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MAY, 1893.

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Millinery & Clothing.

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Ladies' . . Underwear

NOTHING COMMON
COMPARE THE FINISH

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Cor. Bay and
Front Streets

TORONTO

We have just received per "S. S. Sardinian"
some RARE NOVELTIES in

VEILINGS

INCLUDING A NICE ASSORTMENT
OF THE

New Ombre Effects

In Gold, Grey, and Heliotrope Chenille
Spots, which are the latest in this class
of goods. We are also showing a fine
range of Blacks in Plain and Figured.

❖ THE RELIABLE SUSPENDER. ❖

This is back view, showing method of
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ton loops which will not slip off, but are
easily opened by pressing the balls together.



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No pulling apart in the back.
No button holes bursting nor straps breaking.
May be adjusted to fit any shoulders.
Trimmings entirely nickel and will not rust.
Button loop gives, and prevents pulling but-
ton off. : : :

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Linens always. } **M. MOWAT** { Close buyers would
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SP



— THE —

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A NEW FABRIC FOR FACING AND BINDING SKIRTS

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NEATNESS—The Pile of the Velvet gives a smart finish to the bottom of
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WHOLESALE ONLY.

THE JOURNAL OF DRY GOODS

Vol. III.

TORONTO, MAY, 1893.

No. 5.

THE J. B. McLEAN PUBLISHING CO., LIMITED.

Trade Journal Publishers,

AND

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THE ABUSE OF COMPETITION.



THE ESSENCE of modern trade is competition. It is the warfare among the strugglers for wealth, although when all should be endeavoring to produce wealth, there would seem to be no necessity for much of the struggling. Nevertheless a healthy rivalry has always been regarded as an essential to progress.

It is when the rivalry becomes unhealthy, withering and destructive that it is regarded with aversions. Men seek to get more than their due share of this world's goods, and in their haste to be rich, use unfair methods. Competition is not being bounded in the present day with such restrictions as are necessary to keep it within bounds. The flood is rising fast; soon the banks will be overflowed and destruction will follow. After this the only way will be to make a new channel for competition and send it on into the Sea of Historical Forgetfulness.

But competition is now working certain evils, and the greatest of these from the stand point of business men is the demand for cheap goods. The consuming public seem to have an increasing appetite for cheaper goods. Goods that are sold as "all wool," contain perhaps 25 to 75 per cent. of cotton. "Pure wool" goods are fifty per cent. shoddy. All wool carpets are 25 per cent. cotton. Ingrain carpets are all cotton. All wool underwear is 40 per cent. cotton. Silk goods contain no silk. Solid silver goods are only triple-plate. Such is the course of

manufacture—the public has the appetite, and the manufacturers supply the intoxicant. Like strong drink, the more that is taken, the more is desired. Trade is fast coming to that point, when the genuine article whether it be wine, silver or woollens will not sell at all. When an article is shown to a man to-day, he says at once and first: 'Can I sell it for so much?' The seller says it couldn't be done, that the raw material would be worth that. Well then, this jobber, wholesaler or retailer says, "Get me an article similar to that to sell at so-and-so, and I will take all you can make in a year." The manufacturer says to himself, "Which is it, Money or Reputation?" and unfortunately it is usually decided in favor of money, and the cheap article is made. And it is placed on the market with a pretty face but a rotten heart, yet it sells, and the manufacturer makes money, the jobber makes money, the retailer makes money, but what about the buyer—here comes in the legal rule "Caveat Emptor," let the buyer beware. The world goes on with an electric whirl, driven by insane competition and down, down goes the standard of the consumer's purchases.

How does this affect the retailer? It affects him in this way. He secures a large and gaudy store, he hires the cheapest labor in the market; sells his goods on the narrowest margins; and sells all the meanest sorts of trash which people buy merely because it is cheap. The price sells, not the clerk. This applies only to retail business. But how long will the wholesale business stand the test? Would it not be better to secure better educated assistants for retail stores and handle the best goods only? What says the merchant of to-day in answer to that question? He says, 'you can do so if you wish, but as for me I abhor poverty and shall do as others do and grow rich.'

But the fault does not all lie with the public. There is an insane kind of competition which drives down prices without any benefit, except to the man who gets the cheap price. Two wholesalers start to sell a retailer his fall underwear, and one cuts 25 cents a dozen, the second cuts 50 cents, and finally the first sells at 5 per cent. advance on cost. Which wholesaler is benefited? The proper answer is, the one who lost the sale. This is unnecessary competition; foolish, absurd, insane. The same criticism applies to retailers and manufactures. Avoid recklessness, or you will soon find yourself on your uppers. There is no use being in business if you cannot make a decent profit. Make a good profit or make nothing. Make a good profit, or else in a short time you will be worth less than nothing. Avoid getting business for the sake of getting it, although it is perfectly proper to get money for its own sake or rather for the sake of what it will bring. Make money with honesty to yourself and towards your neighbor.



DRY GOODS AND THE TARIFF.

THE past two weeks has been an important one in regard to tariff enquiry. Canadian dry goods importers have had a chance to inform the Dominion Ministers, notably the Ministers of Finance and Trade and Commerce, what they think of tariffs in general and the present tariff in particular. When the Ministers visited Montreal they were met by the following well-known merchants:

Dry goods importers Messrs. R. L. Gault, E. B. Greenshields, James Slessor, Frank May and A. Leclair.

Woollen manufacturers Messrs. Brock Willett (Chambly), E. A. Small, A. G. Lomas, John Turnbull, J. A. Cantlie, Feodor Boas (St. Hyacinthe), R. N. Heneker (Sherbrooke), and D. A. Robert.

Wholesale clothiers James O'Brien, J. W. Mackeditz, E. A. Small and S. O. Shorey.

In Hamilton the dry goods merchants and clothing manufacturers were Hon. W. E. Sanford, A. Murray, John Knox, Alf. Morgan, Fred. W. Watkins, S. G. Treble, James Robertson and A. Munro.

In Toronto they were met by a large number of dry goods importers, millinery importers, hat and cap importers and manufacturers, and furriers. Those who took the leading part in the discussion were Messrs. Stapleton Caldecott, Wyld, Dunnett and Cockshutt.

The most important point urged by the dry goods trade seems to be in favor of ad. valorem duties instead of specific. There need not be a shadow of doubt in the Ministers' minds concerning the desire for this change, on the part of the importers at least. The woollen and cotton manufacturers may desire these retained; but even here they will no doubt submit to the wishes of the majority. A manufacturer is naturally more selfish than an importer, and often desires changes and increases, simply for his individual or class benefit. This was amply illustrated when some of the manufacturers, in both Toronto and Montreal, were given opportunities to state their views. On the other hand the importers seemed to take the broader ground of the benefit of freer trade to the consumer, and for this and other reasons they urged ad valorem duties. They advanced examples showing that on some cheap grades of woollens the duty was 130 per cent., while on expensive woollens it ran from 30 to 40 per cent. They showed that a mantle costing 5s. in England paid 67 per cent. duty, while one that cost 75s. paid only 26 per cent. Numerous examples of this kind were put forward by the various importers, and they laid much stress on the extra burdens which they averred the poor man was bearing over those borne by the rich. Then to meet the well-known argument that specific duties kept out trash and shoddy goods, they declared that the shoddy goods of foreign countries were no worse than the shoddy goods of Canada. This argument needs proof, and should be accepted cum grano salis, although there is no doubt that some shoddy goods are being made in

this country. But on the whole the arguments advanced in favor of the abolition of specific duties should be sufficient to cause the Government to dispense with them. The shirt and collar men also made a strong protest against specific duties.

Another strong point, urged by Mr. Caldecott, of this city, was that values have fallen greatly since the specific duties were first imposed in 1878. He instanced grey cottons, which in 1878 costs 10 cents per yard, could now be bought for 6½ cents, and the duty of one cent per square yard and 15 per cent. was now much heavier than it was then. When this example is figured out it will be found that the duty in this class of cotton in 1878 was 25 per cent., while now the duty is 30 5 13 per cent. Very numerous instances of similar character might be cited, but this one will serve as an example of the class.

Another point strongly urged by the importers was the adoption of a broader classification, with a uniform duty on each class. The Toronto men urged a classification something like the following:—

- (1) All piece grey cottons, white cottons, denims, prints, etc.
- (2) All piece woollens, suitings, trouserings, overcoatings, mantle cloths, etc.
- (3) All dress fabrics, whether cotton, woollen or union.
- (4) All piece silks and ribbons.
- (5) All parasols and umbrellas.
- (6) All hosiery, gloves, underwear, etc.

They urged that some such general classification be adopted and one rate of duty for each class. Thus there would be no ambiguity, and goods coming in at small ports where the officers were not so well posted would pay the same rates as at the larger ports where the officers were more expert. It would obviate all embarrassing readings and rulings. It would prevent paying too high a rate in such cases as where parasols are made of more than one class of material, the highest duty is charged on the whole value. The present tariff has been made in sections, and as one importer put it, now resembles Joseph's variegated coat, or a patch work or crazy quilt.

The importers also pointed out that at least three months' notice should be given of all changes. In 1890 when the duty on parasols was raised from 30 to 35 per cent. the importers lost many thousands of dollars. They had taken many orders on the basis of a 30 per cent. duty, and as no notice was given before the change was made, they had to import their goods and pay the extra 5 per cent. out of their profits.

The prevalent opinion seemed to be that in no case should the duty be over 30 per cent. All classes seemed to view the matter in a more intelligent manner than most of the newspapers and free-trade politicians of the day. They did not ask for a holus-holus reduction, but knowing that a revenue is essential for the preservation of Confederation under its present constitution, they simply pointed out how this might be best attained without working serious injury to any class or trade. Many points were urged, of which a limited space prevents a mention, but these may be treated of in future issues.

Most of the dry goods men believe that much good will come out of the discussion, and that a compromise will be effected by the Ministers which will eradicate most of the defects of the present tariff.

The City Commercial Travellers' Association has decided to hold its annual excursion on July 17th to Niagara Falls and Buffalo

SILKS IN THE AUTUMN.

MANUFACTURERS of silken fabrics know that silks will be worn in the fall, says The Dry Goods Economist, and they also feel a certain security as to the styles of silks that will be in demand, but no one knows what the prices may be, which is the only difficulty in booking orders ahead. In fabrics all are agreed upon the lead which satin Duchesse will take. In Paris peau de soie is always somewhat worn, but has not taken here. Black silks, especially in satin Duchesse and bengaline are expected to be more worn than they have been in several seasons. The young, middle-aged and elderly ladies will again rejoice in a "best black silk." Satin and taffeta weaves are now leading in the looms, but there are rumors of fancy armure grounds for self and changeable brochés after one of the latest Parisian fads. Plain black armure of a good quality is likely to be in demand.

The purple, purplish red, mauve, old rose, dark, leaf and Nile greens, browns, hussar, navy and turquoise blue, deep and light golden tints, rose and flesh pinks, buttercup cream, mahogany, elderberry and, in fact, all of the colors written of in dress

LATEST INFORMATION.

The accompanying chart shows the fluctuations of the raw material since 1876. It will be seen that since raw silk touched 122 in 1876, it has since been very low, and last year was extremely low. At present prices have reached 95, or five points higher than indicated in the chart. Some people, who are supposed to be reliable judges, claim that the advance will continue until the height of 1876 is reached, but this is only a guess. Yet the enormous difference between the prices of raw material now and the prices last year, as shown by the chart, will be sufficient to show the reader that he must pay more for silks in the fall of 1893 than he did in the fall of 1892.

Toronto and Montreal buyers who have returned from the silk market claim that no new stuff will be made until the middle of September. The mills are working night and day to fill their enormous orders. Buyers from the United States have been buying everything in sight at whatever price was asked. They believe that the increased demand for silks in the United States will continue, no matter what the price. Canadian buyers report having been forced to pay an advance of 35 per cent. in some cases. One buyer cited an instance of a silk which he

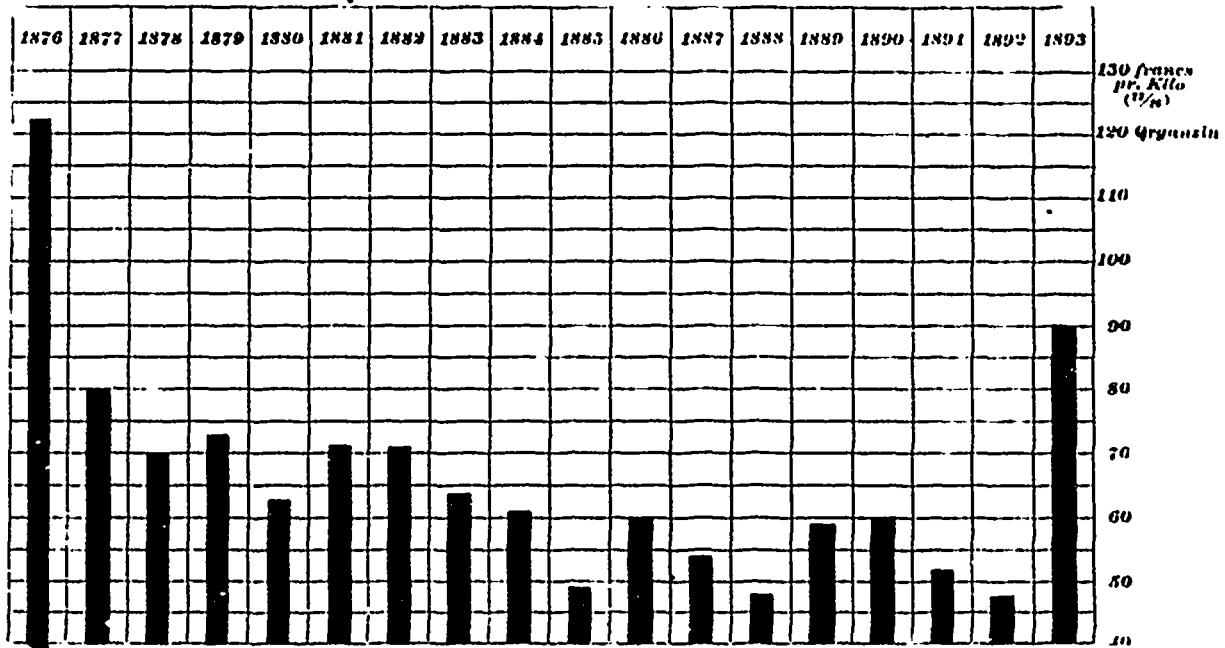


TABLE SHOWING THE FLUCTUATIONS OF RAW SILK SINCE 1876.

goods and many evening colors besides, will flaunt anew their charming shades and exquisite combinations. Fashionable shades of plain bengaline will have a certain following for conservative costumes and combinations, but the feature of the autumn silk trade will be, as now, the changeable effects. Every art is brought into play to combine weaves and colors in these novelties so that they will surpass the fabrics of the present season.

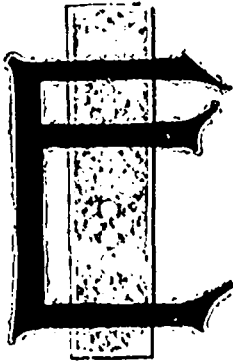
The wildest flights of the dreamer in colors and the most unheard of freaks of electricity are mild in comparison to the coloring and designs shown in the latest changeable novelties. We can but admire them, as from their very nature they bewilder and enthrall even if they do not convince sober reason of their beauty. Changeables are a success; they will be a greater one in the fall, and for beauty nothing has or ever will probably equal them. We might call changeable silks one of the wonders of the textile world.

sold last year at 75 cents, and which will cost him laid down this year 94 cents, but still he bought because he believed consumer would buy anyway. Starting the first of June, every retailer in Canada must pay an advance on every line of silks he buys. This is a fact he must realize, and govern himself accordingly.

The latest street-dress fabrics' in London and Paris is satin Duchesse. Some of the Canadian houses will show it for fall. It is shown only in black, which color seems to be increasing in favor for street dresses in both silks and satins. The novelties which will be shown on this market for fall will include ombré effects in taffeta, shot surahs, and plaid taffetas. These will be much used for skirtings, blouses and trimmings.

A movement is on foot in Montreal to bring about a daily meeting of merchants to talk over trade questions. There is much to commend the proposition.

THE NEW METHOD.



EVERY merchant should realize that letter orders are playing a great part in the mechanism of the dry goods trade of the present day. Postage is cheap (although it might be cheaper), and people are utilizing this agent to secure their goods on short notice. This tendency to send in letter orders is simply a part of the tendency which is general among the retailers of the day, to make the wholesaler carry the stock.

The retailer won't even order in advance from the traveller but waits until he is actually in need and then orders. He seems to reason, as many a man does when lunch hour arrives, "I am not hungry, nor will I eat until I am hungry." But the majority of people eat whether they are hungry or not and often keep this up until their digestive organs make a failure. So with the merchant who buys too much in expectation, he loads, and loads until something falls, and then he wonders why the fall occurred. But the wise merchants will wait as a rule until the demand is almost upon him before he loads too heavily; of course some little variety must be carried at all times, but what is intended to be emphasized here is the tendency to overload in anticipation.

Letter orders until recently were not given much attention by wholesale dry goods men. The idea, that only travellers could sell goods, seem to have absolute possession of their brain, and they forgot or tried to forget the use of printer's ink. But during the past five years a change has been effected in this country. Most of the houses now have a special department for letter orders, and special men to look after them. The cost to the wholesaler of samples and postage is small, because the correspondence can be combined to a great extent, e. g., samples are often sent out in every envelope which contains an invoice. The cost of a traveller is enormous when compared with the cost of letter orders. Last year one house in Toronto sold goods to the value of \$225,000 by means of letter orders, which was almost as much as was sold by any three of their travellers. The difference in the expense of selling this amount of goods in each of the two different ways can be readily seen.

The old way of handing a letter order for attention to the department in which the goods were to be found worked out some ludicrous results. Suppose there were five departments in the house, and a letter order contained the names of goods from each department, and each department was out of the particular line desired, the buyer would receive five letters one from each department telling him of this. This is of course an extreme case. Again, the order was filled by a man in each department, sometimes one clerk, sometimes another, and hence the business was never reduced to a system. But now all this is changed. One man controls all the letter orders, and personally chooses the goods. He becomes acquainted with the different classes of customers, learns their peculiarities and idiosyncrasies, their tastes and their indicated but unexpressed desires. This clerk who manages these letter orders is a man who studies people's characters by their writing and thus learns to know them and their wishes. He is never too busy to fill an order carefully and to send that which will best suit the trade. He understands whether it will be satisfactory to fill an order with

"the nearest thing" or not, because he learns by long experience the man with whom he is dealing. He knows whether the customer is a cantankerous crank, or a buyer on whom he can impose.

Most of this trade is done by means of samples. Circulars are sent out by some firms, and in other cases extensive catalogues, but the drive trade is done by means of samples. These, if bulky, are sent out in separate covers; but very often sent out with the regular correspondence. If a special line comes in, samples are sent out to the live buyers, and these live men who use letters for ordering are often offered snaps which the dealer who buys only from a traveller never sees.

The classes of people who use this means of getting goods are numerous and varied. The man who lives away from a station is liable to be passed by the best travellers, and he is compelled to use letter orders. Dealers in outlying districts, where travellers visit very seldom, find letter orders a necessity of trade. Dealers who do not care to run into the city for the one or two special lines they want on short notice, use the quick travelling mail-car. All dealers use them to a great extent. The wholesalers in Montreal and Toronto receive orders by letter from the remotest districts of The Northwest Territories and British Columbia, as well as from the villages in Prince Edward Island, Newfoundland and Cape Breton. The letter order department is an invention of this electrical age. Its mechanism and despatch is suited to the exigencies of modern trade, with its quickly moving fashions and freaks. It is a modern method for facilitating the communication between buyer and seller and thus enlarging the economic market. Only those who have tested it thoroughly can fully estimate the advantages it possesses.

On account of the smallness of the expense to the wholesaler, it must, if generally adopted, gradually lower the margin of profit which the wholesaler would need. As expenses decrease, the competition among the wholesalers will naturally tend to reduce their margins, without injury to themselves, but with great benefit to the retailer.

DRESS GOODS FOR FALL.

EXPERTS claim that shots effects and plaids will lead for next fall's trade in dress goods. Whipcords will still be in strong demand. Buyers are holding back a little on Canadian tweed effects, but the better opinion seems to be that a large quantity of these will also be sold in the fall, the trade in these may even surpass the wonderful run in the fall of last year. Blue and black serges will of course be as prevalent as usual.

French woollen fabrics are up. Henriettas, whipcords and Bengalines have been in such strong demand from the French manufacturers that they have increased prices from 8 to 17½ per cent. These goods promise to be in good demand for next season, and dealers here are guarding their stocks of these fabrics. Soft wools have advanced 10 per cent. Reports from the London wool market show an increase in sales of about 10 per cent., owing to the increased demand from the French manufacturers. Dealers who buy any of these French fabrics at the prices which have obtained since last fall will lose nothing. Those who buy in the fall for immediate consumption will be forced to pay the advance. These days of rising markets give the man who has a financial margin a chance to make a great profit. But the turn of the tide must be watched.

THE BUSINESS TAX.



ANOTHER step in the progressive march towards a proper system of municipal taxation has been taken in Toronto. The credit is due to its broadminded and thoroughly posted wholesale merchants. The Ontario Legislature is now in session and Mr. Waters, M.L.A. has introduced a Bill to amend the assessment act. He proposes that personal property shall, for the purposes of assessment and the levying of rates

thereon, include (among other property specified in previous clauses) the net income of merchants, traders and manufacturers.

In brief, Mr. Waters proposes that if a man has \$100,000 to invest, it shall be taxed no more if he invest it in mercantile pursuits than if he invested it in mortgages, stock, etc. Under the present law if he invest this amount in stocks, he is taxed on income only, or say \$6,000; but if he invest it in business, he will be taxed on the whole amount. The injustice of this will be seen on its face, when one man has to pay 16 times as much taxes for investing his money in one business as another would for investing the same amount in stocks. This example indicates in a simple way, the great burden which our merchants are forced to carry, and many of them carry it without knowing that they are doing so; but some of them have awoke to the fact that they are being imposed upon by an iniquitous system.

On the evening of Monday the 9th inst., a few of the members of the Board of Trade met and discussed this bill and after a long discussion it was approved of by passing the following resolution which was proposed by Mr. Paul Campbell of John Macdonald & Co. The vote was 23 to 18 in favor of the resolution

"Whereas, all taxation in a free and civilized country should be levied equally and uniformly upon all property of the same kind, and, whereas, in the province of Ontario realty is taxed on this principle, and personalty is not, the capital employed in commerce and manufacture being taxed on its face value instead of on the income or profit derived from investment, as all other capital is taxed, such as investments in bank stocks, railway and building societies, stocks, mortgages and money otherwise loaned, and, whereas, in Great Britain, France, Quebec and other countries the governments seek to relieve capital invested in commerce and manufacture from taxation, as being the capital which conduces most to the advancement and progress of a country, and which employs labor, populates and builds it up, and whereas Mr. Waters has a bill before the Ontario legislature to amend the inequality of personalty taxation and to tax all capital on the net income derived therefrom, therefore, be it resolved that this Board of Trade of the city of Toronto assembled, hereby accord their hearty approval of the said bill, so far as it refers to the personalty of merchants, traders and manufacturers, and ask the Parliament and Government of Ontario to approve of the principle laid down in the bill, that all property of the same kind should be taxed equally and uniformly to all classes of citizens alike, and this board prays that the bill in this respect may become law."

Mr. Campbell supported his resolution in a strong speech, showing that Ontario had made a great mistake in taking the

United States as a model, instead of Great Britain or France, where the laws were based upon much truer principles. He showed that the capital of the merchant and the manufacturer was the only capital taxed on its face value, and that this was hurtful to realty, to the encouragement of mercantile enterprise, and to the development of the country.

Mr. Stapleton Caldecott seconded the resolution, and advanced some telling arguments in favor of a more just system of assessment.

The resolution was also strongly supported by Mr. Cockshutt, Warring Kennedy, G. H. Bertram, Hugh Blain and others, and was strongly opposed by Mr. Jaffray, who claimed that they were trying to throw too much of a burden on improved real estate.

Toronto dry goods merchants are to be congratulated on their success in having the bill endorsed by so influential a body as the Board of Trade, and their fellow merchants throughout the Dominion, who are fighting nobly for the same phase of justice and for a proper system of taxation, will take heart from their victory. Montreal, Halifax, Winnipeg and other cities have similar grievances, and it is to be hoped that true ideas on this intricate subject will soon be more generally disseminated among our legislators.

TORONTO'S SHOP FRONTS.

IT IS said that the City of Toronto has as great an extent of shop fronts as the cities of Buffalo, Detroit and Rochester combined. Toronto is said to have 27 miles of shop fronts, while Buffalo has only 13 miles. Circumstances are at work in Toronto which will probably transform the character of some of the principal thoroughfares, such as King and Yonge streets. On these streets there are a large number of small shops which it is believed will before many years revert to residence purposes. Two principal causes are at work tending to bring about this change. One is the introduction of rapid electric street railway transit, by means of which residents in the outlying districts of the city can be transported to the business centre within an interval of a few minutes. These facilities for dealing at the larger down town establishments is likely to be taken advantage of to the detriment of the smaller business concerns on the less important thoroughfares. The second cause is the recent development of a few large establishments where goods of almost every class are sold under one roof. These concerns will certainly wipe out of existence a very large number of the smaller stores. It is estimated that one such establishment already in existence in Toronto is doing the trade which formerly was divided amongst 500 small stores. These changes most seriously affect the value of a large amount of property now used for business purposes. —Canadian Architect.

Comptroller Wallace is rapidly disposing of a number of knotty questions which have been referred to the customs department from outside ports. Among his latest rulings are the following. Cardigan jackets are properly dutiable under item 125 at 10 cts. a pound and 20 per cent. The fact that such jackets have but tonholes worked in them and that the edges are bound does not take them out of the category of "knitted goods." Frillings and edgings, whether of cotton, silk or other material, are ruled to be dutiable at 30 per cent. under item 197, though the edges may be either bound or stitched.



DRIVES AND BARGAINS.

AT THIS time of year there are always numerous broken lots, clearances, jobs, bargains and drives which the visiting dealer can pick up and use to great advantage. The wholesalers are expecting the arrival of fall stocks and desire to clear out their spring lines as well as possible to make more room. They do not care to have so many different lines to keep in mind, and they simplify by cleaning out lines which they do not expect to carry again. In this way the retailer secures many bargains which he can turn to good account in swelling the year's profits. But all dealers cannot visit the markets in Montreal, Toronto and Hamilton, and the only way they can secure these bargains is through the information supplied by THE REVIEW. The jobs mentioned in this issue are genuine and not made for advertising effect. The wholesalers mean business, and the retailer can rely on the information herein contained. Those who send for samples of the drives and bargains in this issue can do THE REVIEW a good turn by mentioning where the information was found.

THE FINEST OFFERINGS.

TARTAN SILKS AT 50c
WAY 75 cents.

GORDON, MACKAY & Co. are showing a choice line of Tartan check silk, recently secured at a large discount, being balance of manufacturers' stock and worth in the regular way 75 cents. Thirteen choice patterns; price, 50c.

FLANNELETTES 10 SELL AT 8c.

ALEXANDER & ANDERSON have purchased 3,000 pieces striped and checked flannelettes, being the balance of a manufacturer's stock, which they are offering at mill prices. This is a big drive, and they can be retailed at 8 cents per yard.

UMBRELLAS \$7 50 PER DOZ.

SAMSON, KENNEDY & Co. are offering a line of cotton Austrian umbrellas, at \$7.50. This umbrella has a paragon frame, and is especially good value at this price.

25 TO 50
REDUCTION.

CALDICOTT, BURTON & SPENCE are offering special reductions in certain lines of corsets, which they desire to clear. These are genuine bargains, and correspondence will elicit further information.

HENRIETTES 45 TO 90c.
cents

ALEXANDER & ANDERSON have passed into stock a full range of their well-known and justly celebrated black henriettes. These are extra value, ranging from 45 to 90 cents. The finish and color of these goods are unexcelled.

10 CENTS
PER YARD.

WYLLIE, GRASETTI & DARLING are showing a magnificent range of patterns in their wide cloth print, in delaine patterns in black goods, colored goods, pink goods, cream goods, also in the soft finished drillette and indigo and Turkey red effects, etc., at 10 cents per yard.

CHENILLE CURTAINS \$3.75.

JOHN MACDONALD & Co. are showing a line of chenille curtains in a range of colors, which are being offered at \$3.75 per pair. These goods are this season's manufacture and

are claimed to be as good value as has hitherto been sold for \$4.50.

DRESS GOODS AT 8 CENTS.

CALDICOTT, BURTON & SPENCE are offering a line of three-quarter tweed-pattern dress goods at 8 cents. This line is worth in the regular way 10 cents, and should prove a plum for those who can avail themselves of it.

A CUT IN APRON CHECKS.

JOHN MACDONALD & Co. are running a special line of 32-inch apron checks at 10 cents a yard. One quality, but a range of patterns. The former price was much higher.

CHOICE PRINTS, EXCEPTIONAL, AT 10c.

ALEXANDER & ANDERSON have just received a large shipment of new prints in delaine patterns, in black, brown and cream grounds; also indigos, cardinals, etc., in small object effects. These are the goods that are wanted, and which ought to be on every retail counter. The price is 10 cents.

BRACES AT \$1.50.

JOHN MACDONALD & Co. are showing a line of braces in heavy cushion web and silk web, which they are offering at \$1.50. The price in the regular way is \$2.00.

SPECIAL JOBS.

W. R. BROCK & Co. have been going through their stock and laid aside a number of odd lines and broken ranges, which they are offering at job prices to clear. These include cashmere hosiery, lisle, taffeta and silk gloves; handkerchiefs and men's neckwear. Quotations on application.

VELVETS AND VELVETEENS.

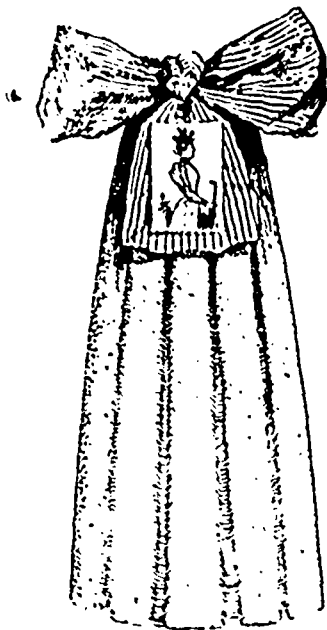
IT was pointed out last month that the consumption of these was steadily increasing. Like silks the price and the quantity consumed are increasing together. The silk velvet manufacturers at Corfeld and Lobberick, the great silk velvet towns of Germany, have so many orders ahead that they do not care to take more. The silk schappe has advanced in price 35 per cent., and consequently the manufactured product has also been advanced, so that prices in Canada will also be higher in the fall and winter of the present year. A similar thing has happened in England with regard to velveteens. Where the English manufacturers were selling ten pieces of velveteens last year they are now selling 100, and prices have advanced 15 to 25 per cent. No orders for either of these classes can be placed by importers at the old prices, and consequently prices must advance in this market. Retailers should keep as full a stock as they can, consistent with their policy of never overloading. Importers are conserving their stock as much as possible, and prices are very firm.

J. H. BUCKINGHAM & CO.

THIS celebrated cravat house have sent out a circular to the trade announcing the shipment to their New York agent, Mr. Wm. B. Roe, 64 West 23rd street, of their collection of samples for the fall of 1893. Their De Joinvilles include amongst other new grounds light Sultan and Cyprus green. They have brought out elaborate patterns on figured satins and some very telling silk effects on satin grounds. They show new makes in silk Aleppo twill and matt grounds. In Squares, Mufflers, Cut Ups, Windsors, etc., they show some very rich novelties, and all Canadian importers who visit New York will do well to inspect these line of samples. They also show umbrellas, and canes and walking sticks.

WINDOW DECORATION.

It is a good plan in draping goods for a window display to combine appropriate trimming materials with the main fabrics, and we show herewith some examples of this treatment. These first appeared in the Dry Goods Chronicle. Two of these show a rather unusual arrangement in the form of large bows at the top of the drapery.



In the examples shown, these bows are of silk and velvet, used as trimming for fine dress goods. The effect is not only attractive but practical as giving desirable suggestions as to combination of materials, which purchasers will find of advantage.

Another unusual and tasteful draping of dress goods is constructed upon a plain cylinder, Fig. 3, about which the goods are tightly drawn. This is relieved at the bottom by several rows of the ribbon-trimming now so popular, while the top is finished with a combination of plaiting in the center. This makes a very pretty figure for a window.

Fig. 4 shows another distinctive method of draping dress goods. This is composed of a cone stand made up of separate slats; about each of the slats is wrapped a separate piece of dress goods, each slat being thus covered by a fabric different from those adjoining. The cone thus shows several examples of dress goods, each different from the other.

There is no way of showing dress goods in a window in such an attractive style as to put the fabric on a cylinder and draping it in some neat manner, making a neat folding or fluting on the top. The intelligent clerk will find no difficulty in arranging the folds in that careless, artistic manner which can only be attained by long practice and close attention.



With regard to such unboarded goods as prints, delaines and sateens, they can be arranged very neatly without the use of cylinders. Catching the piece on one side at the middle it immediately drops into a cone-like form, and when the fabric is turned back so as to show the pattern, the whole makes a striking design. This way of arranging these goods must be alternated with plain flat, upright or oblique situations, so that monotony will be avoided.

Many dealers in Toronto use in their windows an iron hoop about 4 feet in diameter, and made of about 3/8 pig iron. This is suspended from the centre of the window ceiling and the ends of several pieces of dress goods are pinned on to this and

allowed to hang down unfolded until the remainder still board rests on the floor of the window, the folds being exactly perpendicular. Then a piece of ribbon is passed around the centre is about 10 inches in diameter, and the whole things resembles a double cone, the point of one resting on the point of the other. If the colors of the goods have been well chosen and alternated the effect is very striking. If six or seven patterns of one quality of a line of goods can be used and then a ticket affixed with the words, "Your choice for 15 cents," the financial results will be more adequate than if price is not stated. A variation of this is where a piece of iron is made into a quarter circle and hung in the farthest corner of the window and the same plan followed, so that the same effect is produced with four or five pieces of goods. When hung in a corner in this way the design can be varied by allowing the top folds to hang loosely, and keeping the ribbon well down towards the bottom. Other variations will naturally suggest themselves to the dresser.



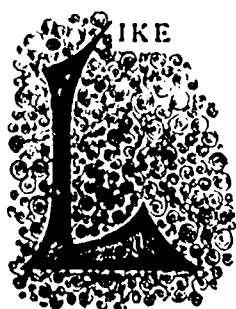
Good taste in window dressing will dictate whether there shall be a spare amount of goods put out, or a great abundance. It is well to vary, so that people will pass your windows to see what you will do next. At one time have but a single line of goods, and at another just to the front a little of everything you have in stock. You can be economical and a good advertiser at the same time. Large concerns can afford to hang out their costly fabrics, but a small dealer may throw that display quite in the shade by using ingenuity and tact.

Handkerchiefs seems to be about the easiest thing to show off in dry goods. They can be arranged in such a variety of ways, pretty ones are so inexpensive and they are a staple. There was recently a showy window in Chicago made up of cheap handkerchiefs. The starch in them makes them suitable for folding in a variety of shapes. This window had nine cords stretched from top to bottom. These cords were covered with handkerchiefs, which were pinned on, one above the other. The kerchief was folded to just a quarter of its size, that is, once each way. Then the loose out-hanging corner was turned up, so that it stuck out like a leaf. The nine columns looked like pillars covered with flowering vines.



An attractive window is useless unless it helps to sell goods. This is an oft urged point but one which must be constantly and persistently kept in mind. The goods in the window must be seasonable and saleable; they must also have some feature that is likely to influence buyers to enter the store.

ADVERTISING COUNSEL.



LIKE EVERYTHING else methods change and the advertising of the day is coming down to single column advertisements. The old half page glaring advertisement is a thing of the past except with very large establishments. The moderate retail merchant writes striking advertisements and puts them in a single column. If he be wise he uses a cut at the top of the ad. to

draw attention and then he runs his two or three leading points in bold type, and his explanation in smaller type. The following example taken from a local paper in Eastern Ontario will illustrate what is meant, and exactly how a practical merchant does the work. The advertising clerk of this journal would be glad to receive clippings from dry goods merchants, showing what they believe to be the best form of advertisement.

In a Box

Gentlemen frequently find themselves annoyed at a particularly trying moment by not having the right

Tie and
Suspenders : :

AT HAND. GEO. BOW
CAN OBIVATE THIS
TROUBLE. HE HAS

The Correct Thing

At very Moderate Cost.
Your inspection of the
Spring Assortment is in-
vited.

THE NEWSPAPER "AD" DOES THE BUSINESS.

A neat illustration of the value of sagacious advertising was given at the Portland meeting Sunday, when General Secretary McDonald stated that he had curiosity to know what method of advertising reached the most people. He had circulated thousands of little dodgers giving notice of the meeting, and he asked those who had seen them, and had been moved to come through that means to rise. The hall was packed as full as it could hold, and of the entire number about fifteen arose. Then Mr. McDonald asked all who had read the notices in the newspapers, and had been influenced by them, to rise, and the crowd rose in a body. - Ex.

A CONCRETE EXAMPLE.

A Toronto dealer commencing a reading advertisement under the heading of "Fake Sales," says.

"Tis the old story, told over and over again, they do not know the gun was loaded—the funny boy who cried *won't* too often was finally eaten up, and so it is with the merchants of this city and of every other who are always trying to deceive the people by false cries. They are continually having "bankrupt," "closing," "clearing," and all kinds and manners of imaginable sales to catch the public when they do not intend selling their stock at any reduction on regular retail prices, and have no bankrupt stock other than their own—it would, in most cases, pay them to give the trash advertised away for nothing. Is it any wonder then that the public have come to look at those so-called "sales" with a certain amount of distrust and a full chary of being again deceived by them? This is a fact that often tells to the disadvantage of honest, well meaning merchants, who intend to do what they say, and who never advertise what they cannot carry out; who would far rather lose money than disappoint a customer. The public can understand what a difficult position an honest merchant is often placed in by such a system of doing business. Certainly no business has ever succeeded by this course of action. Quite possibly temporary success has followed, but as the public are quick to detect frauds, failure must be the final result. No merchant who wishes to retain the confidence of the public would attempt to deceive them in this way—yet a great many do it. There is one firm in Toronto, however, who must be perfectly aware of this fact, who must have always fulfilled their promises, who must have only advertised what they were able to do, and when the people went to their store they found for once that there was no deception. These must be facts, for this firm have lately advertised an Alteration Sale, and the confidence the public shows in what they say was fully illustrated yesterday, when, owing to the overcrowded state of their establishment, they were again forced to close the doors for over an hour." This man writes advertisements which are worth reading. There is information in them.

CONVERSATION VS. DIALOGUE.

The method used in the above example approaches nearly but not quite to what is generally termed the conversation method of advertising. This method is very different from the dialogue method, which is now considered old fashioned. The advertiser who uses the conversation method begins in some such way as this: "We want to call the attention of our customers to," and follows this by the name of some line in display type. The word "we" is not absolutely necessary to bring an advertisement within this method, but it is essential that the advertiser should write as if he were speaking directly to the reader. In this way the customer imagines that the dealer keeps that space in that paper just to tell her when to come down town and get what she wants. Why, some dealers' advertisements are read as regularly as the notices under the heading "marrages." The conversation method never wearies the reader and can be easily varied.

A SMALL PUFF.

Tennyson says: "The old order changeth, yielding place to the new." That is true of advertising as of every other trade. There is always something new. The best sort of ability is constantly studying and devising wise and striking methods. THE REVIEW keeps track of these and gives its readers the very earliest benefit of them.

MILL NEWS AND NOTES.

NEW IDEAS IN UMBRELLAS.

THE Slingsby Manufacturing Company mills, Brantford, Ont., which have been closed for some time, during transfer to the new joint stock company, have commenced operations again. The works will be greatly enlarged in the near future.

Feller Bros. are enlarging their woollen mill at Clarksburg, Ont. W. Lott, Belleville, Ont., has built a new woollen mill adjoining his old one.

Barrington Woollen Mill Co., Barrington, N.S., are advertising their business for sale.

Bowden Bros., woollen manufacturers, Toronto, have merged their business into a stock company.

The Waterloo (Ont.) Woollen Co., are putting in about forty new looms with carding, spinning and other machinery.

One of the most unique and interesting exhibits at the great fair will be a miniature cotton mill in full working order.

The Hunter woollen mill, Durham, Ont., has been started up by T. H. Watchorn, formerly of Watchorn & Co., Merrickville.

T. P. Pearce's woollen mill, Moimore, Ont., will hereafter be operated by a stock company, known as the Pearce Co., Ltd.

It is reported that the R. Forbes Co., of Hespeler, will build a large addition to their worsted and knitting factory this summer.

The Dominion Suspender Co., of Niagara Falls, have bought a site on the American side of the river, and proposed to build a factory to employ 200 hands for the United States trade.

Alfred Parker, proprietor of the Brampton Wool Stock Co., has purchased the Drop Forge building at Mimico, and will commence operations in the woollen manufacturing at once.

Official notice has been given of the incorporation of the Sorel (Que.) Cotton Co., with a capital of \$20,000, to manufacture and deal in "wadding, batting and cotton and wool products."

"An insurance scheme has been adopted in a Canadian mill, by which each employee pays a small amount monthly, which in case of accident ensures him free medical services and full wages during the time of his sickness or inability. We should think this idea could be more practically applied in large manufacturing institutions, where it could be put on a similar basis to the general accident insurance companies. It might have the effect of lessening the objectionable litigations, which so frequently arise in cases of injury, if the corporations would assume partial risks by making the rates low. This is a sub-issue of co-operation, which deserves careful consideration. —Philadelphia Industrial Review.

A fire, which caused a very heavy loss of property, took place at Merriton between 3 and 4 o'clock on the morning of April 26th, and resulted in the total destruction of the Taylor knitting mill, better known perhaps as the old Disher factory. How the fire started no one knows. The premises have been undergoing a thorough overhauling, cleaning and repairing, and it is very hard to account for the blaze, as none of the mill hands were working owing to the water being out of the canal. The damage will amount to about \$20,000, with about \$8,000 insurance on the factory. Mr. Taylor had only occupied the premises for about 12 months. He had been continually adding improvements and but recently put in an electric motor. W. Calvert & Co. of this city were selling agents of this mill, and state that a very large number of orders were on hand.

IN a controversy about umbrellas the advocate of them would have little difficulty in showing their usefulness and their consequent value. There are those who avoid them, but the man who carries one has the satisfaction of knowing that he is in the majority and is conventional. It is doubtful whether a man should be commended because he is in the fashion, and yet care must be taken to distinguish between originality and eccentricity. The man who dares the weather and makes light of his umbrellaless condition is regarded as odd rather than as original, and does not, perhaps, always get the credit which is his due. In a storm an umbrella held aloft seems an appropriate finish to a person's appearance. It is in harmony with the surroundings, and certainly the possession of one in any emergency is not often regretted. Some do not carry an umbrella simply because they cannot spare the money to purchase one, others, it may be, because specimens they prized have been taken "in mistake" by unknown friends, the successive losses causing an aversion to umbrellas in general. It is in the interest of this class that two Americans have been exercising their ingenuity. The man who prevents the theft of umbrellas will desire to be regarded as a public benefactor, and possibly this distinction awaits the Americans in question. It is obvious that no one would care to keep an umbrella which he could not open, and it is on this hypothesis that both inventors have gone to work. In the one case the umbrella can be locked, and is, of course, no use without the key. The value of the invention has been tried. A gentleman was one day in a restaurant, and he noticed that one of the company on leaving took his umbrella from the stand. Having the key in his possession he awaited the result with some curiosity. It was soon returned, as he thought it would be. The other inventor gives the umbrella an ordinary appearance, but the handle may be unscrewed and put into the pocket. The advantage is this: in unscrewing the handle the ribs are automatically locked together, and until the handle is replaced, the umbrella cannot be opened. There is this contingency to be feared that the people who are mean enough to take an umbrella which they know is not theirs would not take the trouble to return it when its worthlessness to them was discovered. The possession of the key or of the handle would give no satisfaction if the umbrella were missing and herein lies the weak feature of the inventions. Perhaps, therefore, they will not soon become popular. Umbrellas are not likely to go out of fashion; the tendency is in the other direction, and in these days they are so stylishly and so handsomely made that they are often carried for merely ornamental purposes. In a charming essay on sticks, Leigh Hunt says that when a man, accustomed to carry one, is deprived of it, he issues out of his house with a diminished sense of vigour and gracefulness. The umbrella does not hold exactly the same relation to its owner, but a trying experience awaits the man who leaves a meeting or a dinner minus the rain-protector he carried on his forward journey. In case of a storm on the following morning he will probably emerge from his house with only a diminished grace and vigour, but with a feeling against the unknown appropriator of his umbrella which it would not be easy for him to describe. Should the American invention be successful, the system of umbrella transference may in time be less general, for at least one motive for it will have been drawn.—The Hosier.



TRADE IN MONTREAL.

THE cold backward spring has had a most adverse effect upon the sorting up trade in dry goods during the month. From the good placing trip that the travellers for all the houses experienced the general expectation was for a business considerably in excess of the turnover for the corresponding period last year. The failure of the sorting up trips to pan out as expected however has made this impossible now, for although some of the houses have done fairly well the aggregate is not expected to show an excess. In fact travellers report that stocks in country dealer's hands have hardly been broken into at all. If the weather brightens up, however, trade may improve and in fact the last few warm days have already had visible effect in brightening up the city retail account in fancy dress goods, spring suitings and millinery.

The demand on fall account is beginning to be felt, and some fair orders have been placed in this connection of late, but naturally until something more definite is known in regard to the future crop prospects, buyers are disposed to observe a conservative course in respect to arranging for supplies of this sort.

There has been quite a demand for colored linings and cottons, one firm finding it impossible to execute all the orders it received.

A leading feature in regard to values has been the advance in the price of cloakings for fall delivery, all lines having gone up from 10 to 20 per cent., and the advance has been firmly maintained.

Light summer dress goods, both cottons and woollens, are firm but unchanged, and a good demand has been experienced for them.

Remittances have not been as good as they might be, but as the season advances and produce commences to move an improvement will undoubtedly ensue. They are especially slow from Manitoba and the North-West, and quite a few country failures have been added to the list, but lately the returns have shown some improvement and the trade are hoping that it is the beginning of the change for the better.

AMONG THE JOBBER.

Brophy, Cam's & Co. report that they have turned over more English prints during the present season than last year. They hold that these goods cannot be approached for durability or style by anything on this side. They have experienced a brisk call for British Oxford shirtings also.

Mr. R. J. Whitelaw, of the Winnipeg wholesale dry goods house of that name, was in town during the past fortnight looking up business matters. He reports business very quiet in his section.

Messrs. S. Greenshields, Son & Co. are receiving some handsome lines of silk goods in shot and tartan designs which promise to be in big demand owing to blouses being the fashionable idea. They look for a big velveteen season also, owing to the

prevalence of puffed sleeves. Bright green and the "Eminence" shade of purple continue to be the rage in colors.

Lindsay, Richardson & Co., who bought out the stock of the late firm of John Patterson & Co., from Mr. E. S. Clouston, have moved across to the other side of St. Helen street, where they are offering some nice lines of millinery.

Messrs. Gault Bros. are receiving their fall supplies. Among their heavy lines are some handsome box cloths, ulsterings and costume cloths, for which a good demand is anticipated for ladies' wear this fall. They report also that the better class of the tailoring trade are more disposed to do business with wholesale houses in the local market instead of importing direct, as has been their custom.

Jas. Johnson & Co. are opening up an extensive line of velveteens, shot and tartan silks and surahs just now. They anticipate a brisk demand on this account, which does not seem to indicate any great degree of poverty.

S. Greenshields, Son & Co. anticipate a big season for braids, in fact for all goods into the composition of which mohair enters owing to the demand for trimmings of this nature on fall account. They are opening up just now also a handsome and varied line of Crum's celebrated standard British prints, the prevailing designs being in the usual fashionable shades of green and "Eminence" purple.

H. Shorey & Co.'s travellers are now out on their sorting up trip for spring and summer account, and are placing orders on fall account in the Lower Provinces and the North-West. The reports in this connection from down below are good, but in Manitoba and the North-West the tone is bad. Within the past few days, however, since seeding began, a more hopeful feeling has been apparent.

Jno. Mackenzie & Co. are pushing their line of ladies' mantles in the North-West and British Columbia.

Green, Sons & Co. are daily receiving their lines of fall supplies. They anticipate an improvement in the sorting up demand for negligé shirts, etc., now that the hot weather has come in earnest. They have on hand quite an extensive and varied line of these goods.

Mr. Macdougall of Gault Bros. reports encouraging prospects in regard to placing orders on fall account, and also that there is a good demand for gent's furnishings, shirts, collars, etc. The firm is going more heavily into dress goods this season, Mr. Leslie Gault having just returned from his English trip. He anticipates that lines in shades of green will be the best for the fall trade. Purples will also go to a certain extent, but whether they last or not is not definitely certain. The firm are offering some handsome lines of silks and satin "Duchesses" in the popular shot and tartan designs, for which a brisk demand is looked for.

In a trip around the houses it was learned that the buyers were returning homeward in detachments each week. Among those who are at their old posts are Messrs. Radford

(Green, Sons & Co.), Fraser (S. Greenshields, Son & Co.), Towers (Matthews, Towers & Co.), and Kissock, (Caverhill, Kissock & Co.). Messrs. Dowher and McCarthy got in the other day, on the *Pansian* also. Messrs. McIntyre, (Hodgson, Summer & Co.), and Brophy (Brophy, Cairns & Co.) are yet on the other side being expected in the course of a month or so.

A fire which broke out on McGill street gradually worked its way into the wholesale dry goods warehouse of Jas. Linton & Co., on St. Paul street, the other week. The damage by fire was slight, but a lot of the delicate lines of goods were affected by the smoke, especially as the flat which the fire entered was filled with the firm's stock of silks and satins and other valuable goods, the aggregate value which is estimated at from \$15,000 to \$20,000.

Mr. Wm. Agnew of Wm. Agnew & Co. is out on his usual spring trip through the district west of Toronto. The firm devote their attention principally to fine lines of dress goods, cassimers, etc., and reports from Mr. Agnew state that he is having a favorable trip considering the adverse circumstances.

Thouret, Fitzgibbon & Co. are now the sole agents in Canada for Jammet Freres well known French kid gloves. The agency was held here up to a short time ago by Pewney Freres & Jammet, which was partly a branch of the original house in France, but the new arrangement is reported to work better.

Some millinery houses had their second opening on the 18th of April, but Caverhill, Kissock & Co. held theirs on Tuesday, 9th of May. They report an active demand for the perfectly flat pliable straw plaques which can be twisted into almost any shape, and are all the go for summer head wear. In silk trimmings, in addition to the popular green and purple, "ombré" is coming into fashion. It is a rainbow effect, and is said to be very taking on light colored straw. For the fall Mr. Kissock says that the trimmings promise to be all in green, a deep shade resembling the rich-hued feathers on a drake's neck, promising to be the most popular of all.

McIntosh, Williams & Co., of 10 St. Sacrament street, are pushing their special lines of down quilts, down cushions, Lanatus quilts and other bedding specialties. They claim that their fabrics are of the best selected materials, and that their moderate cost is attracting general attention from the Canadian market.

A NOVEL SCHEME TO COLLECT ACCOUNTS.

COLLECTING good accounts, apparently an easy task, calls forth all the diplomacy the merchant possesses; every retailer of six months' experience knows this. No one will deny that delaying the payment of bills simply because the debtor is financially "good," is an unjust, if not pernicious, practice. Our wholesale houses are pleased to grant credit to those they consider reliable, but at the expiration of time granted "good" does not settle the bill,—the money must be forthcoming. It would seem that any customer understanding the matter thoroughly would be just enough to take the proper view of the case, and in fact, we have known many instances wherein a frank explanation of the situation has been productive of good results. Frankness is, as a rule, the safer method, as there are few people who do not admire it. Ordinarily an appeal to a rich customer, supplemented by the somewhat flattering statement that he is amply able to

assist, etc., will prove efficacious in nine out of ten cases. We call to mind a couple of attempts of retailers to deal with the problem. Several years ago a merchant in a small town in Michigan, wishing to remind his well to do customers that their financial status did not settle his bills, had a local artist paint a large picture of a shipwrecked crew on a raft in mid ocean. "Water, water, everywhere, but not to drop to drink," were the words printed below. Below this was tacked a card upon which was printed: "Our condition is equally precarious, —Money, money everywhere, but none to pay our bills!" The effect was very good. Another merchant sent a circular to all of his trade; it was headed "A puzzle!" and arranged in the following manner:

Bills payable which MUST be paid,	\$ 650
Bills Receivable, perfectly good	1,000
Cash on hand,	75

Query.—How am I going to meet these bills?

Will my old friends and customers kindly assist me in the solution of this problem?

The latter plan was very successful.—Dry Goods Bulletin.

FALL JACKETS.

With regard to fall styles, fur trimming will in all probability be fashionable; it is favored by domestic manufacturers, and its general use is unhesitatingly predicted by French and German experts. Jackets cut double-breasted, with short shawl-revers, tight-fitting back and loose front, will be seen again during the coming fall; this is a type of garment that is well known and that has been popular enough in past seasons. Among jackets, 36-inch garment is likely to predominate. Capes will run to a length of more than 40 inches, but will probably not exceed 45. Beavers and plain cloths generally will be popular, and there is likely to be a good demand for plushes. Velvet trimmings will be much used.

A LINOLEUM MANUFACTURE.

Canada was visited a few days ago by Mr. Wright, the capable traveller for John Barrie, Ostlere & Co., linoleum manufacturers, Kircaldy, Scotland. This firm has the greatest output of linoleum in the world, and their business connection extends into every civilized land on the face of the earth. Mr. Barrie is an uncle of the famous Tim Healy, and both uncle and nephew are well-known and respected in British political circles, Mr. Barrie being a strong home-ruler. Every two years Mr. Barrie visits this country, and he is expected here this summer. Mr. McKill, their Canadian agent, has an office in the Mail Building in this city.

SUCCESS AT LAST.

A grey-haired, broken down old man,
 With sunken eye and cheek,
 Climbed up the steps one winter's day,
 With humble mien and meek.
 He rang the bell, and a woman came
 And stood in the open door,
 And a smile spread over his wrinkled face
 As he saw his wife once more.
 And the old glad light shone in his eyes,
 And his husky voice grew clear,
 As he said, "It almost knocked me out,
 But I matched that ribbon, dear."



THE COTTON INDUSTRY.

WHILE the domestic cotton industry is thriving it is also creating a good deal of commendatory and adverse criticism. The latest criticisms are here presented, and will be found worthy of perusal, but must be taken for what they are worth.

WHITE GOODS MANUFACTURERS.

The Toronto manufacturers of ladies' underwear called upon the ministers when in this city for the purpose of testifying to the importance of their comparative new industry, and to ask reduction of duty on their raw material. Three houses were represented by R. H. Gray, A. W. Allen and J. W. Gale, which employ 500 hands. They are not satisfied with the tariff. They receive 35 per cent. protection upon their finished product. On the other hand, they pay 30 per cent. upon embroidery, which is a very important item of their raw material, while the cotton which is used in the manufacture of their garments is the finished products of highly-protected cotton mills. This being the case, they claim that they have a right to be protected from English underwear manufacturers, who pay no duties on their embroidery and can buy their cotton cheaper. The 30 per cent. duty, they told the ministers, is too high, and should be reduced to 20 per cent. They also agreed with the dry goods importers that the cotton duties are too high, that the specific duties should be abolished for a 20 per cent. ad valorem rate. The manufacturers say that their 35 per cent. protection protects them against American competition, because the duties over there are higher than here. But the English manufacturer, with untaxed embroidery and cheap cotton, can make goods which, after paying the Canadian duty, can compete with Canadian-made goods as to price. So far, however, the Canadian manufacturers have been able to develop the trade with the help of the 35 per cent. by more successful styles and patterns of garments.

MR. GAULT SPEAKS.

Mr. A. F. Gault, president of the Dominion Cotton Mills company, writes denying the newspaper report that he stated at the annual meeting that, "Even if the government should come back to the tariff which was in force during the Mackenzie regime, the company would be in a position to compete with the whole world, not even excepting England." He says that this statement, which was attributed to him regarding possible tariff changes, is so much at variance with his well-known opinion that he feels it necessary to make a correction, and that what he really did say was: "A good deal of agitation has been going on in and out of parliament with regard to tariff reform, which would probably be viewed by many of our shareholders with some apprehension, but I have reason to believe that no government would allow any very large reduction to take place or do anything to jeopardize an industry that had given such profitable employment to so many of our working-people. There would, doubtless, be some change, but it was hoped they would be of such a light nature that this company would be able to go on as heretofore, paying its usual quarterly dividends." Mr. Gault also adds that certain of the figures given with respect to the position of the company are inaccurate, but he does not make any correction in that regard.

AN ENGLISH CRITICISM.

We have had a good deal to say during the past few weeks regarding the syndicate which have taken over the cotton factories of Canada, says the *Textile Mercury* (Manchester), and, following the lead thus set, other authorities have discussed the subject, so that the trade in this country is pretty well posted as to the real condition of the industry. Unfortunately, however, newspaper comments, which, in connection with such matters, appear to be inseparably connected with the publication of any news which may be used as a text for the dissemination of the doctrines of a certain school of political economists, have given rise in this district to a widely-spread, though erroneous, impression. In other words, a contemporary, basing its views purely on theory, with no knowledge of the practice followed in this particular case, has informed its readers that Dominion buyers are likely to make larger purchases than usual this season, as "prices" (to quote a view expressed to us on Thursday) "have been forced to an artificial level by those who control the 'corner.'" "This," says, in effect, one of the 'authorities' quoted, "is what may be expected whenever an industry is controlled by a combination owing its existence to the prevalence of protectionist ideas." As a matter of fact—and we give the information as news, and as nothing more—the combination has kept prices down to a very low level. Its managers are men of experience, whose ideas on such matters are based upon knowledge extending over a wide period. The visits of the buyers referred to are not due to a feeling of fear on the part of Montreal and Toronto houses that the "corner" is going beyond proper limits, but to the confidence engendered by the fact that a large influx of buyers throughout British North America may be expected after the opening of the World's Fair. The lists we have published from time to time show that the number of Canadian buyers here this season is above the average.

The Canadian cotton syndicate is divided amongst two organizations, to outsiders independent of each other, but really working together. Speaking broadly, one set may be said to have taken over the plain trade, while the second half of the syndicate controls mills which are engaged in the production of colored goods. Certain branches of the Manchester trade have been injuriously affected by the growth of the Canadian cotton industry. Low ticks and prints, for instance, are now produced extensively on the other side, but for new designs Canadian buyers still patronise the English market. The number of calico-printing machines in the Dominion is very limited, and they are run chiefly on "bread-and-butter" styles. A comparatively small population affords very little encouragement to calico-printers who wish to introduce new designs, as the "runs" on a novelty must of necessity be limited. This is the case with Canada.

QUALIFICATIONS FOR A SALESMAN.

John Wanamaker addressed the Travellers' club in Philadelphia recently. "You want to be successful and you can. I don't believe that God ever ordained that one man should be successful and another not, but it lies with the man himself. One comes stumbling into your store, does not shut the door, and his breath smells of whiskey. You want nothing to do with him. Right after him comes another bright, smart fellow. He walks briskly, shuts the door behind him, and is cleanly attired; a dirty man can't be a salesman. The fellow makes an impression and sells his goods."

THE FURNISHING TRADE.



HEVIOTS and cassimeres are the leading suitings for May with the fashionable men of New York. These may be made in three ways—a three-button cutaway sack suit, a double-breasted sack, or a full length three-button cutaway. These of course are business suits. For a man 5 ft. 8 in height the length of each coat would be 31½, 31, and 36 inches. Close single stitch marks the edges, and all the pockets have flaps to go in or out.

PANTS, FOR TROUSERS, IS NOT AN ENGLISH WORD.

There is nothing a merchant tailor can do that is more incongruous than to dub himself on his signs, letter paper and circulars an artist, and then whenever he speaks of or about trousers to call them pants. "Pants" is a noun in the plural number, and means, according to Webster, "a quick breathing, a catching of the breath, a gasp," and is no more correct as applied to the garment properly known as trousers than it would be if applied to a flash of lightning. It should be used, in a sartorial sense, by clothiers only, for it advertises one as ill-informed, it being in this sense a corruption of the French pantaloon, and entirely un-English. But to designate hand-me-downs for leg wear, pants is good enough and in perfect harmony with the wholesale manufacture of clothing and the sweating system. Merchant tailors should never use it; it is as bad as gents.—The Sartorial Art Journal.

IN NEW YORK.

The ingenuities of the scarf designers have resulted in a very tasty display of neckwear for spring and summer wear. The swellest thing is a Four-in-hand with small knot and loose ends which when tied gives the appearance of a De Joinville, only it is much more convenient. Another scarf that carries the impression it has been tied by hand is a Teck with a small soft knot, half lined apron and wide ends. To meet the new style of negligee shirt, which is cut with moderate banded collars and very deep points, a bow has been devised that harmonizes well with the shirt. It measures eight inches from tip to tip and is nearly three inches wide.—New York Hat Review.

ADVERTISE ONE THING AT A TIME.

Just a word about newspaper advertising. It is not a good plan to try to tell the man you want to become your customer too many things at once. Do not seek to burden his mind with so many matters that he will forget them all. One thing at a time is a good plan. Do not dilate on the merits and low price of more than one line of goods in an issue. But what you do, do well. Write your advertisement in such a bright, strong, attractive manner that the man who reads it can't think of anything else all day but those magnificent 50-cent ties that are hanging up in your windows or those excellent dollar shirts, or that suit of clothes or stylish new hat.

Make that advertisement so potent, so delicately urgent, that the thought of those excellent goods will haunt him at breakfast, on his way to business, and continue to do so until he finds himself at your counter with the coveted treasure in his possession and paid for. It is possible to do this. If it is, you can do it. Try it. Exercise your ingenuity. Slaughter your rival, but do it in a legitimate and honorable way.

Advertise your novelties. Remember that it takes brains and pains to write a bright, original, trade-inducing "ad." Some

well-known editorial writers say they are not above getting an "idea" from the advertising columns of their paper occasionally. Chicago Apparel Gazette.

MISCELLANEOUS NOTES.

The range of black and colored half hose shown by Gordon, Mackay & Co. is one of the best in the trade in point of quality and value. This firm is also showing unsurpassed value in Balbriggan and natural wool underwear.

A shipment of flannelette shirts is to hand with W. R. Brock & Co., being a repeat of their leading line, F. 20, which can be retailed at 40 cents. This line seems to be extra value, as they report having received orders for as high as 50 dozen from one customer.

Previous to stock-taking John Macdonald & Co. are offering clearance drives in summer underwear, braces and top shirts. These are all this season's goods.

W. R. Brock & Co. are showing some very handsome novelties in domestic tweeds for summer suitings. A complete range of shades in Halifax tweeds is also shown, including the new and fashionable blues. Another shipment of hard-make black and blue worsted serges has just been passed into stock. These goods are very active at present, and half the shipment was sold before entry.

Samson, Kennedy & Co. are making a special of ladies' safe and men's rubber goods. They carry McIntosh goods exclusively, and this will be an opportunity to secure genuine bargains in staple goods.

W. R. Brock & Co. have just received a large shipment of French and German Balbriggan underwear. One line has been purchased under special circumstances and can be retailed in all sizes at 50 cents each.

Colored front shirts with colored cuffs and white bodies have been secured in large range by Samson, Kennedy & Co. These goods promise to be very popular for the summer trade. They are just opening several cases of summer neckwear. These comprise all the latest English and American novelties in four-in-hands, knots and puffs. They are also showing a large range of bow ties.

LIVE RETAILERS.

THIS journal has been favored with samples of circulars issued by two live retailers. The Hodgens' Estate, Clinton, Ont., seems to be a live concern and their spring circular is an extremely large blanket sheet folder. The printing is good, and the matter well interspersed with advertising cuts. Considerable pains have been taken to make it exhaustive, but in many places it lacks point. The matter seems to be too general, although the effect is imposing. A smaller circular issued by the same firm is much more pointed, as prices are quoted, and being shorter, the reader can grasp and be impressed with what is read. The other circular is issued by W. Flint Jones, Belleville, Ont. This circular is a clever adaptation of an advertisement which appeared in the Spring Issue of THE DRY GOODS REVIEW. It is entitled "The Silent Salesman" and contains very few but very salient points. Two samples of two special lines of fabrics are fastened in two spaces reserved for them, and a direct return from the circular must thus have been obtained. The only fault in it was that inferior red ink was used, black or blue would have been much more effective.



BUSINESS CHANGES.

ONTARIO

THE following have assigned. Oliver Gravelle, Kingston, E. D. Gough, clothing, Belleville, (compromised at 70 cents), Arthur Colborne, dry goods, Smith's Falls; Tunstead & Co., mfrs. hats, Hamilton, Mrs. A. E. Harper, dry goods, Toronto, Johnston Bros., general merchants, Walkerton, Paisley, Chesley, Tara and Warton; F. W. Long & Co., St. Mary's; Jennings & Co., Simcoe.

A. Colborne's dry goods stock at Smith's Falls is advertised for sale by tender.

L. Lechman, fancy goods, New market, has sold out to Morley Manning.

Miss Fellows, millinery, Uxbridge, has been succeeded by Miss Thompson.

James H. Shearer, dry goods, Toronto, made a nasty failure. The stock was valued at \$17,086.

The sufferers by fire are: J. Milne & Son, dry goods, etc., Stirling, Jones & Co., Port Perry; Phillips & Meharry, Port Perry.

A. Curran, the largest dry goods and general merchant of Waterloo, has assigned. His liabilities and assets are both estimated at \$10,000.

At a meeting of the creditors of Jennings Bros., insolvent dry goods merchants, Simcoe, Norfolk county, the statement presented showed assets amounting to \$25,608.94 and liabilities of \$27,824.88, leaving a deficiency, of \$2,215.94. The stock will be sold.

QUEBEC.

Harris & Co., dry goods, Montreal, have sold out.

Those in trouble are Leandre Lapointe, dry goods and hats, Montreal; and Edward Gohier & Co., St. Laurent.

J. Alexander S. Campbell, Montreal, has registered that he will carry on the business of dealer in ladies' mantles under the name of the Home Mantle Co.

Those who suffered during the month by fire were: Robt. Linton & Co., wholesale dry goods, Montreal, and A. Racine & Co., wholesale dry goods, Montreal.

The dry goods stock of Lamarche & Cobeau, Montreal, has been sold at 66 cents on the dollar to Archambault Freres, and that of T. H. Dorais brought 50 cents.

Adolphe Sasseville, hatter and furrier, Montreal, has assigned with liabilities of \$9,300. The largest creditors are Hermann Scheyer & Co., \$1,350; Joseph Chabot (rent), \$1,080; Mrs. A. Sasseville, \$500, Herschel & Meyer, \$640; W. Robertson & Co., \$553, and Calixte Lebeuf, \$500, besides several smaller amounts.

Messrs. E. Gohier & Co., St. Laurent, have assigned with liabilities of \$55,000. The principal creditors are: Geraud, Terroux & Co., \$1,470, Jacques Cartier Bank, \$602, Banque du Peuple, \$2,640, Banque d'Hochelaga, \$6,584, Canadian Bank of Commerce, \$1,113, M. Fisher & Sons, \$746, S. Harris & Co., \$1,488; Jos. Robert & Fils, \$659, P. Lacroix, \$850, Tallon, Bonin & Co., \$500; Bourgouin, Duchesneau & Co.,

\$1,500; A. Racine & Co., \$7,000; T. Migneron, \$2,000; J. U. Emard, \$2,000; Jos. Sewell, \$8,000; A. Miron, \$1,000, U. Miron, \$1,500; Rev. Cure P. Beaudet, \$1,500; Mme. T. C. de Lorimer, \$3,700; P. P. Gosselin, \$4,000. The assets consist mainly of real estate in the town of St. Laurent.

MANITOBA AND BRITISH COLUMBIA.

R. Bengoff, clothing, Nanamio, B. C., is selling off at auction; and R. Hilbert of that town has assigned.

Brownlow & Co., dry goods, Carberry, N.W.T., have assigned, and Stephen Windsor, tailor, suffered by a recent fire, with a loss of \$500.

Fire at Brandon destroyed the stock of Jasper Nation, gents' furnisher. Its origin is unknown. The loss is about \$7,000, fully insured. The building was saved.

THE MARITIME PROVINCES.

Noble Crandall, tailor, Windsor, has assigned.

G. J. Hiseler, hats, caps and clothing, Halifax, has assigned. Barrington Woollen Mills Co., Barrington, N.S., are advertising their business for sale.

Patton Bros., dry goods, Charlottetown, P.E.I., are out of business.

F. A. Dykeman & Co., dry goods, Windsor, N.S., have been succeeded by J. S. Johnson.

F. A. Wilson, dry goods, Amherst, N.S., is advertising his stock for sale. So is Mrs. R. E. Kirkpatrick, Parrsboro', N.S.

SHORTHAND LANGUAGE.

"One col," he brusquely announced as he entered a gents' furnishing store on upper Broadway.

"Cert," replied the girl in attendance as she took down a collar and wrapped it up.

"Much?" he queried as he toyed with a silver piece.

"Quar dol," she answered him as she gave him the change.

"O. K.," he said as he turned away.

"Tra la," she replied as she went back to finish waiting on an old man who had been looking at neckties.

"What sort o' language do you call that?" he asked.

"Shorthand, sir."

"Oh, that's it? Sort o' saves your breath, doesn't it?"

"Course."

"Well, I don't think I could ever get used to it at my age. It don't express enough."

"How?"

"Why, land o' love. I want to say to you that I'll wear one of my suspenders around my neck for a tie before I'll pay 50 cents for such shoddy as these. How could you express all that in three or four words?"

"I can do it in one," she replied.

"How?"

"Git!"

And he ambled.—N. Y. Clipper.

It is possible to be below flattery as well as above it. One who trusts nobody will not trust sycophants. One who does not value real glory will not value its counterfeit.—Macaulay.

If fortune wishes to make a man estimable, she gives him virtues, if she wishes to make him esteemed, she gives him success.—Joubert.

LATEST JOTTINGS.

THE GREAT ATTRACTION.

MR. WILSON, of Wilson & Bucham, Toronto, the Canadian representatives of A. Walsh & Co., Bradford, Eng., is in that country, and will be married before his return.

The wool market is quiet, and the excitement consequent upon the upward tendency of prices at the sales in London has subsided. Business was checked for the moment, as most of our manufacturers had good stocks of wool and were looking for a decline instead of an advance. The mills are running day and night. Prices in all tweed, flannel and blanket wools are well maintained. Fleece wool is nominal at 17 to 19c., clothing 25 to 26c., Canada South Down 27 to 28c.; white Indian, suitable for blankets, 17 to 19c., gray East Indian 11 to 13c., B. A's white clothing 32 to 34c., cross breeds 26 to 28c., Canada extra 25 to 27c. Canada super is scarce and good selections would readily fetch 23c.

Mr. McClung, who has been running off bankrupt stocks in Brighton and Kingston, is now running in Toronto and Collingwood.

The Commercial and Financial Chronicle, on April 21st, thus speaks of raw cotton:—"The above figures indicate a decrease in the cotton in sight to-night of 441,021 bales as compared with the same date of 1892, an increase of 633,745 bales as compared with the corresponding date of 1891, and an increase of 1,350,169 bales as compared with 1890."

A good story is told at the expense of J. Fraser Macdonald, of John Macdonald & Co. Mr. Pease, who looks after the firm's advertising, was away and Mr. Macdonald did his work. He had a line of carpets which was selling well and he knew they would soon be all closed out. He advertised the line ending the ad. with the words "They won't last long."

Fralick & Co. is a Hamilton firm, and a local paper speaks thus of their spring opening: "The firm had gone to great expense and trouble to make the occasion a memorable one, and that they succeeded even beyond their most sanguine expectations is a gratifying proof that Fralick's is the popular place for clothing. At the doorway on James street, outside of which hung a large Union Jack, was a handsome arch of evergreens and cut flowers. A beautiful festoon of roses of all shades added to the appearance of the arch, and the effect was in harmony with the decorations within the store. There were three nicely built arches inside the store, and besides having many rich roses attached to the green boughs, there were lovely potted plants and flowers on top of the arches."

Mr. William Sullivan, a traveller for an English carpet warehouse, was visited by an awful affliction in Hamilton on the 9th, being suddenly struck blind. Mr. Sullivan lost the use of one eye some years ago, as a result of a severe attack of typhoid fever, and the remaining eye had not been strong for some time. Mr. Sullivan complained to the clerk at the Royal Hotel that his eyesight was failing him, and was advised to see an oculist. He accordingly consulted Dr. Osborne, who found the eyesight to be in a very precarious condition, and warned his patient that blindness might set in at any moment. Mr. Sullivan then left to go back to the Royal Hotel, but before he could get there the blow had fallen, and he became suddenly and hopelessly blind. The firm was notified by cablegram of Mr. Sullivan's affliction.

Mr. Blackey, buyer for John Macdonald & Co.'s haberdashery department, has returned from an extended trip among the foreign markets. Mr. Blackey is an experienced buyer.

THE greatest attraction that a dry goods merchant can offer to secure the favor of the public is low prices. This fact is potent to all and is the origin of such phrases as "Prices talk," "Low prices do business," and many other common commercial expressions.

But observe that it is low prices, not cheap goods, that are so effective, says the Chicago Dry Goods Reporter. Poor, worthless trash may be cheap in price, but it is trash at any figure put on it. The attraction is not the smallness of the sum asked for the article offered for sale, but the relatively low price and high merit of the goods.

To give good value at the lowest possible price should be the aim of every merchant who wishes to do a large and steady business. This object is not to be attained by reckless cutting of prices. Quite the contrary; price cutting is not conducive to average low prices.

Every merchant is in business to sell goods at a profit. Some do not succeed, but no one starts to sell dry goods for the purpose of giving his services to, and distributing his capital among his customers by selling goods below cost. That would be philanthropy perhaps, but it is certainly not business.

What every merchant should strive to do is to sell as low as possible while making a fair percentage of profit. To do this he must buy at the lowest market price, he must run his business so that every dollar paid out shall bring adequate return. The more he spends in his business, provided that his expenditures all bring good returns, the more money he will make. He must constantly strive to increase his business to the full extent that his capital will allow of, for the larger the business the cheaper it can be run proportionately.

If every dealer would take as a motto to give the best value possible and work constantly with that idea, he would find his business prosperous, for it is low prices that draw trade. To try to make as much money out of your customers as possible is not the way to build up a big business. Give them the best possible service you can and they will show their appreciation by thronging to your store.

VELVETS WITH A TRADE-MARK.

VELVETS with a trade mark on every yard are made by the firm of Lister & Co., of Manningham, England. This celebrated firm has at its head Lord Masham, who was formerly Samuel Lister. They make a great line of goods and are not afraid to let everybody know that they make the goods they sell. A new thing they are now pushing is costume velvets. These have been out for a few years and are now coming in again both for mantles and dresses. Costumes of these have already been worn on the streets of Toronto. The mantle makers are also using 32-inch velvets for mantles.

Black and colored velvets, from 18 to 32 inch are selling well, so is 32-inch antique velvets and 32 inch Velour du Nord. All these are made by Lister & Co. They also make a large range of scalettes, silk furniture plushes and mohair furniture plushes. They have not advanced prices except in the very cheapest lines.

Lister & Co. are fortunate in having a live Canadian firm to represent them. H. L. Smyth & Co., 56 Bay St., Toronto, are the selling agents for Canada, and further information can be procured from them by those desiring it.

KNOX, MORGAN & Co.,

Wholesale
Dry Goods Importers **HAMILTON**

Give
Us
A trial
Order

SPECIAL REPEAT IMPORTATIONS

For May Trade
passed into stock _____

LETTER ORDERS

Receive careful
attention, and
prompt shipments
made.



Parasols, Veilings,
Gents' Silk Ties,
Emb'd China Silk Handkerchiefs,
Salisbury Costumes,
Hemp Carpets,
Crankie Shirtings _____

STOCK IN FIRST-CLASS SHAPE FOR SORTING SEASON.

McINTOSH, WILLIAMS & CO.

Manufacturers of

Alaska Down Quilts,
Alaska Down Cushions,
Alaska Down Muff Beds,
Alaska Down Foot Muffs,
Alaska Down Skirts,



“LANATUS”

Quilt

Summer and Winter

THE NEW

HAVE YOU SEEN

Pillows

PURIFIED FEATHERS AND DOWN

A complete and descriptive Price List sent upon application

10 ST. SACRAMENT ST.

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MONTREAL



THE MONTH'S TRADE.

AT the time of writing the dullness of the last two weeks in April and of the first week in May has been displaced, in the general dry goods business, by a normally active trade. More buyers have been in the market from the larger towns, while the city dealers have placed many orders for immediate delivery. The rural trade has not awakened to any great extent, but a continuation of the present weather for even a short time will work a favorable change.

Then there has been a steady movement in staples, such as cotton goods, and wash fabrics. Men's furnishings, such as summer underwear, collars, shirts, and neckwear, have been perhaps the most active branch of the trade. Small wares are extremely quiet. Laces continue to be shown in large range of patterns and qualities with a fair demand, and with the bright weather, parasols, which have been slow, have begun to move freely. The movement in dress goods has been very fair, though hardly up to expectations. Prints have been also in fitful demand. In dress goods the plain goods find the greatest favor. Some very fair orders have been executed in household linens, such as napkins, tablings, etc.

So far May has been much better than April with regard to payments. But even yet money is not forthcoming as promptly as it should be, especially from the country merchants. Wholesalers are hoping that another week will see an improvement in this matter.

Fall and winter goods are receiving very scant attention from the retailers.

Mr. P. H. Burton has just returned from his European trip. He looks well and hearty. Mr. Dingwell, buyer for the silk department of John Macdonald & Co., has also returned. So has Mr. J. Fraser Macdonald, who has been on a pleasure trip through Switzerland, England and Scotland.

Black ground delaines are very scarce in this market. Wholesalers are unable to have their orders filled by the English firms.

A feature of the month has been the firmness in prints. The advance reported from Manchester will have an effect on prices, and few cuts will be secured by the retailer. Repeats can only be obtained at advances, and this will have the effect of making good English prints scarce towards the close of the season.

NOTES.

A strange sight in the hosiery, underwear, and glove department of W. R. Brock & Co. is a solid pile eight feet square and twelve feet high of ladies' ribbed cotton vests. It is composed entirely of the goods themselves, no boxes being used, and is the result of an extraordinary purchase of a job line of goods, which probably comprises more dozens than any order ever placed in Canada. The firm seem to know when to make a venture in an extraordinary way, and their success with the line shows careful judgment. They are sending but sample dozens to all merchants who request them to do so.

In staples John Macdonald & Co. are cleaning out odd lines. Broken lots of prints are being offered at clearing prices, Ceylon

flannels are also being run off; as are also a few gingham. Awning cloths are shown in great variety and in numerous qualities.

Gordon, Mackay & Co. are showing something new in American white crochet quilts in the way of an extra heavy weight in floral designs 11-4 only.

Wyld, Grasett & Darling are opening up a magnificent range of cretons, art furniture styles, very effective goods. A line of bleachers' jobs in linens is to hand, and they are able to offer it at cut prices. A range of sizes in American quilts is shown, and are attractive goods. Box cloths for dress goods are in good demand, and they show a nice range.

John Macdonald & Co. are showing a full range of ladies' circulars and men's rubber coats. These goods are of the best quality and at proper prices. Ladies' Windsors are in good demand at present and they are showing good ranges. Blue grounds with white spot, cream grounds with a colored spot, plain creams and whites are the leading novelties.

W. R. Brock & Co. are showing a very large range of embroideries in cambric, nainsook, and Swiss effects in edgings, insertions, setts, flouncings, allovers, etc. These goods were purchased early in the season before the heavy advances in the Swiss market some months ago.

Heliotope and purple spot veilings have been stocked by Alexander & Anderson. These goods are strong in demand at present and bid fair to continue.

W. R. Brock & Co. are cleaning out a variety of odd lines of prints, and customers wanting goods to sell from 5 to 10 cents would do well to examine these lines, as the value of these drives is much higher than is regularly offered for these prices. Travelers cannot inform dealers of these bargains, and only visitors will secure them.

Wyld, Grasett & Darling are showing a large and extensive range of ladies' and children's lisle, taffeta and pure silk gloves and mitts. Silk lace mitts are shown in lines of special value. A line of these at \$2 is exceedingly meritorious. The enquiry for all classes of gloves is fairly brisk at present, and will continue until the end of June. This house endeavor to keep their stock well assorted all through the season.

Caldecott, Burton & Spence have a full stock of quilts in honey-comb, Marseilles and satins in all sizes and in various qualities.

Wool delaines in cream, navy, and black grounds are being shown by Gordon, Mackay & Co. in an extensive range of scarce designs.

Alexander & Anderson have received a large repeat of imported prints which are being sold at old prices. These orders had been placed before the recent advance in Great Britain and on the continent, and will be sold at old prices. Scarce shades in venetians have been filled up; these include fawns, browns, slates, navys, etc. All wool French delaines in black grounds are worthy of inspection on account of the latest patterns and designs being included. They have received shipments of their celebrated black wool cashmeres, making the range in this line of goods complete at present. Colored Henriettas, such as cardinal, garnet, navys, and other scarce goods have been repeated several times, and still are in good demand.

The Central Agency reports an advance in crochet cotton of 10 per cent., which may indicate a further advance in spool cotton in the near future.

S. F. MCKINNON & CO.

WE have yet a few weeks of the best of the millinery season before us, and may reasonably expect good trade at least to the end of June. We have been building on the summer trade being exceptionally good and have provided plenty of material to meet a heavy demand. We here mention a few of our specialties which the trade can depend upon finding in our stock. Not only are we showing very large ranges of these lines, but the prices are the very closest. Ladies' Hats, English and American, styles and prices to suit any trade; Flowers, Roses and Wreaths; Ostrich Feathers, Mounts and Tips; Dress Silks, plain and fancy, including Shot Surahs, all extra value; Silk Velvets in all the taking colors; Plain and Fancy Silk Ribbons, the largest stock in the Dominion to select from; Laces in all the correct makes, very strong in Irish Point for dress trimmings. A big assortment of Veilings, extra value. Our Parasol stock is large and embraces plain goods of more than ordinary merit. We have made larger provision than ever before for the balance of May and June trade, and cordially invite all buyers to examine our lines from Stock or Travellers Samples.

Prompt attention to all Letter and Telephone orders. Will also be pleased to mail samples to any address for the trade.

S. F. MCKINNON & CO.,

35 Milk Street, London, England. - - and 16 and 18 Wellington St. West, TORONTO.

THE MILLINERY TRADE.

WHILE the retailers throughout the country are busy selling hats and bonnets, and the head milliner and her unpaid apprentices are working fifteen hours a day, the wholesale houses are visited by few buyers. But down in the entry rooms the work goes steadily on and a large number of packages are sent out each day.

Placques are still on top as regards shapes, the demand having continued strong all month. Leghorns are coming to the front, and the trade in these will be large in June. The trade in wire and buckram shapes has been very small this month. This is partly due to the fact that many of the milliners are making their own shapes, simply buying the wire in coils. Flowers are still running, although ostrich goods will come in more as the season advances.

DESCRIPTION OF SUMMER BONNET.

The summery looking bonnet illustrated here has a frame of thin wire covered lightly with flowers, blossoms forming a wreath, with foliage, stems and smaller blossoms loosely over the centre;



A Summer Bonnet.

high loops of satin or velvet ribbon of a dark color, black, green, purple, etc., are placed in front with a bunch of flowers, and narrow strings of the same finish the back.

REID, TAYLOR & BAYNE.

This house has been doing a steady trade all month. They report an extra demand for their flower novelties and for laces, such as the gophered or fluted lace, and white cream and fawn cotton laces. They are well prepared for the trade in leghorn hats, which is now at hand. In fact they carry a complete stock at all times. Mr. Taylor has again left for England and the continent to pick up new novelties.

D. MCCALL & CO.

The manager of this house reports a cable on 11th inst., announcing another advance of 10 per cent. in ribbons. This will be a guide mark to buyers. They report a strong demand for

check surahs and tartans, and find it difficult to keep up with the demand. Brown is now a favorite color in silks and velvets; and all shades of greens in velveteens are in strong demand. This firm made a very lucky hit in placing an order last fall for velveteens. In this way they have saved the advance in this class of goods, which now runs between 15 and 25 per cent. They are giving their customers the benefit of this. A novelty they are showing is a pleating lace with chenille spots used for facing the lower part of hat brims.

J. D. IVEY & CO.

A leading novelty in flowers shown by this house is a monture with a dragon fly affixed in a very natural manner. Variations of this with moths, etc., is shown both in flower and heather montures. They report a strong trade in both extremes of laces—the heavy Irish pointe and the delicate pointe D'Angleterre. Gophered lace is also running. They are well prepared for the expected trade in leghorns and ostrich goods. In ostrich feathers the favorite is a Prince of Wales form or a long three-quarter tip. Plain and shaded are the two fashions. Osprey mounts in shaded colors are very attractive, while novelties of mixed osprey and flowers are neat and striking. Unmounted roses and heather are shown in excellent range.

S. F. MCKINNON & CO.

The firm of S. F. McKinnon & Co. report favorably on the season's business thus far, their turnover being much larger than for the corresponding time in 1892. While many murmurs of discontent were heard from some quarters in April owing to the backward state of the weather, this firm was forging ahead, and even that month passed out with a handsome balance over the same month of last year. From the first early lookout into spring they had great hopes of a big millinery season, and are still confident that their predictions will be fully realized when the end of June has been reached. In speaking of the assorting trade having been so good with them, one reason advanced for this was the fact of their having a resident buyer in Europe, which not only enables them to be first in showing new goods which appears in the foreign markets as the season advances, but also gives them great advantage in the matter of cabling for scarce goods, which they do almost daily. This, they claim, necessitates a big expense, but, as they have stated before, they are in business to serve the trade faithfully and well, and look upon their increased turnover as an evidence that the trade in general appreciate their effort in this direction. As will be seen by their advertisement on another page, this firm have made large provision for the balance of the summer trade.

They further report that their representatives have just finished taking import orders for fall mantles, and they are highly pleased with the trade done in this important article of ladies' wear. The gross amount sold is largely in excess of any previous season. Not only have they sold all their old customers but also many new ones who have heretofore been buying from other sources, and after being prevailed upon to look through their offering were satisfied that they had not been buying in the right market. This fact was so clear and convincing to many large buyers that in some cases the temptation was too great and they soon cancelled orders previously placed in other quarters. High compliments have been paid to their range, and in many instances they were characterized as the finest assortment of ladies', misses, and children's jackets ever offered to the Canadian trade.

A NEAT SHIRT WAIST.

The accompanying cut represents a shirt waist suitable for percale, silk, Madras, etc., which is worn with a belt of the same,



SPRING

1893

RIBBONS

SPECIAL DESIGNS FOR
THE DRY GOODS AND
MILLINERY TRADES . .

••

Reid, Taylor & Bayne

TORONTO

WE show a Magnificent Range of **DOUBLE
FACED SATIN RIBBONS** in beautiful
Shades, all Widths.

Fancy Ribbons in Immense Variety.

Veilings A Heavy Stock of all the
latest productions in Black and Colored
newest shades including Violet.

Mourning Goods A Special feature
with us.

Flowers—Our Stock is unequalled.

Ostrich Feathers,

Ostrich Mounts,

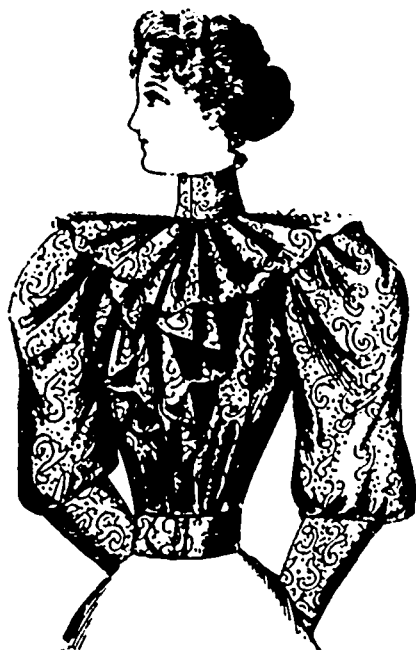
Straw Goods, Leghorn Hats

Special Values.

. LACES .

Beautiful Designs in
Black and Colored
Silk Laces.
New Bourdon Laces,
Irish Point Laces

one of ribbon or leather. Five yards of 22-inch goods will be required for such a waist, which is unlined when of cotton goods and lined with lawn or percaline when of silk. The waist has only side and shoulder seams, with the fullness, back and front gathered by means of a drawing string in the waist line. A



collar of goods ends in a jabot down the front, using the selvedge for the outer edge; high collar, full sleeve puffs and deep cuffs. A handsome silk waist could be made with the collar and over cuffs of cream Bourbon lace.

NOVELTIES IN RIBBONS FOR NEXT WINTER.

The remark about price being of only secondary interest, also applies to ribbons. Velvet ribbons will be largely used next winter. Those with velvet backs are new, and those with changeant and ombré backs will be fashionable again. Beside this, velour changeant and velour ombré ribbons with plain satin back are shown in simple collections. Again, rich velvet brocade ribbon, velvet ribbons with silk flowers, and velvet ribbons with narrow stripes are on the loom.

Of silk ribbons, I mention, first, satin ribbons with satin back (single-colored and deux-faces), with all kinds of selvages, the guimp selvages being the most fashionable. Next on the list I have satin ombré ribbons in new arrangements. I notice Bengaline ribbons, ottoman ribbons, ondé ribbons uni and changeant, often also with satin back. The new collections will contain much in the way of satin broché ribbons, satin ribbons with deviating satin or velvet lengthwise stripes. Satin ribbons with velvet dots, ombré satin ribbons with colored ombré dots and satin ribbons with colored velvet flowers are seen in many collections of next winter's ribbons. — Chronicle.

HOW TO PLACE THEM.

Tufts of small flowers are placed at the back of hats, in the folds of the brim. Sometimes they surround the crowns, the space being filled by torsades or twists of ribbon or lace, or small rosettes are used. I saw a pretty little hat in shaded amour chip. It was trimmed with a bandeau of mauve or lilac-colored hyacinths, placed flat on front brim, and a smaller one on back. A single loop of mauve faille ribbon eight inches high rising agrette-like out of a cream lace coronet. The strings were of mauve faille ribbon, caught around the crown and fastened there by mauve-colored rhine-stones.

WHAT TORONTO RETAILERS ARE SHOWING.

STRIPED Bengalines at 45 cents.

Ladies' hose made of Maco yarn.

The celebrated Turkish towels made by Christy.

Light grey fedoras — new shapes \$2.50.

Blue and black fancy vests for the warm season. Plain and fancy weaves. Spots and figures.

Washing ring scarfs with square ends. Fancy weaves. Spots, figures and plaids. Light and dark colors.

Fancy cambrie shirts with a pattern imitating a basket-weave ground.

One dealer was showing a special line of men's fast black half-hose at 15 cents.

Best quality men's cashmere half-hose, with latest improvements at 3 pairs for \$1.

Boy's Jersey suits from \$2.25 to \$3; the latter being fancy gold braided. Also boy's German reefer suits.

One dealer announced the following novelties in dress goods: Velours cords, armures, cashmirettes, drap de almas, tricots, repps and fancy cords.

Silk warp Henriettas and alpacas seem to be in continued favor.

Mentmore diagonal serges are shown in black and navy. They will not spot with rain or sea water.

One hatter showed in the window the leading style by each of the following: Ellwood & Sons, London; Cooper Bros. & Co., London; Wilkinson; Tress & Co.; Victor Jay Co.; Christy; Dunlap; and Henry Roleofs, Philadelphia.

Three of the new names in dress goods are: The New Zebra, Poreupian and Roumellian Stripe.

Furnishers are showing large ranges of strap bow-ties, as these go nicely with colored shirts and white collars.

Paisley silks with the well-known Paisley shawls patterns are a novelty.

Silk striped delaines at 25 cents was made a leader for one week by a Yonge street firm.

Three leaders in underwear by a live retailer were: Balbriggan, 49c.; merino, 94c.; natural wool, \$1.23.

Pure silk Jersey gloves, Saxony make, for 21 cents.

A shoulder mantle with a double cape and a plaid lined hood made a cheap but fast selling spring novelty.

White blouses, red blouses, plaid blouses, miscellaneous blouses — these are the rage. The styles and prices are as numerous as the seashore sands.

Two-tone effects in dress goods is the rage. The retailers invent unique names for their different qualities and styles, but all classes of these goods are selling well. They are ahead of every other fabric for the general trade.

Ladies' fancy hosiery in startling colors and combinations. Red with white spots, blue with white spots, black with rainbow tops, black with black and white striped instep or top; all colors with embroidered flower patterns and fancy clocks. The colorings are bright and lavish, although quieter shades are also shown.

The shoddy pedlars who were pursuing business around Brampton have been scared out of the business, after being forced to return all the notes they got from the poor farmers.

HINTS WORTH TAKING.

RETAILERS should keep a careful eye on their expenses, keep all accounts correctly, ascertain the whole and exact state of their affairs, learn exactly how much they owe, and not be guilty of deceiving themselves.

Experience teaches proper lessons, impressing them firmly upon the memory, but it is very expensive, and involves great loss of time. Therefore, profit by the experience of others who have already launched out into life; watch the results of their failures and successes.

Real rest is not idleness. A rest for a space before taking up toil again means renewed physical and mental activity. Vacations are one of nature's best remedies.

Prosperity for all is the best guarantee of the prosperity of each. If you will not co-operate for the protection of your business, there will be little business left you. A failure to recognize this plain truth must eventually result in disaster.

A prevailing idea among those who do not succeed in their profession or craft is that they have chosen a wrong occupation, and are always waiting for a change, instead of looking into the facts of the case, investigating the system, or want of it, which is no doubt the cause of dissatisfaction. The Hosier.



Mantels, Grates and Tiles, Office and Store Fittings and Furnishings.

LADIES AND MISSES

FINE SPRING MANTLES
AND CAPES.

PARASOLS,
UMBRELLAS,
AND SUNSHADES.

STRAW, LEGHORN AND
CHIP HATS.

Placques in
every quality.

Orders Receive
Careful Attention

D. McCALL & CO'Y,

WHOLESALE IMPORTERS TORONTO AND MONTREAL

S. Greenshields, Son & Co.

17, 19, and 21 Victoria Square, and
730, 732, 734 and 736 Craig Street, **MONTREAL**

Offer

For Immediate delivery
the following BARGAINS:

Gibson Gingham

5 Cents - 3 Months

St. Croix Gingham

6 $\frac{3}{4}$ Cents - 3 Months

27 inch Standard Check Shirtings

10 Cents - 3 Months

LISTER & CO.

(LIMITED)

Manningham Mills

BRADFORD, - - ENGLAND

(Paid up Capital \$10,000,000)

Are the Largest and most Reliable
Makers of Pile Fabrics
In the World.

Silk Seals. Silk Velvets, Black and Colored.
Dress, and Millinery Plushes, Etc.
Silk, and Mohair Furniture Plushes, Etc.

To be had of all the Leading Wholesale
Houses in Canada.

Sole Agents for the Dominion:

H. L. SMYTH & CO., - Montreal and Toronto.

HATS, CAPS AND FURS.

THE leading hat for the general trade is the Tourist or Fedora. The demand for these different shapes is very strong, from all classes of dealers. Still a large number of stiff hats are being sold for the best trade, and there are a certain class of buyers who won't wear any of these soft hats. In Western Ontario the demand for soft hats is much greater than it is in the East.

In straws the low crown and broad, straight brim, as shown in the cut, is the leading style.

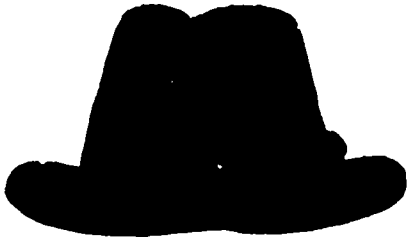
OUR ILLUSTRATIONS.

The accompanying cuts are illustrative of the leading shapes shown by A. A. Allan & Co. The straw shape shown is carried by them in various qualities in plain braids, with black bands,



and in both men's and boy's sizes. The same block is shown in the Senate braid, which is also very popular.

The other cut is the Homberg, which they show in soft wool and soft fur felts. They carry it in various qualities, and their prices are: \$10.50, \$12, \$13.50, \$16.50, \$18 and \$21. It is an



exceedingly popular style just now, and dealers would do well to keep it in stock.

IN THE WEST.

Mr. Ansley, of Gillespie, Ansley & Dixon, and Mr. J. D. Allan, of A. A. Allan & Co., are both in Western Canada just now taking orders for all classes of goods for the fall and winter trade. Reports from them show a very fair trade, and the volume promises to surpass even the excellent trade of last year.

JAPANESE SEALS.

Captain Fox, of the firm of E. V. Marvin & Co., Victoria, B. C., who has been absent for over two months on business connected with the firm's sealing schooners in Japan, has returned. He said: "I bring good news of the sealing fleet in Japanese waters. The worst piece of all is the loss of Donald McDougal, a hunter on the Umbrina. The fleet had rough weather across, and the Arietas, which made the best time, was forty days on the way. The schooners will not be interfered with by the Japanese Government as long as they keep off the rookeries and outside the usual limit. The Japanese Government will, with a patrol, protect the reserves which in the past have been raided by the Japanese themselves. The subject was brought up in Parliament, and a general discussion occurred with the result just stated."

PANAMA HATS.

Panama hats are so named from the circumstance of their being shipped from the port of Panama. They are manufactured in Ecuador and the neighboring States. The material used is the fibre of the leaf of the screw pine, which is related to the palms. It grows only on the slopes of the Andes. The tree

is described as having no trunk. The leaves are on slender stems that spring from the ground. They are about two feet long, fan-shaped and four-parted. Each of the segments is ten-cleft, so that when the leaf is folded, as in the bud, there are eighty layers. The fibre of the layers is finely plaited, and each hat consists of a single piece of work. The plaiting of the hat is a slow and tiresome process. Coarse hats may be finished in two or three days, but the fine ones take as many months. The work is begun at the crown and finished at the brim. The hat is made on a block, which is placed on the knees, and has to be constantly pressed with the breast of the worker.

HERMANN S. SCHEYER.

Mr. Hermann S. Scheyer, manager and proprietor of the British American Waterproof Co., St. Sulpice street, Montreal, returned from his usual continental trip last month. He was as affable as ever to THE REVIEW representative, and in the course of a few minutes conversation confirmed the statement of THE REVIEW that the European fur market was very high, seals, nutrias, coneys, white coats and Persian lambs being very scarce. With a smile, however, he answered him: "Well, yes, I did secure a lot of choice skins," and pointed to a number of bales of Persian lamb, nutrias and seal skins, just coming in from the customs. Mr. Scheyer, who had just arrived from New York, looks well after his sea voyage, having quite recovered from the attack of la grippe, which was bothering him when he left for Europe.

THE FAILURE OF THE SEAL FISHERY.

A Newfoundland despatch explains the failure of the catch of seals during this season. It says:—

"Usually a failure of our seal fishery arises from an unfavorable condition of the ice, caused by easterly winds packing it along the shore, so that the vessels cannot penetrate it in search of the seals, and are often locked in its grim embrace. This year the failure arises from a different cause. The winds were off shore and the ice open. Nearly all the steamers went north for their crews and started for northern ports. Last year an act was passed prohibiting steamers from leaving port till March 12th—two days later than usual. By the time they took their departure so far north, steering as usual to the northeast, the seals had passed south on the floating ice and the whole fleet missed the great body of the harp seals. They were searching for them northward while the seals were far to the south. The steamer Barcelona, coming here direct from Liverpool, passed through enormous herds of harp seals, thus proving that there was no scarcity of them. Thus the late start from northern ports has resulted in a disastrous failure. Had the steamers left on the 10th, as in former years, or had they started from St. John's, as was usual some years ago, there can hardly be a doubt that they would have struck the seals early and secured excellent trips, as the ice was open and favorable for the movements of the fleet. The losses will be heavy, as the outfit was very large. Thousands of our poor seal hunters will come ashore empty-handed and return to homes in which the necessaries of life are very scanty. Truly, it is a hard lot. A good seal fishery was never more needed after our recent losses by fire. There is one consolation. The seals which have escaped the slaughter will be forthcoming next year in greater force, so that we may hope to recoup our losses, and to see the diminishing number of seals somewhat recruited. Nature has for once taken care of her white-coated offspring and rendered the date of their extermination more distant."

Novelties

FOR
SORTING
TRADE

Just opened. Latest Designs and
Colorings in Prints.

CHOICE RANGES

BLACK GROUNDS

With Colored Flowers.

TURKEY RED GROUNDS

With Flowers and Objects.

CLARET GROUNDS

With Flowers and Objects.

GREY GROUNDS

With Flowers and Objects.

DRILLETTES In Blue and Red and
Red and White Effects.

Art Cretonnes and Furniture Sateens

ALL DEPARTMENTS CONSTANTLY ASSORTED
WITH SEASONABLE GOODS.

WYLD, GRASSETT & DARLING

W. R. BROCK & Co.

HOSIERY AND
GLOVE DEPT.

HERMSDORF'S
STAINLESS . .
BLACKS . . .

Our stock is large and values are right. Every pair is stamped with a guarantee from **LOUIS HERMSDORF**, the celebrated **Fast Black Dyer**. Some numbers are controlled by us. Send for sample dozens to compare values.

THE "DAISY" BRAND

ABSOLUTELY STAINLESS

FAST BLACK

THE "AFRICAN" BRAND

GUARANTEED



HOSIERY. Plain and Ribbed, from 4 to 16 inch.
MEN'S HALF HOSE. Plain and Ribbed, from 9½ to 11 inch.
LACE, Taffeta and Pure Silk Gloves and Mitts

W. R. BROCK & CO.
Cor. Bay and Wellington Sts., TORONTO

ALEXANDER & ANDERSON

We have just received and passed
into stock the following repeats, viz.:

Scotch Zephyrs—Choice goods, in Checks and Stripes.
Dark and Cream Ground French D'Laines.
Scotch Chambrays—In Pinks, Blues, and Greys.
Prints—In Black, Brown, and Cream grounds, also Indigos.
American and English Chadris—Nice range.
Art Muslins—Specially cheap lines.
Cretonnes—Full range at popular prices.
Wool Cashmeres—In Creams, Cardinals, Navys, Etc.
Union Cashmeres—All colors.
Printed Flannels—In Spots, Stripes, and Fancies.
Navy and Black Dress Serges—Full range of prices.
New Frillings, Veilings, Embroideries, and Hosiery.
Also a full range of our well known and celebrated
Black Cashmeres, Jet and Blue Black, all numbers.

NOTE.—Special purchase of Flannelettes.

3,000 Pieces, Striped and Checked, which we
are offering at mill prices.

Send for
Sample pieces. 43 Front St. West. TORONTO

Caldecott, Burton & Spence

We are showing Fresh Goods Every Day,
and we find it Pays to keep the Stock
well assorted * * *

We draw attention to our very large stock
of **PARASOLS**, in Cotton, Glorias,
Silks, Satins, Choice Handles and
Latest Fashion also to

The **DRESS GOODS DEPARTMENT**, where
we show the latest French, British and
German Fabrics, including a splendid
range of Whip Cords and Bengalines,
in every new shade * *

Orders receive prompt despatch

Caldecott, Burton & Spence

SILK AND DRESS GOODS IMPORTERS

TORONTO

CARPETS AND CURTAINS.

OR lack of capital many a man has failed. On this subject an old carpet retailer writes in *The American Carpet and Upholstering Trade* as follows:

"The question has often been asked—what amount of capital is necessary to embark profitably in the retail carpet business, and what experience is necessary?"

"Replying to this query we would say that it depends very largely upon location, as well as energy and business qualifications, without which no venture can be successful.

"As regards location, be sure you are in a live town, whether large or small, and on a prominent thoroughfare. A start in a cemetery is not to be advised. Dead people (physically or metaphorically) are not noted as being large consumers of carpets. A bright, cheery store on a main street is essential, as a dull, dingy place will repel rather than attract trade. A situation in the direct line of travel is decidedly advantageous. Should the contributing territory be good it is well to locate as near the railroad depot as possible.

"The capital invested should be at least two-thirds of the amount of stock carried in order to bridge over the dull season. We feel the time has gone by for carpet stores to prosper with a very limited capital, as excessive competition and large stocks have changed the aspect of affairs very much in the last decade. If your capital be insufficient do not become imbued with the idea that your credit of four months will carry you over safely. Make the proper allowance for dull seasons and the natural depreciation in goods, loss on remnants, current expenses, etc., all of which cut a wide swath in your resources.

"Having sufficient capital to discount a portion if not all bills, and to take advantage of the market, a man of experience can make his business pay. Experience without capital will not pay. It has often been tried with the natural result of adding more experience only.

"We know that these views will be considered rather pessimistic by many of our readers, and will not be universally concurred in. When these reflect, however, upon the experience of the number of carpet dealers who, after struggling for years with a limited capital, have been forced to succumb to the inevitable, we are satisfied they will agree with us that a fair amount of capital is essential to conducting the retail carpet business successfully, and that experience and limited capital or experience alone will make it a very unsafe venture."

WHEN TO BUY CURTAINS.

Caldecott, Burton & Spence are showing a good range of lace curtains in various qualities. A leading line at 75 cents is extra value. Other leaders are shown at \$1.10, \$1.25, \$1.50 and \$2.25. These lines include the latest designs and patterns, and are exceedingly fine stock. In Swiss curtains they are showing a range from \$2.75 to \$9 in the newest patterns. These are all this season's importations and are meritorious goods. In Chenille curtains they are showing a leader at \$4.25 which is of true stock and of beautiful design and finish. Other chenilles are shown in different styles and qualities in various prices up to \$12 per pair.

U. S. CARPET TRADE.

The American Carpet Trade says:—"The demand for tapestries thus far has been phenomenal, all the mills being now

engaged on orders, and there are no goods on hand. Ingrains are still selling freely and many of the mills have not yet completed their early spring orders. Brussels are in fair demand, although the advance in these goods has been firmly maintained, and there is now a strong probability of another advance in the near future. The competition among floor oilcloth manufacturers has been very aggressive this season. Prices have been much too low in view of the large advance in the cost of raw materials, and consequently many manufacturers have sustained serious losses. In the carpet trade the prices of manufactured goods have been increased so as to render them more in keeping with the advance in raw materials, and it is to be regretted that the manufacturers of oilcloth could not unite on the same course."

A HANDSOME SHOW-ROOM.

Those retailers who have visited the carpet department in the warehouse of John Macdonald & Co. know what a handsome and roomy place it is. At present it is filled with an excellent stock of all kinds of carpets and oilcloths. Curtains are also shown in long ranges. Just at this season when the dealer needs something for assorting, he will do well to keep this house in mind, as their stock is probably the most extensive in Canada. Customers can also rely on square and honest treatment.

GORDON, MACKAY & CO.

Gordon, MacKay & Co. are clearing out off-lots of from one to four pairs of a pattern in lace curtains at 33 $\frac{1}{3}$ per cent. off regular prices. This no doubt will be sufficient inducement to merchants to send in their orders immediately and thus have first choice.

ALEXANDER & ANDERSON.

Alexander & Anderson have opened up repeats of Nottingham lace curtains, Nottingham nets, and coin spot muslins. These goods are the latest productions, and especially suitable for the general trade. In art muslins they are showing an excellent range of especially attractive lines. Cretons and furniture sateens are also shown in great variety.

MR. JOHN KAY'S VIEWS.

"We purpose asking for a reduction in the present duty on all kinds of curtains," said Mr. Kay, of John Kay & Co., one of the leading carpet importers. "Formerly we paid 25 per cent. Now we are asked 30 per cent. There is no sense in this. Curtains are not manufactured in Canada at all and the rich and poor buy them alike. We pay dearly for the wool carpets, but that is all right because there are manufacturers of this article in Canada, though the quality turned out here is exceedingly poor. The same might be said of cocoa matting, but we will only ask for the change on curtain duties."

THE SPRING AND ITS DUTIES.

This is the season when every retailer should be pushing carpets and curtains. Stock should be carefully overhauled, and all last year's stock should be brought forward and instructions given to clerks that it must be moved. If the movement is too slow cut the price. Such goods must be sold and better thus than never. The stock must be fresh no matter what the cost. A reputation is at stake. Of course the stock that is so staple that there is no danger of it becoming out-of-date, should not be sacrificed. But there are few articles of this kind. The patterns of curtains, the colors of carpets, both change. Moreover, prices are gradually falling, and for this, if for no other reason, it would be well to reduce the price of slow-moving stock.



WE
NEVER
SLEEP?

••

“THE world owes every man a living, but it takes darned hard work to collect it,” so says Mark Twain. As we are endeavoring to collect our share we have little time to sleep, and if you want to collect your share you should have THE DRY GOODS REVIEW give you a hand.

In this little chat, which will not delay you a moment, we have one or two points which we would like to have impressed upon you. The first is to draw your attention to the very excellent journal we are now putting out, which is a credit to the dry goods and allied trades—and therefore should have their support. We use the best paper, type, and ink that money can buy, and our mechanical department does the rest.

The second point is to draw your attention to the steady increase in our advertising. Is this not sufficient proof of its value as an advertising

medium? It shows, anyway, that live advertisers are willing to give it a trial. A trial is all we want. Once we get you in, we can hold you all right enough. We are not in business for a day, but a life-time; neither are we in business for our health but to make money, and to accomplish all this we must give our patrons a return on their investment.

Seeing that we have the circulation, (we should like to have the address of the man who denies it) why shouldn't advertising pay? It certainly costs money. A patent medicine advertiser will tell you that it frequently costs ten dollars to induce the sale of a dollar medicine. Where then is the profit? In the continued sale, of course. Successful men are always safe guides, you know. If this has at all interested you, let us hear from you. Remember, a trial of THE DRY GOODS REVIEW is all we ask.

Respectfully yours,

THE PUBLISHERS.



SAMSON, KENNEDY & CO.

TORONTO

The Great Fancy Dry Goods House of Canada

AND DEALERS IN DOMESTIC MANUFACTURES

Motto: "We Always Lead—We Never Follow."

(Registered Trade Mark)

ORDER DEPARTMENT

"A Place for Everything, and Everything in its Place," is a good maxim, and when its meaning is compressed, gives us the idea of order.

With this we draw your attention to our mode of executing

LETTER ORDERS :

Orders for Carloads, orders for Waggonloads, orders for Cases or Bales, orders for Pieces, Grosses, or Dozens, no matter what the quantity, all orders receive at our hands equally careful attention. This portion of our business receives our personal supervision. It is our boast that for promptness and carefulness in the execution of orders no house is "in it" with us. Letter orders are executed the day of receipt, a staff of hands being kept busy filling orders and answering our enormous daily correspondence.

Customers can rest assured that orders of a particularly urgent character, where promptness and extra care are required, will receive most satisfactory execution by us. While speaking on this portion of our establishment, we would kindly ask our customers to note that delay is often caused by communications intended for the office being written on the same sheet as the order. The Order Department being entirely in other hands, we would suggest that orders be written upon a separate sheet, and thus can be handed to the order clerk and executed without delay.

Write for one of our ORDER PADS.

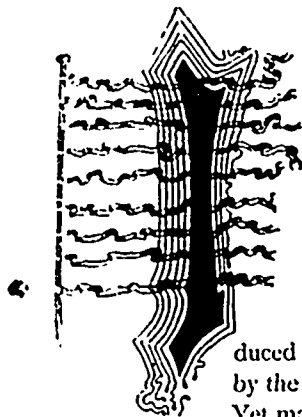
Please note that Letters marked "Order" are the first portion of our mails opened, and are first attended to.

Send Us an Order and Test Our Promises

44, 46 & 48 Scott St. TORONTO 15, 17 & 19 Colborne St.

25 OLD CHANGE, LONDON, ENGLAND.

ON OCCASION, IF DONE INTELLIGENTLY.



N these days of push and progress and universal hustling to keep up with the procession, many plans are projected and numerous schemes hatched by an army of manoueuering merchants, each skillfully striving to surpass his neighbor.

Sooner or later, says a writer in the Dry Goods Chronicle, the practice of selling desirable goods at reduced prices is adopted with varying results by the majority. As a rule it's a weak policy. Yet many men claim to win by it.

Some lucky fishers can catch fish with a bare hook.

I recently spent a few hours in a small neighboring city. Naturally my inquisitive eye caught any peculiar dry goods features. Every house I passed had a pile of cotton at the door ticketed "Fruit of the loom, 8½c." Did they catch fish with it? Was it wise? Hardly. It's folly to make deadheads of goods that can satisfactorily be made to pay a profit.

The man who sells staples at cost unless forced by press of circumstances, is throwing away money. If he imagines he wins trade by it, he is rainbow chasing. If his neighbor get a fit of fool selling, he has to meet him not only that, but go him one better. Surfeit him until he sickens of the trick.

An occasional disturbance is well enough. It quickens the pulse of trade. But if persisted in, in season and out, it is demoralizing. On the other hand, there are times when prices of popular stuff may be cut to advantage, and when pronounced leaders are necessary to catch the popular trade, and coax it even beyond its needs.

From January 1st to March 15th the masses need urging and the judicious selection of leaders at this time will make business and move stuff which must go. But your leaders must be drawing cards live stuff for to-day and to-morrow, not of yesterday.

A trout don't rise for a fly out of season.

Heavy woollens may draw in January, but they're no longer trumps after the middle of February. Right about here the seasons interlock and a sandwich of both season's goods is palatable. In any case be on hand with a few spring leaders, not many, but some.

During this time the advertiser is hard at it, striking faith fully and strong, regular sledge-hammer hitting, otherwise your leaders fall flat.

In putting forth leaders identify yourself with them by a special name of your own.

From July 1st to September 15th, more nursing is necessary, and the remedy which reached the root of the winter complaint is salutary for summer use.

I would suggest another case where, with good judgment and proper discrimination, a leader may be an advantage, and occasionally a trade winner. Sometimes an entering wedge to start a slow trade, or casually introduced as a side issue or finishing touch, but never to close the door against a more profitable trade. For instance, your customer wants no linens, but in passing that stock you slip from the shelf a quality costing 42½ or 45c, sling open a yard or two, as something special, it's a stocky, slightly cream damask, wide enough and really a good

thing. Once out of three times you will sell. It took but a minute, you made a small profit, and perhaps a friend, and you planted a fingerpost in any case.

The best possible value at popular prices should rule in hosiery, leaders not losers - at 25c. and 50c. Have any more profitable lines you choose, but the prices named, people shop on, and show their friends and compare, and can follow closely, then give them eye-openers.

A good thing in dress goods, if clerks are shrewd, is oftener shown for effect than for sale. It's not what a customer wants, but it is shown, nevertheless, after a friendly fashion. The impression is usually good and the next piece gets a like credit.

Among level-headed clerks leaders are safe enough, but among time-servers they are apt to be out of balance. In their weakness for a soft snap, they crack leaders right and left, they are living on Easy street while such snaps abound, they make a big book with little effort, and that's the chief end. However, if your business needs a tonic, try it; few failures spring from selling goods too cheap. If you win by it, you are in clover; if you are disappointed, credit it to experience gained.

BUSINESS TACT.

TWO brothers kept a millinery store. One of them was old beyond his years and the other was too young to be born yet. An immensely wealthy and pretty young lady entered the store one day and asked the younger brother to show her some switches that would match her hair in color.

"Certainly," said he. "Let me see: your hair is red, isn't it?"

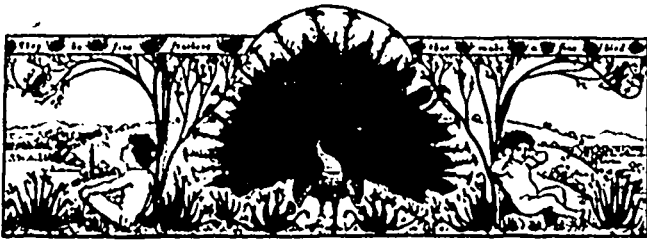
It was; but not redder than her face as she turned, without replying, and walked quickly out.

The elder brother, stopping just long enough to call the other a blockhead, hurried after her, and overtaking her, said: "Excuse me, miss; but aren't you the young lady who was in my store just now? I left the place a moment in charge of a stupid clerk, whom I mean to discharge. I believe you are in need of a switch to match your hair, which is of a bright golden color. Please step back with me and allow me to show you some fine ones."

She returned with him, much pleased and was easily suited. Moreover, an intimacy sprang up between them which resulted in a fortunate marriage for the elder brother; while the younger went to the dogs altogether: married for love - a red-haired girl, too,—had to work for his living, sank lower and lower, and finally became the father of twins. Ex.

THE LINEN TRADE.

For some time past the linen trade has been in a condition which may fairly be described as abnormal. The unusually poor yield of flax on the occasion of the last crop completely upset the calculations of spinners who found themselves face to face with a healthy demand, while suitable supplies of raw material could not in many cases be obtained. The strain was severely felt by German firms, who had not fully prepared themselves for the change which Russian and French concerns had to a certain extent foreseen. In the meantime the demand for linens was very active, the mills at Dunfermline and Belfast having been kept fully employed. The same condition of affairs was noticeable at Armentières, the chief linen-weaving centre of France. —Irish Ex.



TRADE CHAT.

A BOARD OF TRADE has been formed in Thorold with the following as officers: W. J. McCartney, president; Omor Johnston, vice-president; T. E. Simson, secretary.

C. H. Pierce, late of St. Johns, Que., is now on the road for Belding, Paul & Co., silk manufacturers, Montreal.

E. C. Simmons has opened a fine hat, fur and furnishing goods store at Barrie, Ont.

Toronto merchants are moving for a better mail service between this city and New York.

Merchants lose trade by permitting a gang of loungers to be about while people are making purchases.

The stock of Howson & Co., general dry goods, Walkerton, valued at \$7,812.03, was sold at 57 cents on the dollar. J. F. Gibson was the purchaser.

Geo. Acheson, of Goderich, has bought the dry goods stock of J. O. Hymmen, of Berlin, Ont., and has taken with him E. H. Chart, late of Graff & Hymmen.

Mr. H. O. Wilson, of the wholesale fancy goods firm of Wilson, Garratt & Co., Montreal, is dead. He had only been in business on his own account about one year, and was but 41 years of age.

The Dominion Commercial Travellers' Association have moved from their present quarters at the corner of St. James and McGill Streets, Montreal, to their new quarters in the Board of Trade building.

Mr. Wilson and Mr. Callaghan, formerly with Frind & Co., have made arrangements to open a wool broker's office at 14 Front street west. Both gentlemen are well known among woolen manufacturers.

Thieves visited McLaren's general store at McLaren's Depot, on the K. and P. R., recently and secured \$1,000 from the safe, which was broken open with dynamite. They also carried off a considerable quantity of dry goods.

The McKinley shade factory which was recently burnt down is about to be rebuilt. In the meantime, Mr. McKinley has secured temporary quarters in an empty factory in North Toronto, and is making strong effort to fill all his orders. The proposed new building will be a two-story brick, to cost \$12,000.

The Columbian Associated Travellers, composed of the commercial travellers of the world, will celebrate their day, July 26th, at the World's Columbian Exposition. The entire week, July 24th to 29th inclusive, will be consumed by the travelling men in celebrating at Chicago. A large number of Canadians will be present.

The C.P.R. officials have announced that final arrangements had been completed between them and the Australian Steamship

Company for the establishment of a line between Vancouver and Sydney. The Miowera and Warrimoo are the two steamers engaged, and the first leaves Sydney May 11, the second June 8, returning leave Vancouver June 8 and July 6.

Newspapers received from Yokohama, Japan, contain an account of a fire in that city in which John A. Peebles, well-known in the dry goods trade of Canada, met his death. Mr. Peebles was many years ago with Donald McInnes & Co., Hamilton, and was afterwards connected with Stobart, Eden & Co., Winnipeg, and subsequently with the Hudson Bay Co.

The death of Mr. Alex. Walker, formerly a well-known dry goods merchant of Montreal, is announced as having taken place at Paisley, Scotland. Mr. Walker came to Montreal in 1843, when he was seventeen years of age. In 1850 he started business for himself, and from 1850 till 1882 Mr. Walker was in the dry goods business. He was a quiet, unostentatious man, attending to his concerns with assiduity.

R. J. Bowes & Co. is the successor to Couseneau, Quinn & Corrigan, Kingston. He has three stores, one in Kingston, one in Maillark and the other at Carleton Place. Mr. Bowes was born in Kingston 45 years ago, and first entered the business he now owns 25 years ago, although he had previously served seven years with R. Waddell & Co. He is a hustler, does business on a cash basis and runs no risks. He is an alderman of Kingston and a prospective candidate for the mayoralty for 1894. Mr. Bowes attributes all his success to the fact that he does business on a cash basis.

The annual meeting of the Globe Woollen Mills Company, Montreal, was held in the company's offices on April 25th, the president, Mr. A. F. Gault, in the chair. The annual reports were considered satisfactory and were adopted. The following directors were elected:—Messrs. A. F. Gault, Hugh McLennan, Sir Donald Smith, Sir J. J. C. Abbott and Andrew Allan. At a subsequent meeting of the directors Mr. F. A. Gault was elected president and Mr. Hugh McLennan vice-president. The company is sending a magnificent exhibit to Chicago, consisting of tweeds, meltons, ladies' dress goods and box cloth. As they have secured a corner lot, so to speak, in the manufacturers' building, the company expect to make a good showing.

By a new method of finishing a knitted fabric introduced by a Chemnitz firm, gloves can now be made in imitation of the suede or fine leather. The fabric is stretched on beams to open the meshes, and is then drawn over revolving brushes, and heavily napped, both sides being treated in this way. The fabric is then softened in a saponaceous mixture containing olive oil and tallow. The pile becomes cockled and curly. Washing in cold water and drying follow, after which the cloth is again brushed on both sides, and then dyed. The fabric is again stretched, and submitted to the same or similar brushes, in which the needles are arranged in closer order to rake up a shorter fiber which the first brushing may not have effected, and to lay the fiber in a smooth and even manner in one direction. The fabric is removed and placed flat upon a long frame and damped or wetted slightly by a sponge on one side only, which has a tendency to give a luster to the pile on the other side. The hosiery made fabric thus operated on is now slowly dried and ready to be cut up for glove making. The fabric has all the softness, warmth to the touch and velvety appearance of soft suede leather as well as the luster, and is a perfect imitation of the suede.

German Artistic Weaving Company

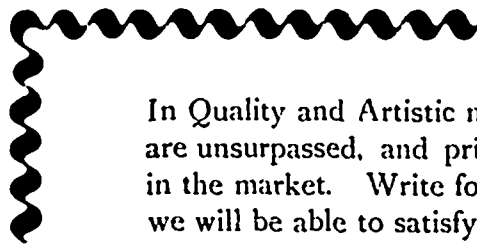
120 Franklin Street, NEW YORK

24 Edmund Place, LONDON, E.G.

98 Markt St., GREFELD, GERMANY

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SHIRT . . .
TRIMMINGS

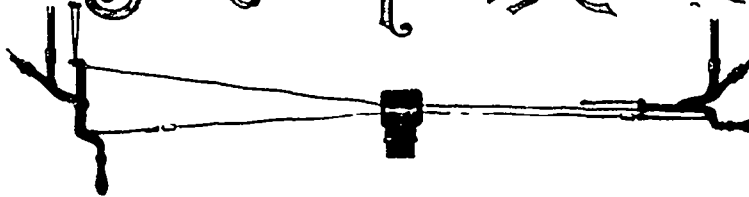


In Quality and Artistic merit our goods are unsurpassed, and prices the lowest in the market. Write for Samples, and we will be able to satisfy you that those are facts.

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The Barr Cash & Package Carrier Co.

Avoid Liability for Damages
in Buying Cash Carriers
Infringing Barr's Patent.



The Patent Office Decides
in Favor of the Barr
Patents.

Two Strong Decisions Rendered Each Unqualifiedly Awarding
Priority of Invention to Barr.

When Purchased, if put up in store by this Company, price per line, \$35.00.

When Purchased and put up in store by purchaser, price per line \$30.00.

When put in under lease of three years, 1 line, \$15.00 per year; 2 lines, \$12.00 per year each; 3 lines or more, \$10.00 per year each.

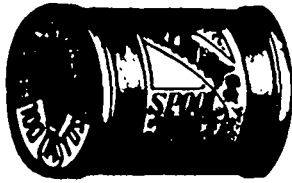
When under 5 years lease \$1.00 per line less.

The rent must be paid in advance for each year.

HAMILTON BRASS MANUFACTURING CO., Hamilton, Ont.,

General Agents for Canada.

Like all other Silk Thread Manufacturers, we make different qualities of 100 yards and 50 yards Spool Silks to meet the demands of the trade.



The Only Brand we recommend is that bearing our own name on Spool like this.

Belding's Silks will be found the best in the market, and average 10% stronger than any other make.

See that the name Belding is on every Spool, and take no other.

All the Leading Retail Dry Goods from the Atlantic to the Pacific keep Belding's Silks.

BELDING, PAUL & CO., Ltd.,
MONTREAL.

THE ONLY
CHURCH BRAND
SEWING NEEDLES
ARE



SEE THAT EACH PACKET HAS THIS TICKET

SEE THAT EACH PACKET HAS THIS TICKET

NONE OTHER GENUINE.

Manufactured by HENRY MILWARD & SONS, Ltd.

The Worsted
and Braid Co. OF TORONTO, Ltd.

(WHOLESALE ONLY)

Solicit Trial Orders for any and



All kinds of Boot and Shoe Laces
Dress, Corset and Stay Laces
Cords of All Sizes and Kinds
Braids of any Kind or Width

The above are made in Cotton, Wool (Flahair or Worsted) or Silk.

Send for Samples and get Quotations

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The Patented Napa Buck Glove has no equal. Price refunded if they do not meet our representations.
We have the exclusive right for Canada. No others genuine.
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TAILORS' TRIMMINGS

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Balmoral Buildings,
Montreal,
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"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.

ELEVEN FIRST MEDALS.
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.

MILLER BROS. & CO. MONTREAL

Manufacturers
for the Whole-
sale 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
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these Goods

THE **CANADIAN**
COLORED
COTTON MILLS CO. SPRING 1893

Ginghams, Zephyrs, Gravenettes,
Bedford Cords, Cheviot Suitings,
Flannelettes, Dress Goods, Skirt-
ings, Oxfords, Shirtings, Cotton-
ades, Awnings, Tickings, Etc.

See Samples in Whole-
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Of Window Dressing Supplies and Fixtures. A com-
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ROOM 1,204 WOMEN'S TEMPLE, CHICAGO, ILL.

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Full-Finished Lambs Wool Underclothing. La-
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SEND FOR PRICE LIST.

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ALL WOOL AND UNION DRESS GOODS Dyed and Fin-
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RIBBONS, SILK AND UNION, Dyed, Finished and reblocked.
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are open to take additional agen-
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Editor of THE DRY GOODS
REVIEW, Toronto, stating the
particular lines they would be
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Thomas Mealey & Co.

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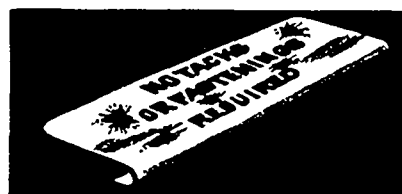
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Letter Orders

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Brussels and Tapestry Carpets,
Dress Trimmings, Dress Buttons,
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