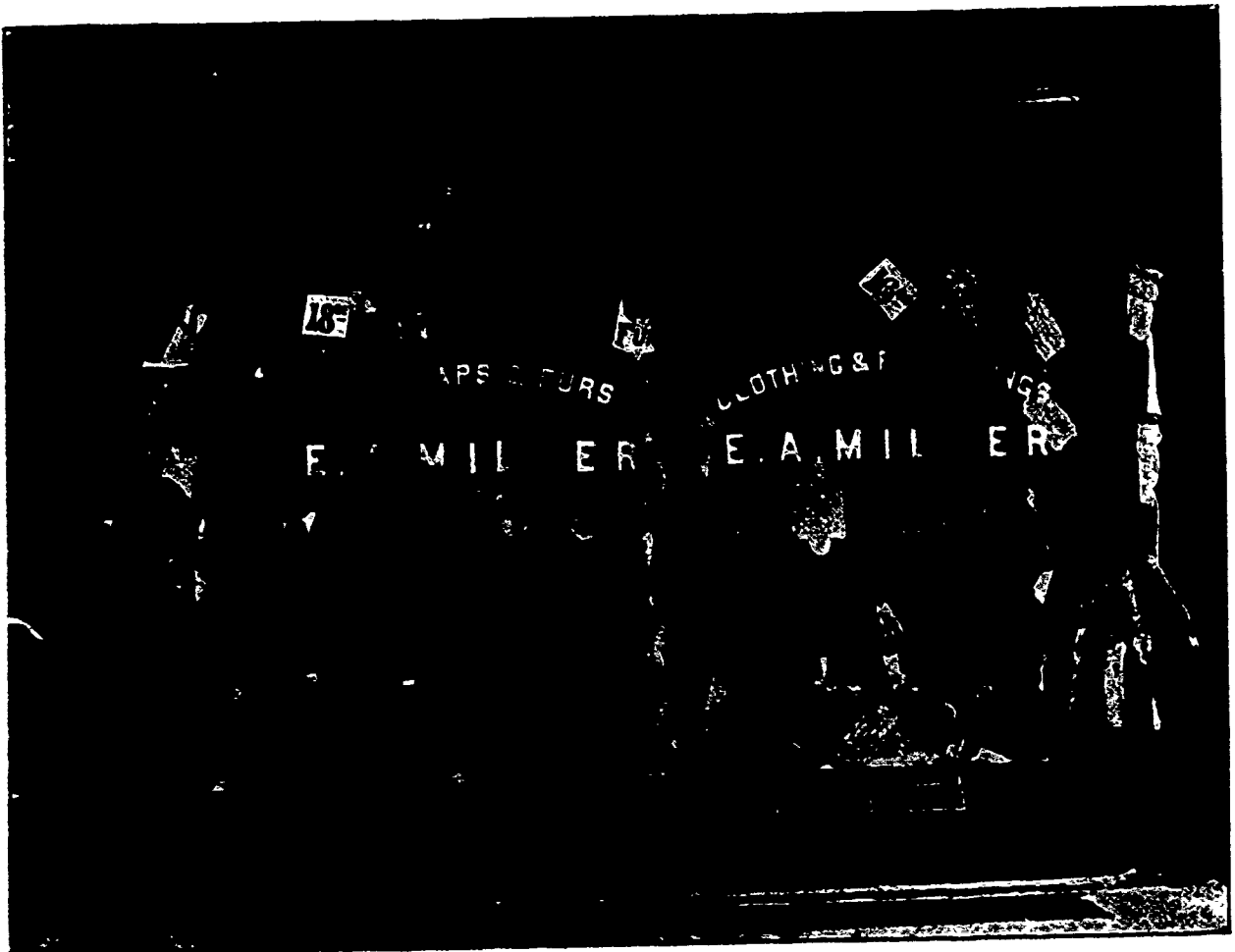
# Second Prize Collection

*E. A. MILLER, Brandon, Man.*

**WINDOW NO. 1** This window is divided off into two sections, one for boys' and the other for men's clothing. The background is the same as in No. 2, the only difference being in the Boys' Section, which is divided off into squares with yellow cheese cloth; in each square is placed a boy's suit, and with the help of small articles from the Boys' Department, makes an attractive background. The floor is covered with white cheese cloth, neatly gathered into folds. Boys' suits are arranged all round window, with caps, mitts, skating hose, hockey jerseys, etc., arranged between. In the centre of this section a pyramid is formed. This is also covered with white cheese cloth, bordered with yellow, on which are displayed articles from Boys' Department. On the top of pyramid is a boy's figure holding a banner with motto. Close to the glass an upright board is fixed, on which is gathered yellow cheese cloth, and on which are pinned boys' shirts, braces, ties, etc. The other half of window is arranged with men's suits and pants. In the bottom of window to within two feet of glass an arrangement of gents' furnishings is made. Immediately behind is a row of coats arranged on coat forms. Behind this, again, is a half circle over which pants are placed, each pair having a neat price ticket attached. The back row is formed with full-sized figures dressed with black worsted and navy serge suits. Centrepiece—Man's full-sized figure dressed with suit of Foxer serge. Sides of window same as Boys' Section.

**WINDOW NO. 2** The background of this display is of light green cheese cloth, pleated neatly from top to bottom. In the centre of window at back a large star is formed, pleated over with pink cheese cloth, bordered with yellow. Shirts, ties, cuff buttons, etc., are fixed on to the star, which is made to revolve. On each side of star a bracket is fixed, on which are placed pants forms; remainder of background filled in with white shirts, with coat form at each side of star. A sloping platform from front to back of window is built—this is covered with pink cheese cloth. Two small platforms are fixed on sloping platform, one at each side of window, on which are placed brass stands trimmed with gloves and silk handkerchiefs. Behind this are three forms, on which are displayed frock coat with dress suit at each side, raised platform dressed with gents' furnishings. This makes a very attractive holiday display, especially when the star is kept in motion. This can be done with small water motor.

**WINDOW NO. 3** Background of white cheese cloth; sloping platform raised to elevation of three feet at back of window—platform covered with yellow cheese cloth gathered up in neat folds and dressed with black serge and worsted coats laid on coat forms; spaces between dressed with gents' furnishings. Three small level platforms are also placed on the sloping platform, on which are placed two pants forms, with child's figure forming centerpiece. At back of window an alcove is arranged. This is made with two uprights nailed across, forming a frame, which is covered and neatly pleated with white cheese cloth draped around and festooned on top with yellow cheese cloth. In this alcove place a full man's figure. Back of window dressed with pants pinned on sloping form.



**WINDOW NO. 1.**



WINDOW NO. 2.



WINDOW NO. 3.

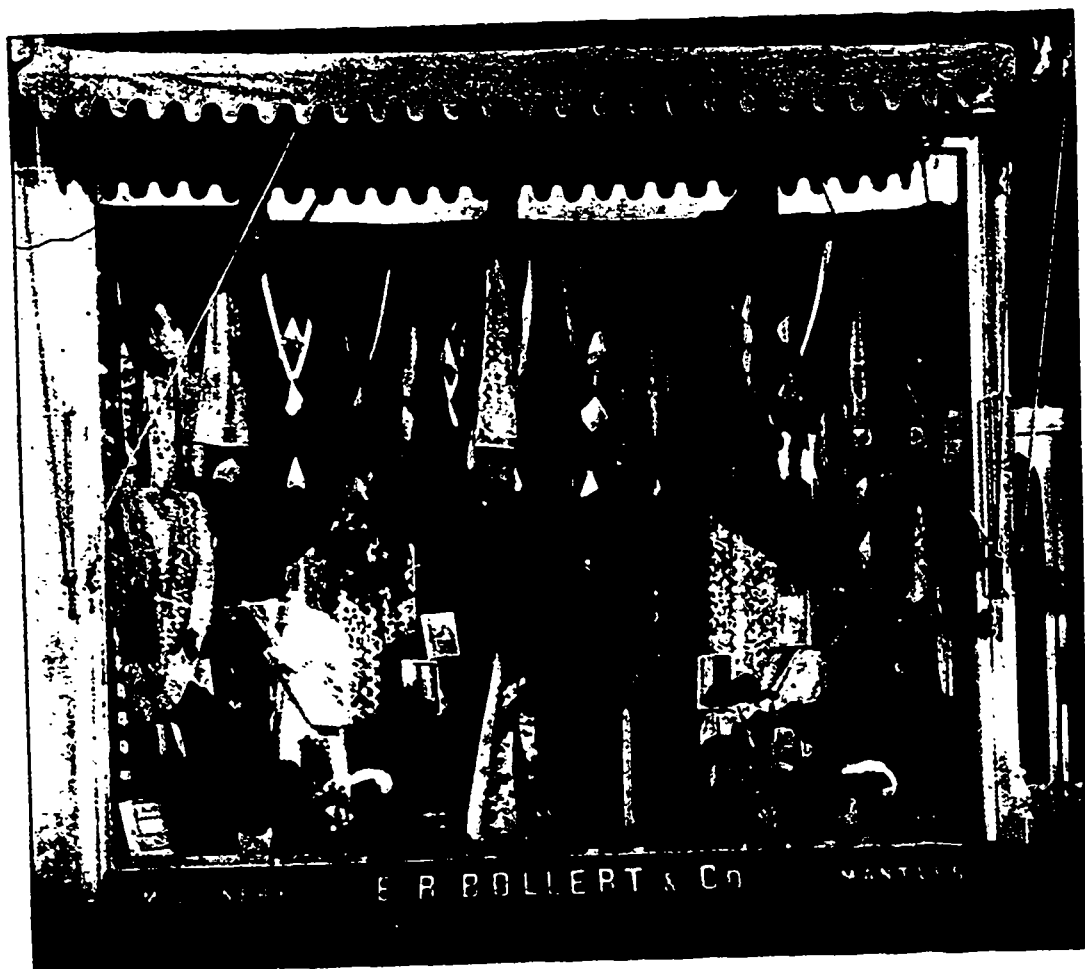
## Third Prize Collection

**E. R. BOLLERT & CO. Guelph, Ont.**

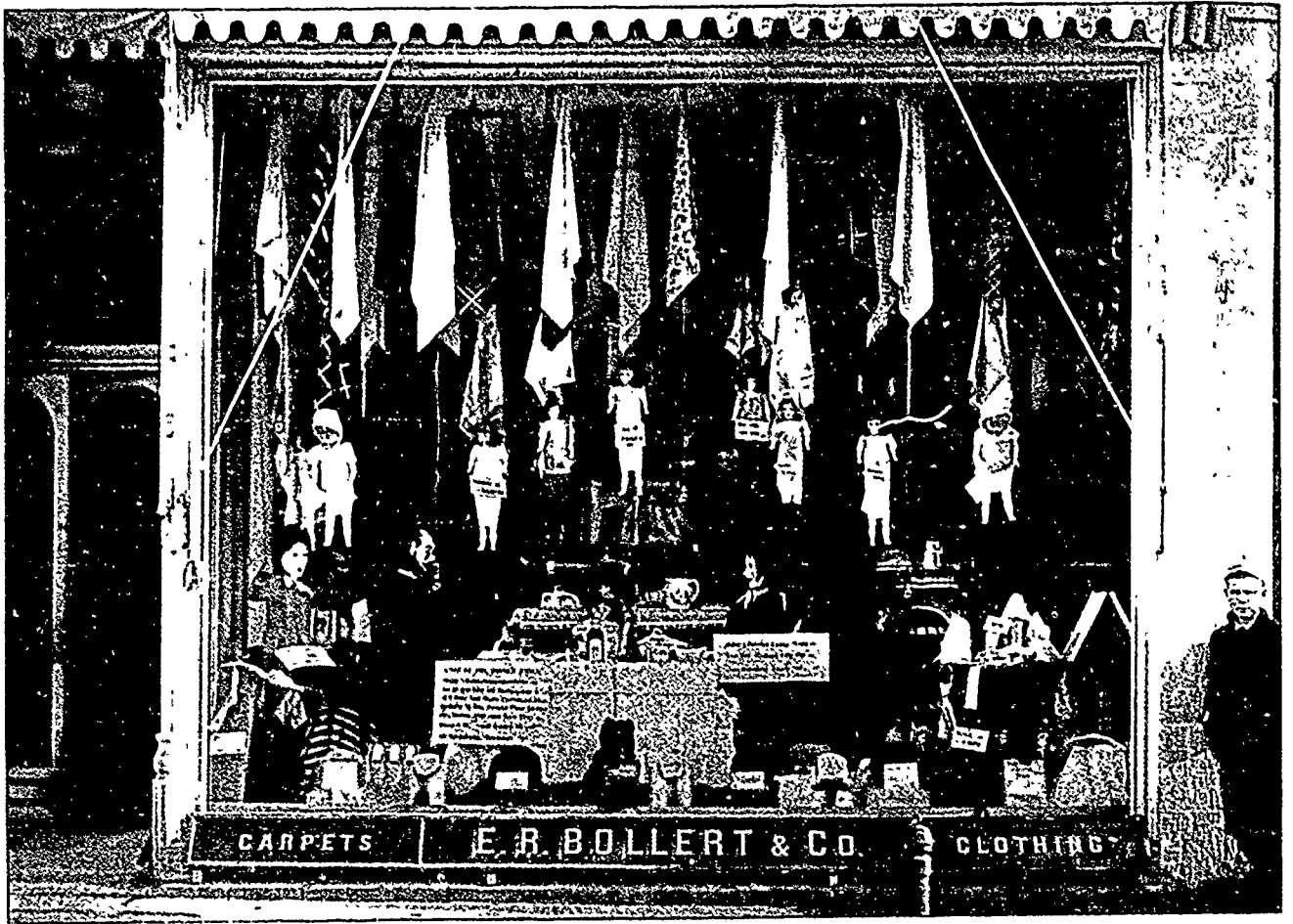
**WINDOW NO. 1** Is dressed with goods suitable for "evening wear." The background has a large mirror in the centre, and in each corner silks are draped from the ceiling to the floor. They are tied back about midway, producing a fan-like display at top and bottom. They represent various colors and patterns. A costume with millinery, feathers, furs, gloves, laces, frillings, handkerchiefs, ribbons, etc., fill up the front and top. The reflection of the edge of the awning probably spoils the effect of the top of the picture.

**WINDOW NO. 2** Is a family group. Husband, wife and baby sitting at a well-filled table containing roast fowl, vegetables, fruits, etc., and boy is sitting in a swing. They are discussing the merits of our store. In the back is a "parlor cook" with steaming teapot on top; also a well stocked sideboard. Towards the front is a table containing Christmas presents. The top is filled with silk and cashmere scarfs, and dolls and Cupids with Christmas wishes and mottoes in their hands or pinned on their figures. The filling up of the bottom and sides is done with all kinds of Christmas fancy goods.

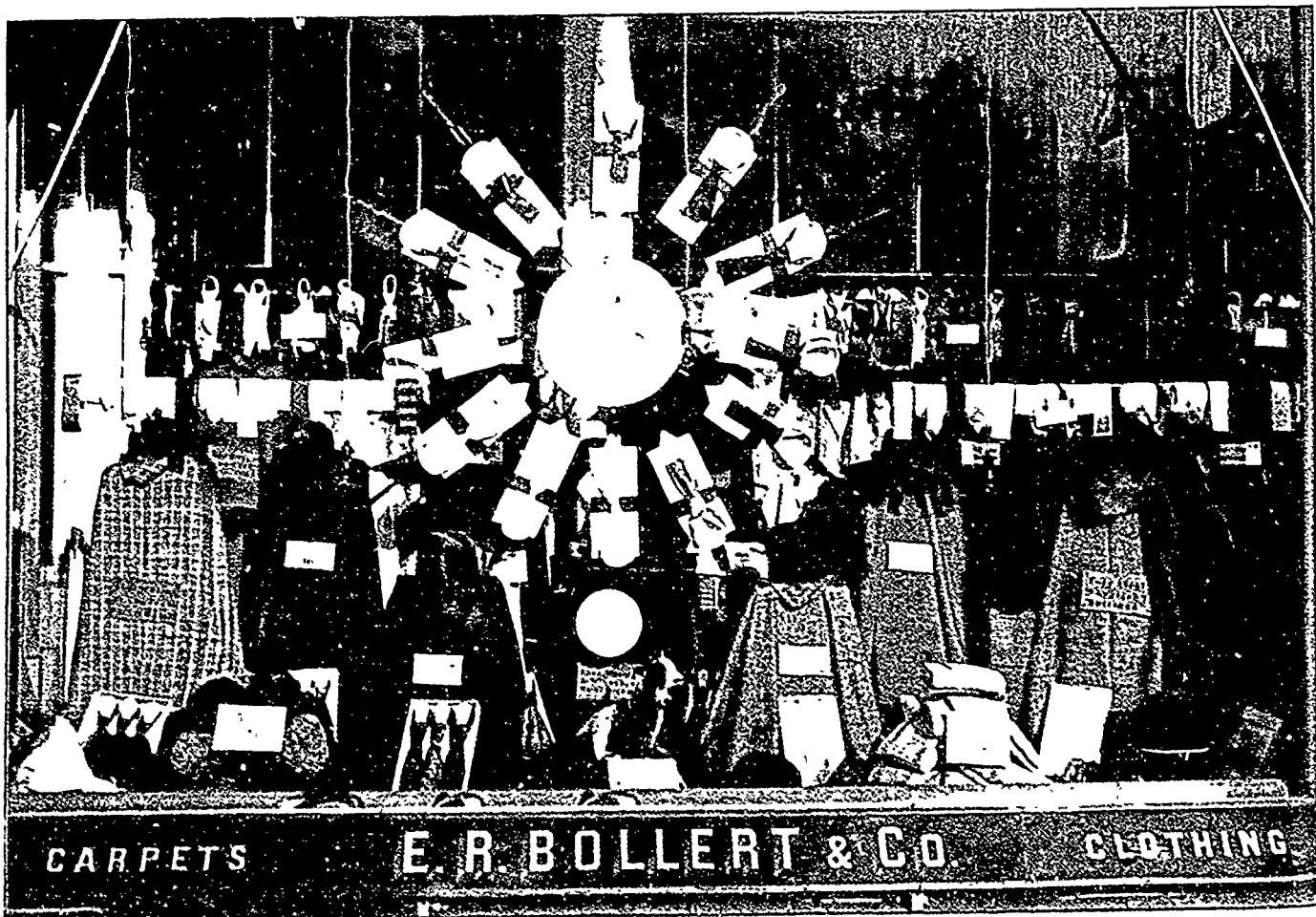
**WINDOW NO. 3** Is a furnishings and cloak window, the clock being the central figure. The details can be easily gathered from the photo:



**WINDOW NO. 1.**



WINDOW NO. 2.



WINDOW NO. 3.

Bond, Jas. Millar, M. O'Connor, H. Murton, A. Pepler, R. I. Torrance, Jas. C. Kelcher, Jas. Cormack, Robt. Stewart, Wm. Bell

McDougall & Hickling, tailors, Newmarket, Ont., have dissolved.

By the death of Mr. Robert Struthers, a well-known figure in the business life of St. Catharines, Ont., in the early days is lost. Mr. Struthers was born in Ayr, Scotland, in 1818, and in 1849 came to St. Catharines from Scotland to take charge of the retail branch of Whan & McLean's dry goods business. From 1851 to 1865 he was engaged in partnership with Mr. Henry Carlisle, and afterwards built very large premises on Queen street, which crippled him financially. For a time he conducted a commission business in Toronto, and then returned to St. Catharines, doing business on St. Paul's street. His health failed him, however, and he returned to Toronto, where he died.

A Cornwall dispatch says: "In November last the management of the Cornwall Manufacturing Company made a reduction of 10 per cent. in the wages of the employes, with the understanding that when trade improved, the old rate would be restored. For some months, owing to scarcity of orders, the mill was running on short time, but resumed full time a few weeks since, as there was a slight improvement in the demand for woolen goods. Since full time was restored there have been meetings among the employes, especially in the weave-room, and recently all the weavers struck in a body, their demand for a restoration of the old rate being refused by the manager, Mr. Somerville, who does not consider that the state of trade will

justify any higher wages being paid, especially when the rate for weavers is higher than in Montreal. The strikers are still out, and though the other departments are yet running, they will be closed down of necessity should the strike continue. The strikers are peaceable."

A New York despatch says: Customs officers from other districts have recently visited this city in regard to a peculiar form of smuggling across the Canadian border. The articles smuggled were furs, and the man said to be back of the work is a prominent furrier of Quebec. The latter has sold goods to American outsiders, agreeing to pay the duty. Instead, it was said at the Custom House to-day, he has smuggled the furs across the border and then had agents express them to the purchasers. The purchasers did not know that the goods had been smuggled. The Government could make seizures, if necessary, but the matter is expected to be arranged by those who have the goods settling the amount due to the Government.

The liabilities of Henri Duverger, dry goods, Montreal, are about \$60,000. Principal creditors, La Banque du Peuple, \$13,153; La Banque Jacques Cartier, \$19,764; Oscar Tobler, St. Gall, Switzerland, \$7,997; Murcott & Good, Hinckley, England, \$3,291; Hutchinson & Co., Nottingham, England, \$2,397; Leyland Rubber Co., Leyland, England, \$2,082; Nottingham Manufacturing Co., Nottingham, England, \$1,580; Hon. J. G. Laviolette, \$1,000; Wm. Tyler & Co., Leicester, England, \$883; J. Deardon & Co., Manchester, England, \$862; Jas. Bamford Bros., Wardle, England, \$792; E. Steegman & Co., Nottingham, England, \$1,853; H. Joseph, \$500 (rent); Beaudin, Cardinal & Loranger, \$350.

# McMASTER & Co.

## Dress Goods

Crepons, Silk Effects.  
Swiss Muslins in Pin Spots, etc.  
Black and White Stripe Silks.

## Gloves and Hosiery

Parasols, Laces, Embroideries.  
In latest styles and  
fully assorted.

## Cotton Dress Fabrics

Duchess of York Crepons, etc.  
Satin Drills, Ducks, Zephyrs.  
Galatea Stripes, etc., etc.

## Woolen Department

Black and Colored Twilled Worsteds.  
Spring Overcoatings.  
Worsted and Tweed Suitings.  
In the latest styles.

## Tailors' Trimmings

Italians, Fancy and Plain Siliesias.  
French Elastic Canvas—Extra Value.

## Carpet Department

Wilton, Brussels, Tapestry, Ingrains.  
Printed Hems, Linoleums, Oilcloths.  
Lace Curtains, Chenille Curtains.  
House Furnishings—Full Range.

McMASTER & CO.,

TORONTO



# NOTICE AND WARNING

## READ THIS CAREFULLY BEFORE PASSING

**W**E beg to call attention to the following extended opinion of our solicitors as to our exclusive rights to the manufacture and sale of Fibre Chamois.

We have the same rights and privileges as the American Fibre Chamois Co., of New York, and the Courts have maintained their claims to the sole right to manufacture these goods through injunctions granted against The John Shillito Co., of Cincinnati, and Hugh O'Neil, of New York City, and many others, restraining them from "selling or offering for sale as Fibre Chamois any goods not manufactured by the plaintiff," **and we will claim the protection of the law in every case of infringement of our rights in Canada.**

We are manufacturing Fibre Chamois under Letters Patent granted July, 1890, and under Registered Trade Mark, and we have brought an action against the Ever Ready Dress Stay Co., of Windsor, Ont., claiming infringement of Patent and Trade Mark rights, which action is now pending.

With our increased facilities we are now in a position to fill all orders as received, and there is no excuse for any one handling inferior imitations and infringements.

Fibre Chamois may be purchased from any wholesale dry goods house in Canada.

Yours respectfully,

CANADIAN FIBRE CHAMOIS CO.

Telephone 1121

*Macmaster & Macleennan,*

CABLE ADDRESS:  
"MACMASTER," MONTREAL

ADVOCATES, BARRISTERS, ETC.

DONALD MACMASTER, Q.C., D.C.L.  
JACQUES S. MACLENNAN, B.C.L.

"THE TEMPLE," ST. JAMES STREET,

MONTREAL, April 22nd, 1895.

*The Canadian Fibre Chamois Co.,*  
MONTREAL.

DEAR SIRS,

We have examined the Canadian Trade Mark on FIBRE CHAMOIS applied to the interlining manufactured by you, and have fully considered your statement submitted for our opinion as to your rights under the said Trade Mark, and your recourse against wholesale or retail traders who may sell or offer for sale any goods or material intended to be used as an interlining, but not manufactured by you, as Fibre Chamois, or under any name or designation similar thereto.

We are of opinion that the Canadian Trade Mark on the words "FIBRE

CHAMOIS" is a valid Trade Mark, and that its validity would be maintained by the Courts if it should become necessary to invoke the law for the protection of your rights.

The law affords you ample protection against any person infringing your rights by using the Trade Mark or any part thereof or any fraudulent imitation thereof. The proprietor of a Trade Mark is protected both by "The Trade Mark and Design Act" and by "The Criminal Code 1892." There is a Criminal prosecution and a recourse in damages before the Civil Courts, both of which can be invoked by the proprietor of a Trade Mark against the infringer.

"The Trade Mark and Design Act," Revised Statutes of Canada, Chapter 63, Section 17, and the Criminal Code 1892, gives the proprietor of a Registered Trade Mark the right to institute a prosecution in the Criminal Courts against every person who knowingly infringes such Trade Mark, or who, with intent to defraud, falsely applies to any goods any mark so nearly resembling a Trade Mark as to be calculated to deceive. Punishment by fine or imprisonment, or both, in the discretion of the Court, may be imposed for these offences. An action in the Civil Courts for damages can also be brought by the proprietor of a Registered Trade Mark against any person who uses any fraudulent imitation thereof, or who sells any article bearing such imitation of a Registered Trade Mark.

In addition to the Criminal prosecution and the Civil action for damages for infringement of the Trade Mark already referred to, you have also the right to obtain a permanent injunction against any person, wholesaler or retailer, who sells or offers for sale, as Fibre Chamois, or under that name or any similar name or designation, or under any name of which either of said words forms a part, or which is designed to be a fraudulent or colorable imitation of said words or either of them, any goods not manufactured or dealt in by you.

You have called our attention to the use of the word "FIBERINE," which you inform us has been applied to an imitation of your goods. We are of opinion that the use of the word Fiberine will be held by the Courts to be a colorable imitation and infringement of your Trade Mark on "Fibre Chamois," and any wholesale or retail traders who sell or deal in goods marked, labelled or sold as Fiberine, render themselves liable to the legal proceedings above indicated.

Your obedient servants,

MACMASTER & MACLENNAN.

## THE INSOLVENCY BILL.

IN spite of all rumors to the contrary, the Dominion Government has re-introduced the Insolvency Bill of last session. In doing so, Sir Mackenzie Bowell said the measure was so fully discussed last session that it would not take up much time this. The bill was re-introduced this session in consequence of a distinct promise given by the late Premier in the House of Commons last session. There are very few changes or alterations made in the bill as now introduced, and none affecting the principles of the measure. Conflicting clauses and clerical errors comprise the only changes from the bill as amended last session. The bill was read a first time.

Now is the time for the committees of the Boards of Trade to get in their work. If they imagine for one moment that this bill is going through without opposition they are much mistaken. Some tall hustling must be done or it will not pass. It has many admirers among representatives of rural constituencies.

son, in the persons of W. Kennedy, who takes Mr. Meberg's place for Samson, Kennedy & Co., Toronto, and Mr. O. A. Barrette, who takes the place of George la Rue, buyer for Thibaudeau Bros. & Co., Montreal, and whose death occurred in March.

## WYLD, GRASSETT &amp; DARLING.

Windsor scarfs in blacks, creams and tartans are just to hand with Wyld, Grasset & Darling, Toronto. This line is still further extended by the addition of a range of fancy patterns. In the same department arrivals of swimming trunks and bathing suits in one and two pieces are reported. Athletic shirts, sweaters, etc., are in full display, and shown in newer styles and better qualities than last year.

As for summer shirts, their range is very extensive. One of the best things they are offering is a line of blue hair-line regattas, one color in a box, open front, separate collars and cuffs. This is a very desirable line, and is shown in two qualities, one medium and one high grade. Besides these regattas, they have other grades and styles, and also a full range of flannelette, negligé, black satens and French cambries.

In their lace department they report a demand for light textured laces, such as Valenciennes and Orientals, mostly in white.

Their No. 10, fast black, full fashioned, Hermsdorf dye ladies' hose, is a leader to retail at 15 cents. A full range of children's in the same quality is shown. A 4-gauge, real maco thread hose to retail at 25c. is another leader in their hosiery department.

In parasols, their leaders are three lines of cream frills, to retail at \$1, \$1.25 and \$1.75. These are nobby and proper.



"ORANGE SENTINEL" AND "CATHOLIC REGISTER."  
This pair captured First Prize at The Toronto Horse Show.

## ACROSS THE OCEAN.

The following buyers have returned: Wm. Agnew (Montreal), A. W. Weeks (Charlottetown, P.E.I.), C. M. Blanchard (Blanchard & Bentley, Truro, N.S.), R. L. Davidson and J. Sanderson (J. Macdonald & Co., Toronto), G. W. Montgomery (of St. John, N.B.), P. H. Burton (Caldecott, Burton & Spence, Toronto).

The following buyers have arrived in Europe: F. F. Kelly, T. Fenwick, A. Hewat and George Kent (all of Messrs. McMaster & Co., Toronto), John Black (Messrs. R. Linton & Co., Montreal), and Henry Macartney and H. S. S. Molson (Messrs. Gault Bros. & Co., Montreal), W. D. Michael and George Ridout (Gordon, Mackay & Co., Toronto), E. Hamel (Hamel Freres, Quebec), James Ryan (Bona Vista, Newfoundland), O. E. Barrette and E. St. Pierre (Thibaudeau Freres, Quebec and Montreal), W. Radford (Messrs. Greene, Sons & Co., Montreal).

Two new buyers have gone to the foreign markets this sea-

## A PRIZE DELIVERY WAGON.

THE accompanying cut shows the delivery wagon which won the first prize at the recent horse show in Toronto. The conditions were: Pair of mares or geldings, to be shown in double harness and delivery wagon actually as used in local deliveries, horses to count 50 per cent., wagon and equipment 50 per cent., prize presented by Dr. Andrew Smith, of the Veterinary College: judges, Mr. H. L. Herbert, Mr. W. W. Baker, Mr. W. Pollock and Mr. James Allen, all of New York.

The prize fell to the pair shown by John Macdonald, who also carried off several other red ribbons for his well appointed turnouts and clean-limbed horses. The particulars of these two horses are: "Orange Sentinel," roan gelding, 15-3, four years. "Catholic Register," roan gelding, 15-3, five years; bought by Harry Draper, driven by Thomas Rolston, and since sold to a gentleman in St. Catharines.

# Spring 1895

A. A. ALLAN & CO.

Importers of Fine English and American

**HATS, CAPS, STRAWS,**

ETC.

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

Letter Orders carefully attended to.

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

# Wyld, Grasett & Darling..

We are receiving large shipments weekly of our . .

**British Spring Imports**  
— As well as —  
**Canadian Goods**

Orders are being executed as rapidly as the goods come forward and every care is being taken in the execution of Travellers' orders. Our Letter Order Department is under efficient management and the prompt despatch given is increasing its popularity.

TRAVELLERS' AND LETTER ORDERS SOLICITED

Inspection of stock invited when you visit this market.

**WYLD, GRASETT & DARLING**  
TORONTO.

*A dry-goods box is not a very secure place to keep your books and papers. What you need for this purpose is a Taylor safe*

TO THE TRADE

## Carpets

One special feature of our trade is the handling of . .

### Church Carpets

In this department we control several lines exclusively.

OUR large and varied experience in the handling of **Carpets, Oilcloths and Linoleums**, and an accurate knowledge of the wants of the trade, have enabled us to guarantee our customers satisfaction, and at prices that cannot be approached. We have on hand a full supply of up-to-date samples, which we can supply to you on request. Make your selection and goods will be forwarded at once.

**John Kay, Son & Co.**

34 King Street West.

TORONTO

## FALL COATS AND CAPES.

IN spite of the fact that the late season has so greatly influenced the millinery trade, it has had little or no effect upon the mantles.

The favorite materials for the fall will be the reversible golf cloakings, Irish frieze (especially in the new claret shades), beavers and rough effects. Although the short coats have sold for summer wear, there is not much demand for them for country orders for the fall.



FIG. 1.—COAT WITH NEW LAPELS.

Golf capes will be very much worn, both with and without hoods; but the newest use to which this reversible cloth is being put is for the Newmarket coat, with its large, stylish revers and its detachable cape. One of these coats, which I greatly admired, was in a pretty shade of dark grey, with a small, broken black and white plaid on the reverse side. This plaid side formed the collar and the wide revers, as well as the hood to the cape, and the effect was excellent. For a child's garment this was equally pretty and serviceable, as, in each case, the coat and

cape could be worn separately or together. Other Newmarkets are shown in beaver cloths and in different kinds of tweeds. They open right up the back and are beautifully faced with satin and fastened with tiny buttons. They have large buttons, generally of smoked pearl, and those that have loose fronts are supplied with hoods lined with shot silk—large serviceable hoods, that are delightfully comfortable for travelling.

All the newest sleeves are very large, indeed, and are set in with a box pleat at the top and side pleats all down the back and front of the armhole. Most of the new coats have side, but not breast, pockets, and there are some entirely novel seam stitchings.

An Irish frieze in a deep claret shade had quite a new trimming on the collar, lapels, cuffs and pockets. These are all lined with velvet and then stitched down in rows, two close together, then a wider space and then two near together again. After all these stitchings are done, the little strip of frieze between the narrow stitchings is cut out by hand and the velvet is left showing in the space thus exposed. It is a very pretty trimming, and one that deserves praise for the time and trouble that is spent upon it as well as for the excellent effect that it gives. The seams on this stylish coat are strapped, each strap having been stitched double down the centre, like a piping, before being stitched to the coat.

Most of the skirts are cut with the godet-pleated backs to fit the new dress skirt, and are nearly tight-fitting over the hips. Some are quite short, principally the tight-fitting ones, and most of the loose-fronted ones are longer.

In England a short box coat with loose backs is being seen,

but it has not yet found its way across the ocean. Beaver cloths, with many stitchings in a lighter shade of silk, look well, and are supplied with side pockets running downwards in the seams, and finished with large pearl buttons.

A very handsome coat, shown in beaver cloths in all colors, has a yoke which forms two points in front and one at the back, piped all round with velvet. Long points are piped on the upper part of the sleeve, and this velvet edge also appears on the pockets and also down the edge of the front, which fastens down the left side with pearl buttons.

Another stylish coat has all the seams piped with velvet, and a velvet collar. All the revers are large, and some, but not many, of the newest coats, fasten right up to the throat.

M. C. C.

## ILLUSTRATIONS OF MANTLES.

The two sketches which I have made at Alexander & Anderson's (shown in figs. 1 and 2) are of two new coats, both novel in shape and finish. It was at the same warehouse that I saw the other models which I have endeavored to describe.

M. C. C.

## FAVORITE HATS OF THE SEASON.

"The season's new hats," said Mr. W. J. O'Malley, of D. McCall & Co., Montreal, to THE DRY GOODS REVIEW, "are very popular in style and shape. The Sans-Gene, the Marchioness, the Phyllis, are all favorites. The hat which Easter reports from New York indicate as being most worn there is the sailor hat known as the 'Carnival.' It is a very pretty hat, the brim being larger in front than behind."

Mr. O'Malley is once more able to be about, and reports business brisk at the Montreal branch of the firm. There is a brisk demand for jetted goods. Flowers for trimmings appear to be in unlimited favor, and the idea earlier in the season that ostrich feathers would be in chief request does not seem to be borne out. The summer opening at Montreal began April 30.

## S. F. MCKINNON &amp; CO.

S. F. McKinnon & Co. are showing a magnificent range of laces suitable for millinery and dress trimmings. Lace buyers should see this stock. They are strong in double-faced satin and faille ribbons—plenty of black, cream, tuscan and white.

They call the attention of the trade to their large and superior stock of veilings. They have the latest styles, patterns and colorings, with quantity sufficient to meet all demands.



FIG. 2.—OPEN-FRONTED COAT, WITH VEST

# MAY TRADE . . .

**M**AY is the millinery month of the year, and, taking into consideration the backward state of trade in the early part of April, owing to the coldness of the weather, we predict that an exceptionally good millinery trade will be done this month. Not having any old summer stock to bring forward, we were in a position to make heavy purchases of new goods for May and June trade. And as acknowledged leaders in millinery specialties we here mention a few lines to which we have pinned our faith and ordered in large quantities, feeling confident that they will be in big demand this month.

A heavy millinery trade means a big hat trade. This department employs a special buyer for itself, who keeps thoroughly in touch with the hat trade, visiting the American markets every ten days during the season, so that buyers can depend upon our hat department containing all that is novel as the season advances.

Flowers continue to lead as a hat beautifier, principally in small effects. Roses and Foliages, Ostrich tips in Black, Tuscan, Cream, Brown and White, will also, we think, be popular summer trimmings. Double faced Satin and Faille Ribbons, particularly Satins, will be a big trade in May. In colors the leaning will be to Black, Tuscan, Cream, Ble d'or, Brown and White. Laces will also be largely used as a millinery and dress trimming as the summer trade opens up. These are a few of the lines which our judgment says will be correct for May and June trade. Our stock is large, new, and right in every particular.

We cordially invite the trade to inspect our lines.

Faithfully yours,

# S. F. MCKINNON & CO.

OFFICES:

61 Bay St., Toronto.

35 Milk St.,

London, England.

## SUMMER HATS AND BONNETS.

NOT for a long time have flowers been so popular as they are this season, and there is every reason to expect that they will remain so during the whole of the summer. White, yellow and pale blue are the leading colors, and small effects



FIG. 1. A LEHIGH HAT

will continue to be the most fashionable for the coming months lilacs, lilies-of-the-valley, forget-me-nots and cowslips being the most sought after. Roses will be worn also (being especially favored in England this year), and large quantities of foliage will decorate the new hats. Daisies are much in vogue for children's hats, but poppies are not selling well. So large has been the sale of flowers up to the present date, and so many orders for them are still coming in that one of our leading wholesalers has felt justified in sending for still another large shipment.

A letter just received from London, Eng., says that feathers will be used there very extensively this summer, but the continued demand for flowers in this country shows that, should feathers take their place later in the season, it will be too late for their use to become very general, and the better qualities only will therefore predominate.

The ornaments which have sold well, and are still looked for, are buckles made of Rhinestones and jet, sometimes used singly and sometimes combined. Dull jet is being used on colored hats as well as for mourning only, as heretofore.

Shot and Dresden ribbons, also doubled-faced satins, particularly in browns and black, have sold well, but will be superseded by plain creams and tuscans for the later summer wear. In fact, plain goods generally will be more used than figured ones. Light effects, both in straw and trimmings, will be favored for the hot weather, especially the crimped and fancy chiffons, which are extremely dainty and delicate.

Plain straw will be mixed with the coarse fancy straw that is now all the rage, and some of the new shapes are very pretty. For instance, a pointed brown chip crown has a brim (half of chip and half of fancy straw) slightly fluted all



NO. 2. A BELL-SHAPED SAILOR

round except in front, where it is cut up right to the crown and rolled back on either side to give the fashionable square effect. A beef-eater crown in coarse black straw has a brim of coarse green straw, which is nothing more than four points—looking like a square with a circle cut out for the insertion of the crown. These points can be bent, over or under in any style that best suits the wearer of the hat.

Some weeks ago the dealers were mostly of opinion that feathers, particularly tips and short plumes, would be called for

before long, but the season is so late that orders for them still remain in abeyance while, as I have already remarked, flowers, and flowers only, are yet in request. In New York the large varieties are popular, but very few are called for here. M. C. C.

## MILLINERY ILLUSTRATIONS.

Large, artistic Leghorn hats will be just as fashionable as was anticipated for the hot summer days, the shape most in vogue being the one which I have sketched at D. McCall & Co.'s, and which is shown in Fig. 1.

These wide pliable brims can be bent in every conceivable manner, but this one was only lifted on each side, and fell naturally at the front and back. Under the raised brim on both sides were bunches of pale pink silk poppies, the bunch on the right side being supplemented by some extremely pretty flowers in dark green silk, unknown, I much regret to say, to the botanical world.



FIG. 1.—THE LATEST SAILOR.

The large rosette, which held the up-turning cream plume in place, was in green ribbon, shot with pink, and another of these rosettes was found on the right side at the back. A second plume was also at the back, and some twists of dark green velvet appeared to advantage on the left side with several more of the pretty green silk flowers.

Figs. 2 and 3 show the latest styles of sailor hats, which are being shown by S. F. McKinnon & Co. The former—the bell-shaped crown—is the most uncommon, but the latter—having the sloping crown—will be considered the better style. They are trimmed in New York with large bows of ribbon above the brim and flowers beneath it.

Fig. 4 is a charming hat in pale blue mixed straw, which I sketched at J. D. Ivey & Co.'s. Its up-turned brim forms an elongated point in front, and a blunter point on each side near the back. A Rhinestone buckle at the front clasps a knot of pale blue velvet, from which spring two wide bows of the same lovely material. Folds of cream ribbon and blue velvet are arranged round the crown, and some beautiful cream plumes are held at the back by another Rhinestone buckle, which also confines the bow of embroidered lisse which falls over the hair. A prettier model than this it would be hard to find. M. C. C.

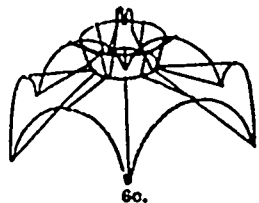


FIG. 4.—PALE BLUE STRAW

## CLOSES AUGUST FIRST.

A new Window Dressing Competition is announced in this issue. The cash prizes amount to \$30. See full particulars on page 8

# Lamp Shade Frames



In Popular Styles  
to retail at

25 Cents

We have a magnificent range of

**BELTS . . .**  
**BELT BUCKLES**  
**SILK BELTING**

And a splendid assortment of

**Side Combs**

**LINK SETS**  
For Ladies' Shirt Waists

**Macabe, Robertson & Co.**

Wellington St. West

TORONTO

# EVERYTHING FOR SUMMER TRADE

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

**Sailor Hats**

**Flowers**

**Ostrich Tips**

**Cream Ribbons**

Complete  
Assortments

EVERYTHING TO MAKE TRADE LIVELY

Letter orders solicited. . . . .

# John D. Ivey & Co.

Wellington St. West.

TORONTO

# D. McCall & Company

**SILK DEPARTMENT.**

# SILKS

Full range at all prices.  
We are always to the front in our  
Silk Department.

Taffeta  
Glacie  
Fancy  
Peau de Soie  
Brocade  
Surah  
Merveilleux

LETTER ORDERS RECEIVE OUR BEST ATTENTION.

# D. McCALL & COMPANY

Wholesale Importers.

Toronto and Montreal.



W. R. BROCK &amp; CO.

A SPECIAL purchase of neckwear is shown in the men's furnishing department of W. R. Brock & Co. This includes knots and derbys of the latest styles, which were made specially for them. Owing to the size of the purchase they are enabled to offer them at about one-half the regular price. The silks used are this season's patterns, and the latest range of colorings. Samples will be in the hands of their travelers on May 2. Another line worthy of special notice in this department is a drive in flannelette shirts, called "Ketchum." This line is made up of the over-makes of a mill, and is a "decided plum."

In their muslin department further shipments of Swiss muslin are to hand in white grounds, with white and colored pin spots and sprigs. Crepons, fancy crepes and corded piques in white, pink, sky, heliotrope, black, fawn and cream, are also in evidence at the present moment. A job line of art draperies is also to hand to retail at 10 cents. For value, design and coloring these are worthy of especial notice.

When a line of stainless and seamless black cotton hose is sold to the extent of 5,000 dozen in one season, and that season has still considerable time to run, there must be "something in it." This is the case with the "Leader," shown by W. R. Brock & Co in all sizes from  $4\frac{1}{2}$  to  $9\frac{1}{2}$  inch.

#### STIFFER PRICES IN MUSLINS.

Swiss spot muslins, 32 inches, in 10 yard lengths, H. L. Smyth & Co., Montreal, inform THE DRY GOODS REVIEW, are in remarkable favor just now. Canadian buyers in London, so

advice say, find difficulty in getting them. Purchases were made last year for spring delivery, but not in sufficient quantity to meet the demand. Swiss embroidered handkerchiefs are expected to record an advance of 10 to 20 per cent. The London reports indicate stiffer prices all round.

#### ADVANCE IN CHEAP STRAWS.

Men's straw hats are in great demand and Canton braids have advanced in price. Even at the advances, they cannot be procured. This is presumably on account of the China-Japan war.

Speaking with Mr. A. A. Allan, of A. A. Allan & Co., Toronto, he said that he thought the increased demand for straws was due to the warm June of 1894 having depleted retail stocks, and people were going, as a consequence, to buy early and heavily this year. Last week the days were bright and warm, and retailers at once began to write in, asking for immediate delivery. He said that the greatest demand in medium class goods was for the boater, with a straight rim and a  $3\frac{1}{2}$  inches crown. Black ribbons predominated, but there was also a feeling for colors. Last year blacks had almost undisputed sway, but this year their supremacy was menaced.

From the general state of the market, it was learned that those large dealers who hang back till the season is upon them and then try to buy up surplus wholesale stocks have received a set-back this year. They can obtain no special privileges anywhere and find it exceedingly difficult to get stock at regular prices. This is especially true with regard to the lower grades of straws.

### A NEW STIFFENER FOR SKIRTS

# Marginal Skirt Wire

USED ALSO IN THE

SLEEVES  
REVERS  
and COLLARS

The Marginal Skirt Wire is firmly cemented. Will not break, slip, twist nor cut through the cloth covering. It insures perfect curves and wonderful effects not obtained by use of hair cloth and similar fabrics, being cheaper, lighter, and less cumbersome. It is easily attached and the ends can be firmly secured.

36 Yard Lengths. Colors: White, Drab and Black.  
Prompt Attention to Mail Orders.

# BRUSH & CO.

# TORONTO

# *Nobody Who Deals In FIBRE CHAMOIS Runs Any Risk* —

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

**BEWARE OF IMITATIONS.**

## REGULAR HALIFAX LETTER.

HALIFAX, April 26.

There is no cause for complaint among our retail dry goods dealers this spring. Trade is particularly good, and the leading stores are looking handsome, especially those by W. & C. Silver, Wood Bros. & Co., John Silver & Co., Kane & Flett, G. M. Smith & Co., Mahon Bros., Smith & Power, the Granite House, Barnstead & Sutherland, and McPherson & Freeman. The clothing houses of Clayton & Sons and Scovil & Page also have handsome window displays.

At our civic elections, recently held, Mr. Charles S. Lane, our leading hatter and furrier, was elected as alderman for Ward Three, one of the most influential wards in the city, by the largest majority ever polled for an alderman here. He was formerly a member of the Council, but retired three years ago.

And now we have a Dry Goods Association. A few evenings ago a number of men in the dry goods, millinery, tailoring, gents' furnishing, and hat and cap trades, met at the Halifax Hotel, and, after a general discussion, it was decided to organize. The officers elected are: President, E. T. Mahon; vice-president, C. S. Lane, secretary treasurer, W. L. Kane.

An executive committee was appointed as follows: W. L. Barnstead, W. B. Freeman, F. A. Marr and James Halliday.

Another meeting is to be held shortly, when a code of by-laws will be submitted.

The Council of the Board of Trade has instructed the secretary to invite the new society to hold its meetings in their rooms.

Mr. E. Clayton, of Clayton & Sons, whose arrival at Toronto was noticed in the last issue of this journal, has extended his trip to the Pacific Coast. It is a good sign to see a Halifax house extending its business across the continent.

Mr. C. H. Query, representing the Belgian house of Peltzer & Fils, was in the city a few days ago. He reports a good demand for Belgian tweeds throughout the province. Mr. Query is a very popular traveler, and that fact doubtless adds to the popularity of this foreign house in Canada. F. L. Matheys, 191 Commissioners street, Montreal, is the general agent for the house in Canada.

TAUNTON.

## A PANACEA FOR DEADBEATS.

A Toronto evening paper preaches this doctrine. "Make all sums under \$100 non collectable by process of law, and the best possible means will be taken of enforcing the general introduction of the cash system."

Such a policy will be favored by people who want to escape paying their debts, but by no one else. No doubt our Toronto contemporary has plenty of readers whom the proposal will suit very well. Abolishing the collection of small debts by law would not hasten the introduction of the cash system; it would chiefly benefit the persons who won't pay and who would study to get into the confidence of merchants so as to run up bills which could not be collected. That would be too heavy a price to pay for the cash system.

Dealing for cash can best be promoted by mutual confidence and co-operation amongst merchants, by commercial organizations persistently pointing out its benefits, and by purchasers

themselves realizing that cash payments mean cheaper goods, and that every deadbeat who lives on credit is a tax on the man who pays.

## TELEPHONE COMPETITION.

There is telephone opposition in Montreal now which is rapidly developing, says The Canadian Grocer. The company known as the Merchants' Exchange had a good many subscribers among merchants in the east end, who complain of the \$50 rate for a telephone as too high. Each subscriber in this new concern becomes a stockholder by paying \$100, and gets the telephone for \$35.

The Bell Company gives Montreal a prompt and efficient service, and the rate is the only thing complained of. In Toronto the Bell Company has a monopoly, obtained by guaranteeing a fixed rate and by paying a percentage of the profits to the municipality. This latter feature is good, but does the monopoly clause account for the fact that Toronto does not enjoy as satisfactory a service as Montreal?

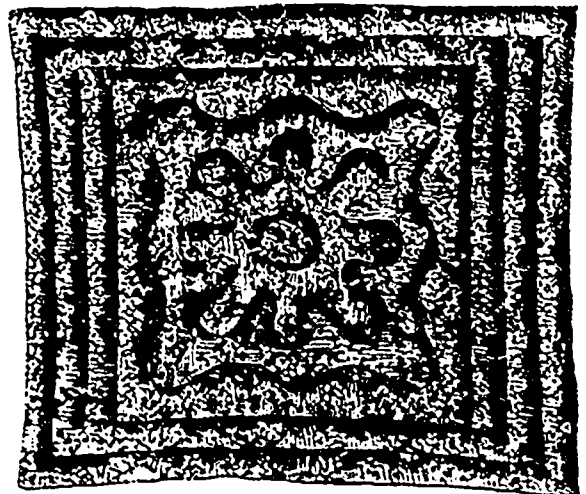
There is much to be said, on grounds of convenience, for a telephone monopoly, and if the new Montreal concern should ever get absorbed, as the old Federal was by the larger company, the city might find it advantageous to make an arrangement like Toronto's, only better.

## ENCOURAGE THE YOUNG FELLOWS.

Thirty dollars in cash is offered for the three best dressed windows, to be photographed and sent in by August 1st. Encourage your window dresser to put in good windows by getting him to enter this competition. See full particulars on page 8.

THE  
**Puritas** COMFORTABLE

(Trade Mark registered by the Alaska Feather and Down Co.)



## A FEW POINTS TO NOTE:

1. Fancy Stitching. 2. High-class Finish. 3. Tag, carrying the manufacturer's guarantee, sewed into each quilt. 4. The filling is one, two, three or four layers of "Crescent Batting," specially prepared for this quilt and guaranteed to be absolutely pure. 5. Tasty covering in best American Saten, also Saten back. 6. Low Price. This comfort can be retailed for \$2.75.

Ask your Jobber for the Puritas.

STYLES IN MEN'S WEAR.

THE silk hat has lost its bell and is rather straight and narrow, the Derby is also peculiar and quite different from last autumn, having a flat brim and full, low crown, while it is also very smart to wear an Alpine or Tourist, with a wide brim, in such color as brown or fawn.

Our leading men's furnishers, says The Chicago Apparel Gazette, declare we must wear colored shirts during the day, with attached cuffs, the preferred shades being pink, blue or heliotrope, and if stripes occur in the pattern they must run up and down, not across, and that the open front should be fastened with modest gold buttons. White-bodied shirts with colored bosoms suggest the bargain counter, and should be shunned, together with those "freak" collars now so plentiful. Wear only a white poke collar or else a gentlemanly turn point article, though some extremists advocate a straight standing collar with a quarter inch lap. The shirt fabrics include zephyr cloth and India gauze in the lead, with a close following of Cheviot, Madras, Penang, Oxford and Percales. For evening the severely plain white shirt with attached collar and cuffs is the thing, though fancy, unstarched, embroidered fronts, in the French mode, are shown. For street gloves the color is tan, and for evening white with white stitching only.

For neck dressing the shapes most correct are the string tie, the De Joinville, which must be so folded as to show a wide inch and a half band around the collar, and the tacked Ascot,

which can be tied either as a knot, or it can be folded as a puff and fastened with a handsome pin. The finest goods seen come in matte weaves, soft unfinished armures, shepherd plaids and English twills, while in coloring the tendency is toward warmer and louder effects and to get away from hair line stripes. In plaids some exquisite effects are shown in black and white, navy blue and white, and garnet and white; in twills the spots are grouped unconventionally, at random, and look very swell. The softer shades of green are greatly favored and tones of myrtle, sage and olive are worn, while red and heather mixtures are exhibited in the daintiest combinations. Satin goods are entirely out of date.

In underwear the most correct taste selects only the ecru shade woven from the natural thread; hosiery for evening is black, and for day wear may be used in tan or brown. The various articles of luxury our end-of-the-century young man requires in the way of accessories, house coats, gowns, bath robes, jackets and golf outfits are shown in the utmost richness; the scarlet golf jacket, which was originated by Mr. Lincoln Bartlett, has been unmistakably stamped with society's approval.

The special overcoat for spring is the short tan covert with whole back, strapped seams, deep side vents and stitched cuffs, although the fly front Chesterfield will be largely worn by good dressers. For day wear the cutaway is the correct costume in brown, or dull myrtle, with the close trousers shaped distinctly to the form. The dovetail coat of last season is as passe as an antediluvian relic. The long-tailed frock coat is the ceremoni-



"FITS LIKE A GLOVE"  
**THOMSON'S**  
 ENGLISH MADE,  
 Glove-Fitting. Long Waisted. TRADE MARK.  
**CORSETS** At Popular Prices.



The Perfection of Shape, Finish and Durability.  
 APPROVED by the whole polite world.  
 SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at  
**JOHN MACDONALD & CO'S, TORONTO.**  
 MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

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

World Wide Popularity

The Delicious Perfume.



**Crab Apple Blossoms**

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

And the Celebrated

**Crown Lavender Sait**

Annual sales exceed 500,000 bottles.  
 Sold everywhere.

**THE CROWN PERFUMERY CO.**

177 New Bond St., London, E.N.C.

By all principal dealers in perfumery.



**DOMINION SUSPENDER CO.**  
 UNITED STATES. NIAGARA FALLS. (CANADA.)

MONTREAL.  
 TORONTO.  
 CHICAGO.  
 ST. JOHN'S.  
 SYDNEY, N.S.W.

OUR STYLES ARE EXCELLENT AND EXCLUSIVE.  
 OUR MAKES DURABLE & PERFECT.  
 EVERY BRACE GUARANTEED.  
 AND FOR VALUE TO RETAIL FROM 25¢ TO \$1.00. WE HAVE NO SUPERIOR ON THE CONTINENT.

SAMPLES ON APPLICATION. CARRIAGE PAID

ous day dress, and is worn at church, at morning weddings and the like functions, and always with a silk hat. The every-day young man will wear to business a sack suit, single or double-breasted, as best pleases him, but will see that it is distinctly well fitting; the entire tendency of masculine fashion being to define the figure in sympathy with the current fad for athletics, and to employ such fabrics as are warm in color.

"For evening there is but little change, the coat having, however, a notched collar, silk faced within an inch of the edge, and the skirts quite long, reaching almost to the back of the knee. The evening attire also includes a single-breasted, three button, white waistcoat, and a plain, self-tied white lawn bow; the hose are black, the shoes patent leather, and the white gloves should have white stitching. Trousers are no longer creased. In conclusion may be quoted the advice of a leader of styles who frequently says to his clients that they should not conform blindly to the fashion, but conform the fashion to their own physical individuality."

#### MARGINAL SKIRT WIRE.

Huge circular skirts are all the fashion, and the organ-pipe or box-plaited back is a novelty which requires a great deal of attention. The skirt is long behind and hence must be stiffened to prevent it dragging on the ground. Its peculiar folding shape must also be preserved. To effect these two objects many devices have been issued, and one of the latest of these is the "Marginal Skirt Wire."

The "Marginal" wire is about one-quarter inch in width, and very, very thin. It is encased in cloth, which is cemented so as to hold to the wire very tightly. Brush & Co., Toronto, who sell it in Canada, claim for it two special advantages. When the wire breaks by extreme pressure the ends do not protrude and cut the fabric of the dress; nor do the broken ends pass over each other and cause the pleat or fold of the dress to collapse.

Its adaptability, lightness and cheapness is rendering the "Marginal Skirt Wire" a most saleable article, and dealers who have not seen it should investigate its value.

#### TWO SPECIALS.

John Macdonald & Co. have this week received shipments of two very special lines, one the complete stock of a manufacturer's overmakes in black cotton hose, all sizes, from 4-inch to 9 $\frac{1}{2}$ -inch, which they are now showing at less than mill prices. The other line is an European continental manufacturer's stock of overmakes in beaded and gimp trimmings, embracing the latest novelties in a large range of widths and styles. These trimmings are extraordinary value, and can be retailed at from 5c per yard to 50c per yard.

#### ART DRAPERIES.

Now that the spring is opening up and most people are housecleaning and brightening up their houses for summer, they naturally are on the lookout for light and dainty fabrics to decorate with. In this connection it might just be mentioned that Boulter & Stewart, whose "ad" appears in this issue, are considered by the trade in general headquarters for everything

in the above goods, including printed creped art silks, creped regalines, embossed sateens, etc. Their address is 30 Wellington street, east, Toronto.

#### POINTERS.

Fabrique Plisse for blouses, in delicate blue, pink, Nile, helio, and other color stripes, to be worn with fine chambray skirts, are new goods shown by Brophy, Cains & Co.

For the very fashionable short capes, nothing shown this season is handsomer than silver-silk crepons. These goods are being shown in plain and accordion-pleated effects.

As a skirt lining for their black crepons, they are selling Lister's fast dye Pun Jum silks, in pink and cardinal. Art silks for tea gowns, and Lister's Chine silks in small rosebud designs for afternoon gowns are being shown.

Very handsome tweed effects in the finest French goods, Paris styles, are being shown by this house for tailor-made costumes. Tokio pongee is a 32-inch lawn cloth in black, with small white figures and tiny flowers.

#### AN ACTION FAILS.

Mr. Justice Davidson rendered judgment in Montreal, April 12, in the action of MacKedie vs. McStave and McStave vs. Fraser. This was an action to restrain the defendant from selling goods bearing the name of "Melissa." The defendant brought an action in warranty against Fraser. The facts were that a trade mark had been registered by E. C. Beuthner with the word "Melissa" forming part of it, and this trade mark was subsequently transferred to J. W. MacKedie & Co. On one occasion a lot of coats were manufactured by the Globe Woolen Mills Company for the plaintiff, and were subsequently put through the Melissa process. There was an imperfection in the manufacture of the goods, and the company agreed to take back the coats, which were subsequently sold as imperfect, but as having been through the Melissa process. The trade mark had been removed, and the court held that there was no fraud in effecting the sale. Under the circumstances both the principal action and the action in warranty were dismissed.

#### HENDERSON & CO. REMOVE.

R. Henderson & Co., agents for Chadwick's spool cotton, have removed their office and warehouse from St. Paul street, and their spool factory from Craig street, to the building for many years occupied by The Daily Witness, 323 St. James street, Montreal. Their new quarters has light on three sides, which is a very important requirement for spooling cotton.

Messrs. Henderson & Co. are also sole agents for the Victoria Crochet Thread Co., whose advertisement appears in this issue of THE DRY GOODS REVIEW.

ARE QUITE PLEASED WITH IT.

We are quite pleased with your Easter Number.  
McCURDY & CO.

Dry Goods, Dressmaking, Millinery, Clothing, and Hats.  
Antigonish, N.S., April 22.

# Now

Is the season when your drapery department requires nice, new, bright goods, and

**Now** we are showing just what you need if you want exclusive patterns in novelties, comprising fabrics and patterns never before shown, in cotton, silk, etc. No room to give details. See samples with our travelers or write for same.



# Everyone

Who has seen our line of **handmade** woollen goods says they are the choicest and most complete line ever shown in Canada.

**Hoods, Jackets,  
Bootees, Skirts,  
Etc. Etc.**

Over 200 styles.

We manufacture all of above lines, consequently prices are **right**. See them before placing your order.

## Boulter & Stewart

30 Wellington St. East.

TORONTO, ONT.

## Color Prestidigitateurs

That fits us and our work. The marvellous changes we make in the color of goods, the new life we add, the snap and freshness, all seem like sleight-of-hand.

Creating value by application of color is our particular business. All the products of the loom, such as Serges, Foules, Estamenes, Beiges, Nuns' Cloths, Crepons, Soft Silks and Union Ribbons, Braids, Hose, Yarns, etc., are subject to new effects at our hands.

### DYEING'S AN ART

Our men are artisans. We care not how faded or lifeless a piece of goods, we'll rejuvenate it. The worse it looks when it comes to us, the greater will be the improvement.

We finish when finishing's required, dye when dyeing is needed; charge for the work so little that it's like getting new goods at 75 to 90 per cent. less than cost.

SEND FOR PRICE LIST

**R. PARKER & CO.** DYERS AND FINISHERS.

Telephones 3037, 2143, 1004, and 3640

787 to 791 Yonge St., Toronto

## SAMSON, KENNEDY &amp; CO.

MANY new lines are now shown by Samson, Kennedy & Co., and a few of these will be indicated here. The buyers are now in Great Britain, and shipments of seasonable novelties are continually coming forward.

In their dress goods department wool crepons are shown in blacks and creams. Silk crepons are also shown in a considerable range of novelties for blouses and trimmings. A full stock of the staple lines is always kept. In this connection may also be mentioned a long range of children's hats and bonnets, and another of ladies' shirt waists. The latter are shown in soft and stiff fronts and in plain and fancy. An excellent collection of very neat steel-rod parasols is also exhibited.

In trimmings they have the proper lines, being pointed jets, pointed colored bead stuff and buckles. They have just made large shipments of haircloth to their customers, but are sold out again. Other dress stiffenings are in stock.

A very pretty line of Swiss embroidered goods, of snowy whiteness and delicate make, is being moved rapidly. It consists of d'oylies, pillow-shams, tray cloths, five o'clock tea table-covers, centre pieces and sideboard covers.

In their furnishing department they are doing a good trade in colored-front shirts with white bodies. These are shown in hair lines and spots, and at different prices, from \$7.50 to \$12. The "Columbia" is made in the United States, and is an extra wide colored-front shirt, with collar attached. French bows are shown in the latest style, having full, square, soft ends, greyish effects predominating. A very considerable range of men's umbrellas, close rollers, with handles in fancy natural wood, is shown, especially at the popular prices of \$9, \$12 and \$24.

Their hosiery and glove department is very busy just now. Their Sterling (L) brand of hosiery in stainless black is in good demand, and a steady enquiry is made for it. Ladies' ribbed vests and men's underwear are shown in all varieties and with some special values. Silk and taffeta mitts and gloves are to the front just now. A new thing in kid gloves is the "Duplex." Its particular feature is its silk lining.

## WITH THIBAudeau BROS. &amp; CO.

The April trade with Thibaudeau Bros. & Co., Montreal, has shown a strong demand for prints. There is a large range of these with great variety of patterns, colored flowers on black ground. The colors are aniline and very tasteful. The sales of carpets and oilcloths are reported unusually good, even for this season. In ducks and American 36 inch cretonnes, in fact, draperies of various kinds, the stock is varied and moves out rapidly.

## PRINTS AND DRESS GOODS.

Foulard prints, in wine-colored grounds, being the new shade of claret now running, were received last week by Caldecott, Burton & Spence. They are exceedingly neat, the patterns being swell and varying in stripes, spots and flowers.

Black crepons and muslins are to hand. The latter are shown printed, spot and spring varieties. They are finding a good demand for fibre chamouis.

The spring dress goods trade is about over with them, and they have been especially successful. Their Alsace-Lorraine goods were cleaned out to the last yard over three weeks ago.

This week their travelers go on the road with fall samples. The range shown will be very large, as a good trade is anticipated. They will have some valuable fancy lines, which will be only shown by them.

Another long range of samples now being put on the road by this house is a range of fall cloakings. Rough and smooth tweed effects, friezes and golf cloakings, comprise nearly the whole range. The patterns are very neat, and yet of sufficient variety to meet the varying tastes of the buying public.

## WINDOW DRESSING.

This is our Window Dressing Number, and a new competition is announced along the same lines as before. It is our intention to encourage the proper dressing of windows in Canada, and this competition is the means to the end. See full particulars on page 2.

**A. C. NEFF** Chartered Accountant,  
Auditor, Assignee, etc.  
Tel. 1040 Canada Life Bldg., TORONTO

Audits or Investigations, Improved Systems of Books,  
Partnership Settlements, Management of Estates.

## A. B. MITCHELL'S

## RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for Travellers, Sportsmen, and Mechanics. For sale by all wholesale houses. Wholesale only. Largest and only manufacturer of these goods in Canada.

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

## Gold Medalist Dyers

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

Military Goods • Superior Garment Dyeing and Cleaning in  
Ostrich Feathers • all its branches. **French Cleaning**

## BRITISH AMERICAN DYEING COMPANY

OFFICES { 221 McGill St., Montreal. 90 King Street East, Toronto.  
123 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN, Letter Address, Box 258, Montreal  
Managing Partner. or 90 King St. East, Toronto.

## A SNAP

A small, assorted stock of

**BARREL BUTTONS**

**TUBULAR BRAIDS**

**CORDS AND TASSELS**

on hand, which we offer at reduced prices before removing. Speak quick!

**MOULTON & CO.** Wholesale Manufacturers  
10 St. Peter Street . . . MONTREAL

## MILLER BROS. &amp; CO. MONTREAL . . .

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

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

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

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

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

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

... ALSO ...

60 BAY STREET  
**Toronto**  
13 ST. JAMES STREET  
**Quebec**

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

**S. GREENSHIELDS,**  
**SON & CO.**

MONTREAL AND  
VANCOUVER, B.O.

Priestley's  
**DRESS FABRICS**

Just received, a large shipment of  
these goods, including

*Crepons, Cravenettes, Serges,*  
*and the new Eudora Cloth.*

Full Ranges of . . .

COTTON GOODS IN LATEST STYLES.

Crum's Prints      Tokio Pongees      Ceylon Sateens

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

**Jammet...**

FRENCH

**Kid Gloves**

New Stock Arriving.  
Write for Prices.

See Our Fall Samples.

**ThibaudEAU Bros.**  
**& Co.**

Importers of

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN

**DRY GOODS**

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL



## FROM FOREIGN MARKETS.

## BRADFORD'S TRADE BOOMING.

A FEW comparisons of the exports from the consular district of Bradford show that the English woolen manufacturers are not dead yet:

Articles.	March, '95.	March, '94.	Increase.
Stuff goods.....	£174,899	£42,571	£132,328
Worsted coatings.	145,082	19,057	125,424
Woolen goods ...	41,905	176	41,728
Wool .....	36,907	3,508	33,399
Cotton goods....	29,731	10,302	19,428
Worsted and mohair yarns....	14,970	2,905	12,065
Silk yarns....	6,634	2,761	3,872

## A RESULT OF CHEAP SILK.

The reduction in the price of silk has had a very important influence on the hosiery trade; the Continental markets are flooded with silk stockings, socks and knit garments. Novelties in ladies' hose include black silk stockings, embroidered on the instep with single flowers, such as rosebuds, piccotees, corn-flowers and daisies, in pink, yellow, blue, red and mauve; black silk stockings with colored toes, heels and clocks, and also black silk and thread hose, striped across with silk lines in several colors. Gentlemen's hosiers are showing woven vests and socks to match. For ordinary summer wear blue cotton with white spots will be a favorite style. A new line in silk striped thread vests and socks promises well.

## PRICES RISING AT BRADFORD.

The Textile Mercury of April 13th says: "American buyers in the Bradford market are trying to place orders at the bottom prices of two months ago, but manufacturers are so much better off for work that they will not consider such offers. Indeed, since then the market has gone against them, and they could not cover themselves at the rates current a month ago, and few of them ventured then to speculate. The home trade continues to improve a little."

## TRADE IN VICTORIA, AUSTRALIA.

A report on the trade of Victoria says that naturally, under the present condition of low prices for almost all products, improvement will be slow, but the fact that the colony is developing new exports, which will compensate in some measure for the fall in wool and wheat values, is regarded as a cheering feature, which will be followed by increasing confidence in the future. It is not that the colonies as a whole, and more particularly Victoria, are suffering from a lack of money, but that just at the moment profitable outlets for its employment are wanting. The creation of the latter will do much to stimulate business and employ the surplus supplies of cash, and this will favorably influence the whole community.

## FOREIGN WOOL PROSPECTS.

The Textile Mercury says: "The probability of a large increase in the Australasian and South American supplies of wool for the current season is not altogether surprising, as some of the most reliable colonial authorities have, until quite recently, maintained that there would be an important augmentation in Australian shipments this year. So far as the South American output is concerned, there appears to be no longer any doubt that production in that quarter has made considerable headway during the past twelve months; but the figures bearing upon the question of production in the Australian colonies do

not, according to local authorities, justify the conclusion that there will be any large surplus in the Australasian wool exports this year."

## TRADE AT MANCHESTER.

The Manchester correspondent of The Drapers' Record writes, on April 11th, as follows: "The cotton market continues firm in price and with an active demand. No further advance can be expected for the moment, after the considerable rise of 3/8d. per lb. of the last few weeks. Egyptian cotton has risen 1/2d. per lb. during the last few days, and is now 2d. per lb. above the quotations of four or five weeks ago. A 'corner' has been made in this cotton in view of the short supplies and unfavorable crop prospects. The consumption of this cotton is not large when compared with American, but the 'corner' has already proved a great financial success, prices having risen under its influence nearly 80 per cent. The possibilities of cotton, as shown in the recent rise in price, have attracted public attention to this staple again as a speculative medium. It is reported that the Liverpool cotton brokers are receiving applications from capitalists throughout the country anxious for a profitable investment.

"A decided but unacknowledged improvement has taken place in the yarn and cloth trade here. Why spinners and manufacturers persistently refuse to admit this it is difficult to understand. The Board of Trade returns fully prove its accuracy. An instance of this is to be seen in the increased export to the United States, as recorded by their consul here for the month of March:

	1895.	1894.
Cotton piece velvets.....	£47,005	£27,307
Cotton velvets, etc .....	37,291	13,774
Cotton thread.....	11,832	2,978
Cotton curtains and laces ...	7,419	3,217
Total .....	£103,547	£47,276

## COTTON COMFORTS IN DEMAND.

There is likely to be a large popular demand for cotton comforts which, being much less expensive than the costlier materials, will find their way into quarters hitherto unreached by this trade. THE DRY GOODS REVIEW has looked over the Puritas cotton comforts offered by the Alaska Feather and Down Co. The comforts are finely put together, with sateen on both sides and done with the down quilt stitching, and guaranteed as to make and finish.

## DOMINION COTTON SHAREHOLDERS MEET.

At the annual shareholders' meeting of the Dominion Cotton Mills Co., Ltd., in Montreal last week, A. F. Gault, president, was in the chair. Among others present were: Messrs. David Morrice, R. Gault, J. O. Villeneuve, S. H. Ewing and C. E. Gault. Among the shareholders present were: Messrs. L. H. Archambault, Thos. B. Brown, J. P. Cleghorn, Charles Garth, Jas. Jackson, A. C. Leslie, Bar. McLennan, D. Morrice, Jr., W. J. Morrice, J. L. Marler, Ed. Nield, James Wilson, Jr. The annual report presented to the meeting was a satisfactory one. At a subsequent meeting of the directors the old Board of Officers was re-elected as follows: President, A. F. Gault; vice-president, Jacques Grenier; directors, Messrs. R. L. Gault, S. H. Ewing, J. O. Villeneuve, David Morrice and C. E. Gault.

# Perrin's Gloves

**PERRIN FRERES & CIE.**

**THE GLOVE HOUSE OF CANADA**

7 Victoria Square, MONTREAL.

FACTORY:

BRANCHES:

GRENOBLE, FRANCE | Paris, London, New York

Always on Hand,

A

Fresh Stock



P.F. TRADE MARK.

The Best Shades

and

The Newest Styles

**WRITE FOR SAMPLES**

We Carry the Largest Stock in Canada

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

# Peter Schneider's Sons & Co.

27 and 29 Victoria Square

**MONTREAL**

And

185 and 187 Canal Street, NEW YORK CITY.

# Upholstery and Drapery Goods

IN ALL GRADES.

## Umbrellas and Parasols



FACTORY:

Corner Yonge and Walton

Summer Neckwear  
Novelties

**E. & S. CURRIE**

84 BAY STREET

Toronto = Ont.

# Of Importance to the Retail Clothing Trade

WHEN PLACING YOUR FALL ORDERS  
SEE THAT YOUR WHOLESALE HOUSE  
IS PUTTING THE . . . .

New Interlining

## Fibre Chammois

In all Coats, Vests, Overcoats, Etc.

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

It is light and durable, and will improve the appearance of any garment it is used in.

It has a soft, smooth finish, is pliable and not bulky.

### IT IS WINDPROOF

Which means that a light cloth coat may be made as warm as a fur one. Cold winds cannot penetrate, and the warmth of the body is retained. **Think this over; it is of vital importance.** Dampness or moisture does not affect it, or lessen its stiffening qualities.

### It will Interest Your Customers Help Sell Goods, and Make Better Goods to Sell

It may be had in the piece from any Dry Goods or Woollen House—10 yards to piece, 64 inches wide—25 cts. per yard. How much will that add to the cost of a garment? How much will it add to its selling qualities? **Nothing like having something better than your competitors.**

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

#### MONTREAL

H. Shorey & Co.  
E. A. Small & Co.  
Doull & Gibson  
McKenna, Thomson & Co.  
John Martin, Sons & Co.

#### TORONTO

W. R. Johnston & Co.  
Lalley, Watson & Co.  
Chalcraft, Simpson & Co.  
E. Boisseau & Co.

#### HAMILTON

The W. E. Sanford Mfg. Co., Ltd.  
John Calder & Co.

**Fibre**

SAMPLE OF  
MEDIUM  
WEIGHT

**Chamois**

(Patented July, 1890. Trade Mark registered.)

**Freezing Winds Cannot Penetrate  
Positive Protection from Cold**

Lighter and cheaper than  
Haircloth, Crinoline Canvas, etc.  
as an interlining in Coats, Vests,  
Overcoats, Ladies' Jackets, Cloaks,  
Capes, etc.

**ALL DRY GOODS AND WOOLEN HOUSES  
WANT FIBRE CHAMOIS.**

# Reliance Brand

Full fashioned Ribbed Hose, Plain Hose, Gents' Half-hose in Black and Colors, Elastic Over-hose, Ladies' and Children's Mitts. Travelers are now on the road with samples. Be sure you see these goods.

— MANUFACTURED BY —

**WILLIAMS, HURLBURT CO.**

COLLINGWOOD, ONT.

*Been Making Homespuns 28 Years*

**OXFORD** TWEEDS AND HOMESPUNS

FOR SPRING AND SUMMER

HANDSOME - COOL - DURABLE

Unexcelled for **BICYCLE SUITS**  
And **CLUB UNIFORMS**

All genuine Oxford bears our Trade Mark: "Tape woven across the ends of every web."

**Oxford Mfg. Co.** Oxford, N. S.

**THOMAS MEALEY & CO.**

MANUFACTURERS OF

**Wadded Carpet Lining**

MEALEY STAIR PAD.

AND

**STAIR PADS**

HAMILTON, ONT.

OFFICE —  
24 Catharine St. North.



**CANADIAN COLORED COTTON MILLS CO.** **SPRING 1895**

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

— NOW READY —

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

**J. FRANK RIEPERT**

102 ST. JAMES STREET

Direct Importer

MONTREAL

**Japanese and Chinese Silks**

AND FANCY GOODS.

Branches . . . .

YOKOHAMA. SHANGHAI. LYONS.

**WESTERN** Incorporated 1851.  
... **ASSURANCE COMPANY.**

**FIRE AND MARINE**

Head Office **Toronto Ont.**  
Capital . . . \$2,000,000.00  
Assets, over . . . 2,375,000.00  
Annual Income . . . 2,200,000.00

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

TO CANADIANS . . .

**Miles & Co.**

NEW ADDRESS . . .

4 Sackville St., Piccadilly,

London, W.,

Late 21 Old Bond Street.

ENGLAND.

SPRING. - 1895 - SPRING.

**Do You . . . .  
Want to Lead?**

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

**Matthews, Towers & Co.**

Wholesale Men's Furnishings MONTREAL.

# John Macdonald & Co.

**TO THE TRADE** —

WE cannot state in the space of an advertisement the advantages that the Trade secures by placing their orders with us, especially at this season of the year, when merchants are assorting their stocks and procuring special Novelties for the Summer trade. Two of our buyers have just returned from the British and Continental markets and three of them are at present in those markets. This enables us to keep in touch with the latest production of the foreign manufacturers. We are daily receiving shipments from these centres, keeping our stock well assorted in all the leading lines. We make the filling of letter orders a specialty; every order is filled promptly and forwarded with despatch. We buy for cash. We give a liberal cash discount. Our terms are liberal. We give courteous and prompt attention to visitors in our warehouses. We are the Great Assorting House of the Dominion.

## JOHN MACDONALD & CO.

WHOLESALE IMPORTERS

Dry Goods, Gents' Furnishings, Woollens, and Carpets.

WELLINGTON AND FRONT  
STREETS EAST TORONTO

London and  
Manchester ENGLAND

JOHN MACDONALD

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## “ ELYSIAN ”

## NURSING

## . . . VESTS

PATENTEES AND SOLE MANUFACTURERS

## S. Lennard & Sons

HOSIERY and  
UNDERWEAR  
MANUFACTURERS

**Dundas, Ont.**

ESTABLISHED 1878.

WHOLESALE TRADE ONLY