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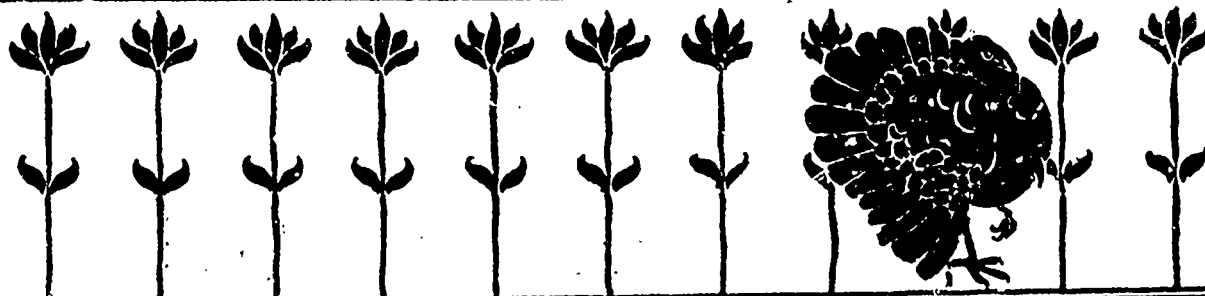
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THE DRY GOODS REVIEW

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



VOL. VII. NO. 6.

JUNE, 1897

It's An Open Book Now!

MONEY

And How to Make It
In BUSINESS . . .

Keep the proper lines that the public
ask for, and find the best values.
This is the secret of SUCCESS.

"Health Brand" Underwear

is a HOUSEHOLD WORD throughout
the Dominion. The public needs it,
appreciates it, and buys it.

THE
MONTREAL SILK MILLS CO.

Feder's



Brush Skirt Protector

Supersedes all bindings, whether made
of "braids," "cord," "rubber," "vel-
vet," "cordedge," "bias velveteen" or
"straight cut velveteen." It does not
scratch the shoe. Its perfection and
practicability are its triumphs.

Patented in the U.S., Jan. 28, 1896.
(Patent No. 553,707.)

Patented in England, 1896.
(Patent No. 2,012.)

Patented in France, 1896.
(Patent No. 253,511.)

Patented in Canada, 1896.
(Patent No. 53,558.)

Sole Agents for the Dominion:

HERMANN H. WOLFF & CO.

MONTREAL

Lister's



Black and Colored Velvets

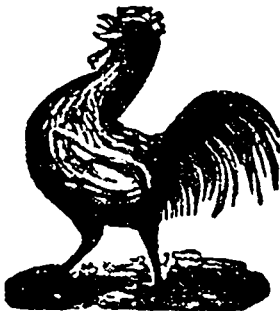
Stock carried by all the Leading Wholesale Dry Goods and Millinery Houses.

are Unequaled

OVERALLS

PROFIT TO RETAILER
SATISFACTION TO CONSUMER

SHIRTS



"I CROW OVER ALL."

In every corner of Canada this brand is the recognized Leader.

PANTS

JACKETS

ROBERT C. WILKINS

198 McGill Street

Montreal

The Maritime Wrapper Company

WOODSTOCK, N.B.

LIMITED

MANUFACTURERS OF



Ladies' Wrappers
Tea Gowns
Waists . . .
Children's Suits

Etc., Etc.

We claim that our goods are the best finished and the most stylish on the market. For fit and price they are unexcelled.

CORRESPONDENCE SOLICITED.

Our travellers are on the road and will call with samples when desired.

SPECIALTIES FOR Summer Trade

Full assortment of

ORGANDY MUSLINS AND OTHER WASH GOODS

We receive shipments of latest novelties in these goods every week.

NEW SHIPMENT

of **CREPONS AND GRENADINES** just to hand.

ALSO VELVETEENS, in blacks and colors.

Complete assortment of

TAFFETA, LISLE AND SILK GLOVES

Hosiery in Cashmere, Cotton, Lisle and Silk.
Bicycle Hosiery in all makes.

TRAVELLERS are now showing full range of Fall Samples in

ALL DEPARTMENTS

S. GREENSHIELDS, SON & CO.

Montreal and Vancouver, B.C.

Selling Agents
for

Priestley's Dress Goods

JAMES JOHNSTON & CO.

MONTREAL AND MANCHESTER.

WHOLESALE DRY GOODS IMPORTERS

June being the greatest sorting month in the year, merchants will find our stock as complete as it is possible to be, in all the latest and most seasonable goods.

ESPECIALLY NOVELTIES AND GOODS THAT ARE SCARCE.

LETTER ORDERS A SPECIALTY

Our Travelers are now out with a full range of samples of Fall and Winter goods. See them before placing your orders.

JAMES JOHNSTON & CO., MONTREAL.

UNLOADING

We are just now offering at greatly reduced prices most of our Spring and Summer lines in order to clear the decks for the Fall Trade. **SEE THESE, IT WILL PAY YOU.**

OUR TRAVELLERS

Now have almost complete Sets of Dress Goods and Velvets for the Autumn and Winter Trade. It will interest you to see our collection before placing your orders.

CHIFFON--- A large repeat of plain 6-inch in Colors and Black has just reached us, also Creme Silk and Fine Thread.

VAL. LACES--- These are scarce lines and going fast. Write us if you want to be in it.

JUBILEE VEILINGS

A case of very novel effects in this line is on the way out to us, and will be in stock in a few days. You should have some. Write us.

Kyle, Cheesbrough & Co. MONTREAL



H. H. BURROWS, Manager.

For _____

SPRING



1897

IN Wool and Union

CARPETS

WOOL MATS
any size or color.

ART SQUARES

RUG FRINGES

CHENILLE CURTAINS

CARPET BINDING
any shade.

RUGS and MATS

Samples sent to any address.

Travellers now on the road.

ROYAL CARPET CO., - GUELPH, ONT.

Irving Umbrella Co.
LIMITED

MANUFACTURERS

**Parasols
Sunshades
and
Umbrellas**

SUMMER NOVELTIES

can be seen at our factory.

20 FRONT STREET W., TORONTO

FASHION IS FICKLE



Follow it and success is yours. We have the newest things in Men's Wear. Our travellers are now on the way to submit them for your inspection.

Cravats, in all new shapes.

- The King Bow.
- Winchester Puff Tie.
- Paris Ties.
- Henley Knots, etc.

Underwear

Fine English Natural Wools; all prices and all sizes. Our own special "Non-Irritant" front on every line.

English Hand-Sewn Braces

We stand alone in these famous goods. No stock complete without them.



German Shirts

- No. 1. Open Back, with Bands.
- No. 2. Open Front, with Bands.
- No. 3. Open Front, with Cuffs.
- No. 4. Open Front "Pique"—the **LATEST FAD.**

English Collars

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

English Cuffs

- The Portland.
- The Rival.
- The Premier.
- The Rideau. To retail at 25 cents.

Matthews, Towers & Co.

73 St. Peter Street

MONTREAL

SPRING 1897 SPRING

Buyers who visit this market would do well to look us up. Our entire stock of

Spring and Summer Goods

must be closed out this month. Rare prices will be given on clearing lines. Travellers will show extra special drives in the following :—

Fancy Dress Goods, Black Crepons
 Fancy Black Goods, in Lustres and Sateens
 Black and Blue Worsted Serges
 Cashmere and Cotton Hosiery
 Silk Taffeta and Kid Gloves
 Ribbon, Silks, Trimmings
 Laces and Fancy Smallwares

Lonsdale, Reid & Co.

18 St. Helen
 Street

... MONTREAL

Perrin's Gloves



P.F. TRADE MARK

PERRIN FRÈRES & CIE.

7 Victoria Square, MONTREAL.

Manufacturers
 and . . .
 Importers of

KID GLOVES

of all Styles
 and . . .
 Qualities. . .

A complete stock always on hand. Write for samples.

THE STEADY INCREASE, YEAR AFTER YEAR, IN
 THE SALES OF

Finlayson's Linen Threads

proves that the superior quality of this brand is acknowledged.

Always use the best, it pays you in the end.

Agents for Canada

John Gordon & Son, Montreal

THE . . .

GAULT BROS. CO.

LTD.

MONTREAL**Dress Goods Department.**

❁ ❁ ❁ FALL 1897 ❁ ❁ ❁

Our Representatives are now out with a complete range of **DRESS GOODS** comprising the latest novelties.

Black Goods Department.

Black Cachemires, Velour Finish
 Black Wool Henriettas, **War Cry** Special
 Black Wool Brocades
 Black Figured Lustres
 Black Princess of Wales Cloth
 Black Mohairs and Sicilians
 Black Moreens and Crapes
 Black Estamene and Diagonal Serges
 Black Curis and Knops
 Black Crepons
 Shepherd Checks
 Half-Mourning Goods

Fancy Dress Department

Colored Cachemires, Velour Finish
 Colored Wool Henriettas, Special Value
 Colored Wool Serges
 Fancy Muscovite and Satine Cloths
 Figured Gobelin Costume Cloth
 Fancy Armures
 Fancy Silk Mixtures
 Fancy Stripe and Figured Crepons
 Figured Moire Reppines
 Whip Cords in Shot Effects
 Covert Coatings
 Alcazar Costume Cloth

N. B.—A full range of Fancy Dress Curis in newest designs and latest shades.

::: Velvetten Department :::

A complete range of Blacks and Colors—ask for "**The Dream.**" Also good values in Black and Colored Silk Velvets.

Plain and Fancy Silk Department.

Colored Satins, Colored Surahs, Colored Duchesse, Colored Faille Francaise, Chinas, Pongees. A nice range of Fancy Blouse Silks in latest styles. Shot Silks, Black Armures, Peau de Soie, Black Tricots, Moires. A few special lines in Black Damas Silk, the fashionable Skirt Silk.

We would ask you to favor us with a call when in Town, or reserve your orders until you see our samples.

The GAULT BROTHERS CO., Ltd., MONTREAL.

W. R. BROCK.
T. J. JERMYN.

B. B. CRONYN.
W. L. BROCK.

W. R. BROCK & CO.

TORONTO

Business during the month of May shows a vast improvement, and owing to the altered conditions of trade in so many respects, producing a much healthier state of affairs, we predict that the Jubilee month of the Jubilee year

JUNE, 1897

will inaugurate a trade revival in Canada. Clearing lots in each department are being offered at greatly reduced prices to make room for the new Fall goods. Our travellers have full lists of these lines, or they can be seen in the warehouse.

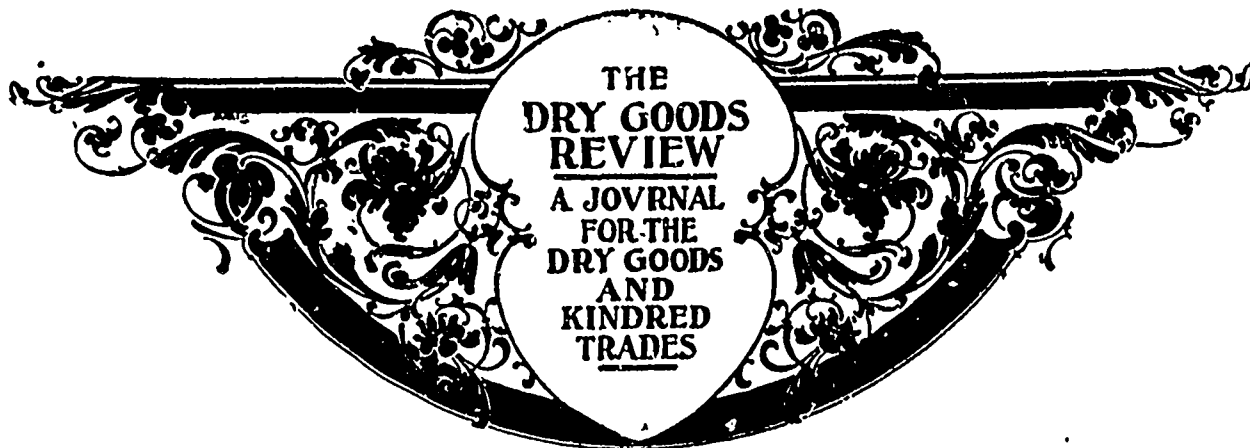
The Fall campaign has fairly commenced and our representatives are on their grounds with the bulk of their samples.

Our range in variety and style is the most comprehensive and up-to-date ever shown, and the values speak for themselves.

One of the signs of the times is the marked increase in our **LETTER ORDER DEPARTMENT** which has earned an enviable reputation by the care and despatch with which all orders are filled.

W. R. BROCK & CO.

TORONTO



THE
DRY GOODS
REVIEW
A JOURNAL
FOR THE
DRY GOODS
AND
KINDRED
TRADES

Vol. VII.

MONTREAL AND TORONTO, JUNE, 1897.

No. 6.

THE COST OF DOING BUSINESS.



MAN asked THE DRY GOODS REVIEW the other day if a wholesale house could do business on a basis of 5 per cent. profit on the invoice prices of goods. The answer was that such a proposition was absurd. A recent address at a business men's convention in the Southern States dealt with this question of the cost of doing business, and the sentiments are worth considering at this time both by retailers and wholesalers :

Business methods of to-day are quite different from those of our fathers of 50 years ago. Then they had no railroads, no telegraph lines, and a merchant had to make a long, tedious journey to market to supply himself with 6 or 12 months' supply of merchandise ; mails were slow and newspapers were not read as much as they are to-day, people were not as well informed on subjects in general. Then profits in selling goods were very large, and it was not necessary that one should be particular about his expense account or his profits, which were always large enough and easily obtained. But the introduction of railroads and telegraph lines have wrought a wonderful change in the increased methods of transportation and the marvellous improvement in the interchange of communications between the most distant portions of the world.

FAMILIARITY WITH BUSINESS DETAILS.

Commerce has been revolutionized. The merchant and manufacturer of to-day have the opportunity of extending their trade to an extent only limited by their power to produce and their ability to determine the needs of customers. Commerce is always conservative and has its basis in knowledge, and hence it is highly important that we should acquaint ourselves with all of the details of our business and not be groping along in the dark without any knowledge of where we will land, awaiting the inventory and balance sheet at the end of the year to ascertain whether we have made or lost.

CHANGED CONDITIONS.

Bradstreet's reports that out of a list of firms doing business in the United States and Canada of 1,162,048 there are 300,000 names of individuals, firms and corporations annually dropped. One hundred thousand of these are not classed in the regular failures, since they pay in full by exhausting their means and quit business on account of failing to succeed. You will notice there is about one-third of the total number who drop out annually and are yet not classed as failures in the ordinary commercial reports. About the same number of new persons join the ranks, which, of

course, makes a rapidly changing body. If this condition of things is kept up for a little while you can readily realize that the business public of to-day are a different population from that of comparatively a few years ago, and that with the new methods and the new conditions prevailing it is highly important for us to equip ourselves for our work.

REMEDIES FOR EXISTING EVILS.

It is generally admitted that the last few years of business have been periods of depression, and the immediate future does not promise much change for the better. Competition seems to be growing fiercer and harder. The percentage of profits in proportion to the gross sales must now be larger than it was formerly in order to take care of the expense account, but unfortunately the percentage of profits to the gross sales seems to be growing less. This must be remedied. The question now is how to do it. One way is to cut down our expenses, which most every one will find difficult to do ; another is to increase the percentage of profits on our gross sales, which we may do by concert of action ; but it will require concert of action, which, from the very nature of the case, is very difficult to obtain, but it must be obtained in some way, and if we cannot devise methods possibly our successors will, and it must be a humiliating confession to think we have not the ability to accomplish this end. My idea is that one of the most successful methods of bringing this about is for all to look closely into the question of

WHAT CONSTITUTES THE TRUE COST OF DOING BUSINESS.

The idea only a few years ago was (and I am persuaded there are still some who think so) that the invoice price and freight added to deliver the merchandise into the store constitutes the proper cost upon which to base the selling price, and if he has sold for a profit beyond this he is making money. This might be true if he had no house rent to pay, no interest on capital, no interest on borrowed money, no insurance, no taxes, no office expenses, no stationery bills, no postage, no telephone, no drayage, no boxing, no clerk hire to do the work in the store, no traveling salesmen, hotel bills, railroad fare, etc., for same, no salaries for the principals themselves, and, in fact, every other item of expense that enters into a business which is not considered in the invoice price with freight added, but all of these expenses will come in whether we want them to or do not want them to, and must be figured into the annual balance, even though they were not counted in the cost of distributing the goods.

It would be far better to recognize them as part of the cost when

we go out to make prices, and if every one did this I think we would have less cutting of prices than at present, for it is reasonable to suppose that no one would go on the road to offer goods for less than it cost him to put them in the store and sell them and make collections for the same. Recollect that the cost is not all considered until you have the cash for sale back in hand; even the discount which your customers take and return shipments which occur through mistakes in shipping goods, even by the most careful houses, and numerous other expenses which it would be hard to enumerate, but which are sure to appear; also the frequent charities which a merchant is compelled to make and donations to customers; all these must be considered as part of the expenses.

EXPENSE ACCOUNT.

There does not appear to be any uniform method of keeping expense account. Almost all will admit that the salaries of employes, fuel, lights, repairs, postage, telegrams, traveling expenses, stationery, telephone, advertising, miscellaneous expenses, association dues, are all proper items of the expense account and make up the cost of selling goods, while there are some who do not consider the salaries of principals, interest on capital invested, charity, insurance, taxes, gifts to customers, rent, collections on exchange, discounts deducted by customers, bad accounts, drayage on team account—some passing some of these accounts through merchandise account, others through profit and loss account, while others ignore them altogether. It appears to me it might be more forcible to us to pass these all primarily into the expense account as we go along and then we would have before us monthly what the expense of doing business was, while in the other way, passing them through the merchandise account or profit and loss account, which amounts to the same thing in the end, we do not discover it so readily and forcibly until the year is gone and the mistakes have been made. Besides, I fear that in estimating the profits that we are making we lose sight of all stock which is lying idle on the shelves, some of which is only turned occasionally, and such as is termed hard stock or job lot stock, which, perhaps, is not turned in years, but the part we are selling must always pay the expense of that which lies on the shelf.

If one merchant who owns his own building and does his own traveling does not consider the rent, nor taxes, nor insurance, nor salary for himself—and I am told there are examples of this kind—you can readily see when he goes out to make prices for his goods that he would figure the cost of doing business at a much less price than a man who considers all of the items which have been enumerated and which most surely enter into the true cost. If this man was affecting no one but himself, and he chose to pursue these methods, then we would have no right to complain, but when he goes out to offer his goods in competition with others upon a false idea of the cost of doing business, and in consequence making such prices as will eventually result in failure, we think he should have due regard for the rights of others, and while he goes down to failure be considerate of taking others with him. We do not suppose that anyone goes out with this view in his mind, and perhaps has no thought about it in this way, and feels that he is making a legitimate profit and does not discover the error until it is too late.

CAUSES OF FAILURE.

The large list of changes in the names of business firms, as enumerated at the outset by Bradstreet, indicates that there are very many failures. It behooves us to look into the cause of these failures and avoid them if we may. It is very much better for every one concerned that every merchant should conduct his business economically and earn a fair profit, for no failure is beneficial to a community in which it happens. It often results in the lowering of prices and destruction of profits to those who are seeking to do a legitimate business and who are striving to retain their com-

mercial integrity and good name by paying dollar for dollar for what they buy. As I said before, I do not believe that any man is going deliberately to this end, but it is evident that many do go there unawares.

THE FAILURE OF COMBINATIONS.

Other methods have been tried to correct this evil of cutting prices—viz., by having a common agreement as to what price we should make on certain goods in a specified territory. This, so far as I know, has always resulted in comparative failure, and I believe will continue to do so, for where it is necessary to make an agreement with more than two or three parties as to the maintenance of prices, such an agreement is pretty sure to be a failure. These associations eventually break up with bitter jealousies among the members who once endeavored to work together, resulting in very much lower prices than before the agreement was inaugurated, bringing about demoralization generally.

Now, if this thing be true with manufacturers, who are much fewer than jobbers, then how much more difficult, considering the large number, would it be for jobbers to formulate and maintain a working agreement. Some other method must be found to remedy these evils than that of formulating prices at which we must all sell. The only kind of combination that will ever succeed will be a combination that can reduce expenses and cheapen the prices below the reach of all competition, upon the same ideas as the Standard Oil Company have always worked. But this has always been foreign to the idea of all combinations; they immediately get avaricious and put up prices unreasonably high, encouraging rascality and the building of more factories, of which we already have too many. However, I am persuaded that if we could be led to see the true cost of doing business, and that products of most kinds are declining in value, as they have been doing for a period of years, so that it requires our selling more of them to reach the same amount in dollars and cents, it would necessarily require a better percentage of gain on our gross sales than in former years because our expenses have not lessened. Railroad fares, hotel bills and salaries of traveling men have not declined in the same proportion as the wares we are selling.

INDISCREET SALESMEN.

It has been said that traveling salesmen are very largely responsible for the prices, I am not able to say whether this is a fact or not, but would it not be well for us to keep the salesmen constantly posted about the expense of transacting business, and they, being sensible men, as they must be, can readily see that the business cannot continue to run and pay good salaries unless something beyond expense is obtained, and that the inevitable result will be lower salaries for traveling men, which may be done unwillingly by the house they represent, but which nevertheless becomes a necessity. We know it is very difficult for even a good salesman to obtain what is a fair market price for an article when another salesman less considerate, just ahead of him or just behind him, is making some special leader prices which are not authorized by the house, but which he does unwisely, hoping thereby to secure a nice order or to make a customer believe that he can afford to sell goods cheaper than anyone else.

REMUNERATION AND PROFITS.

I have heard it said that the method of working salesmen on the profit-sharing basis has a tendency to results of this kind; I suppose this is where they are employed on a percentage of the gross profits and where said salesman does not have to consider all of the fixed charges, such as taxes, light, insurance, office expenses, etc., and feels that if he has made a dollar on a sale he has made just his part of that profit, and, without due consideration as to the profits the house will make, will accept the order anyway. I cannot feel, though, that there are very many salesmen of this sort on the road, or, at least, they will not continue to be on the road,

for an intelligent man will and should have due consideration of the interest of the firm for which he works.

SPECIAL BUYING FACILITIES.

I sometimes think that some merchant attempts to make cheap prices, feeling that he has superior ability to buy his goods better and cheaper than his competitors, and has a real advantage over them, and for this reason goes into the market and makes very low prices, feeling that he can afford to do so. It is possibly true that all of us get some specials which do not go to the ordinary buyer who does not keep strictly up with the market, but this is an exception and not the rule, and it is usually not articles on which he would depend for affecting the general profits of the business to any great extent. My general observation has been that the jobber who is able to pay promptly for what he buys, and has an established credit and ability to dispose of goods in quantities, usually buys his goods at the very best market prices; for there are salesmen representing factories visiting him frequently, who are all anxious to obtain his order, and will name him the very best price they can or are allowed to; besides, we have usually noticed that these special deals, instead of being a blessing to him, are usually a hindrance. He seeks with this leverage to force sales, which may be necessary on account of the surplus taken, and gives away more in his selling price than he saved in buying, and thus demoralizes the market prices, setting a precedent for himself as well as his competitor which is sure to cause him trouble in future. It will, therefore, be a much safer basis for us to proceed upon that our customer is buying his goods just about as cheaply as we are, and for us to demand a fair return for ours.

GIRLS IN U.S. DEPARTMENT STORES.

ONE reason why the agitation against department stores is so much bitterer in certain parts of the States is that girls get such small wages they are often forced into a life of shame—the cost of living being higher in the States. One western U.S. paper tells a story of a young girl employed in a city department store at a salary of three dollars a week. A couple of worthy ladies became interested in the girl, and realizing that she couldn't live decently on such meagre salary went to the proprietor of the store and interceded in her behalf. He bluntly told them there were a thousand girls waiting to take the place of the girl in question, and that if she couldn't live on the wages paid her, she could do as his other girls do—have a fellow. The paper says: "The reply was brutal, to be sure, but it is the key-note of the department store, which has come to be regarded in some parts of the States as the breeding place of infamy. While in New York last fall I was approached one evening by a good-looking young girl apparently not more than sixteen years of age who was out 'soliciting.' Her face bore no traces of dissipation or waywardness, and I stopped long enough to ask her why she had chosen the path of sin and death. Her childish reply was that she was compelled to work for \$2.75 a week and that she was obliged to sell her soul and body in addition to her services at the big store, to make a living."

It is not charged that this state of things exists in Canada.

CANADIAN EMBROIDERIES.

Braid and braid ornaments are very much in vogue for dress and jacket trimming. They have been a good deal worn this spring, and bid fair to become popular in the fall. Loops and sets in military designs, boleros, etc., are quite fashionable, made up of different kinds of braid, mohair tubular being the most used. Messrs. Moulton & Co., Montreal, are bringing out a large range of these trimmings of their own manufacture, and in anticipation of a large demand are putting in additional modern machinery for making and finishing the goods.

A CRITIC WALKS ROUND

AND POINTS OUT DEFECTS IN STORE APPEARANCE AND MANAGEMENT.

I HAVE just been looking through the business of a store in a city of 20,000 people. As part of my work I went as an unknown visitor into most of the leading stores of the place. One thing that was made very clear to me was the fact that probably not one store in twenty, the country through, makes anything like the attractive show of goods that is easily possible. This was a thrifty city, a driving, wide-awake, manufacturing city. And yet scarcely a store in the place was doing, either with its windows, or its stock, anything like what should have been done.

I noticed also an almost universal absence of signs or cards on goods and comparatively little in the way of price tickets. Such price-tickets as were used were mostly pencil-marked on inch-square bits of cardboard. As a rule the prices were not in plain figures, but were "private."

It surprised me very much that such antiquated notions should be so much in evidence. In some of the stores, limited use was made of crude price signs, evidently painted with the cork of an ink bottle. Of course, such work told as clearly as more finished figuring and lettering would have done, that prices were so and so—sometimes that they were reduced. But I could not help feeling that such sloppy work detracted from the tone of the store. It made the goods seem cheap and common.

To be sure, since there was nothing better in the city to compare with, the average visitor very likely did not draw a conclusion from these signs, at least not one against the grade of any of the stores. But suppose some one of those storekeepers were to introduce a better grade of work, neater figures, neater letters, something bright and snappy in the wording of the signs—I have no doubt that he would at once feel the good effect of it. Where all is on a general level of excellence anything below that level is conspicuous for its badness. Where everything is on a general level of sloppiness anything considerably better is bound to be relatively striking.

Another thing that struck me was the tendency to monotony in goods displayed. The dry goods man almost invariably showed shelves crowded with cloths of one sort or another, but without any break or any display of their qualities or colors. It only needed a careless fold of a few loose ends of some bright weaves to give a touch of life and brightness to a whole counter. There wasn't a bit of it. If the "Quaker Meeting" idea could be materialized in a stock display this is precisely what would result. It was just the same with cutlery and glassware and almost everything that could be made monotonous.

Now I am free to admit that the customers in these various stores took it all as a matter of course. Very likely not one of them has a thought of anything different, probably not one of them has a criticism to make on the score of stock display, or signs, or price tickets. But if they were to go into one of these stores and see the touch of modern methods, not one of them could fail to be impressed with the new life in that business. It would surely make them rub their eyes, it would make them talk, it would surely awaken them to new regard for that store.

We hear now and again of some merchant who is making a stir in his town. People flock to his store. He "gets the trade." Look into his methods and I'm sure you'll find that while he may not be noticeably better than his merchant neighbors in most big things he has taken care to outstrip them by getting away from some of the hundred little things that are earmarks of cross-roads storekeeping.

THE LONDON FASHIONS.

PINK AND CORNFLOWER BLUE IN MILLINERY—STRIPED SERGES FOR COSTUMES—THE NEW CAPES—BLUE STRAWS.

THIS is a season for exquisite embroideries, and the last two Drawing Rooms have given opportunity for seeing some lovely silks worked with flowers in silk, and panels covered with Runic designs in beads and sequins.

Irish, Chantilly and Brussels lace adorned not a few of the most admired gowns, several trains of which were conceived of Spitalfields brocades. Indeed, a great effort is being made to employ English manufactured silks and satins, and with a better chance of success than last season, as many I have seen, especially the checks, are charming.

Fancy ribbons, striped gauze, and bold plaid designs are coming into favor for trimming millinery, though the plain glaces and Louisines are still to the fore. Quite an epidemic for cornflower-blue millinery has set in. One window I noticed this morning off Bond street was entirely given up to hats and toques of this color, and to blquette and white feather boas, and ruffles made of poppies or cornflowers, in blue and blue and white, terminating with a smart bow. Floral toques are still much worn. A pretty one is made entirely of mauve periwinkles, with just an upstanding spray of pink roses and their foliage as an aigrette on the left side. Another toque of yellow lace straw over pink chiffon had its brim composed entirely of shaded pink roses, the left side being lifted with a rose foliage aigrette and some chiffon rosettes. Black straw hats, moderate in size and trimmed with black and scarlet rosettes around the base of the crown, with an aigrette consisting of some green grass intermingled with the chiffon, look smart with a black or grey gown. Pink is a leading color in millinery, many hats being of this color as regard trimming and shape, which latter may be of tulle or straw. I notice, too, that there is a great demand for navy-blue straw hats, one model being trimmed with the green Louisine or moire alpaca ribbon and pink roses, a second having its crown covered with a green, white and navy plaid ribbon, the trimming being of the same colored ribbon. Lace is being introduced between the plaits on a number of yellow and colored straws.

As regards tailor-mades, one of the most striking models this week is a blue cloth coat and skirt, the former having revers and small cuffs of orange velvet. One coat to a blue costume has the edge of the collar and cuffs outlined with a half-inch white braid. Cloth is also used, while there are a number of striped serges, black and colored stripes on a white ground coats and skirts en evidence. Very smart, too, is one of black and white striped alpaca. The coat opens and shows a green silk vest, trimmed crossways with tiny frills of white valenciennes.

Heliotrope or lavender cashmere, canvas, and transparent bareges are much in demand for dressy gowns. An exquisite afternoon toilette is of lavender canvas for the skirt (its separable lining being a lavender glace) which displays round the hem three small corded frills of the silk. The bodice has a vest of lavender and white check silk, a bolero of the canvas outlined with white silk, which is partly covered by some lavender shot beading, and the neckband of the plaid silk has a frill finish behind.

Grass lawn skirts over separable silk foundations are made with flounces right up to the waist. Some have the edge of each frill outlined with a guipure lace through which ribbon is threaded. Whatever color silk is selected for the foundation of the skirt, it is seen combining the bodice lining also, and giving the keynote to the color for the trimming.

Holland and pique costumes are to the fore, and are shown either with coat or white braided boleros.

A cotton Bedford cord coating in ecru and white creates not a few of the summer coats and skirts. In a few cases sicilienne and

alpaca costumes are worn, this fabric in pale grey, and in blue, with tucked and embroidered yoke, making a number of pretty children's frocks.

Some of the new capes are lovely, one of cornflower pleated silk and chiffon, and matching the hat, being particularly chic.

Another is of claret-color velvet, lined with silk and embroidered with paillettes and appliques of Honiton lace. Then one meets a few lovely shoulder capes of embroidered grass lawn over a colored silk lining—very effective and smart.

The new tea gowns, composed entirely of satin ribbon and insertion joined together and trimmed elaborately with lace, are very lovely. So are those of accordion-pleated pink silk likewise adorned.—London Drapers' Record.

BARGAIN ADVERTISING.

“THE department stores have nursed a nettle till it begins to sting. That nettle is the ‘bargain-itch,’ so carefully cultivated in the public mind during the past decade, through the persistent ‘cut-price’ advertising,” says J. E. Kennedy in Business.

“The weak spot discovered in the shoppers' human nature has been tickled till it has become an inflamed ulcer, and the system which fed upon it is now being fed upon by it.

“Constant ‘cut-price’ advertising has developed a race of bargain-hunters which has multiplied year by year till a large portion of the trade once done at a profit is now being done at cost, or at a loss.

“Mrs. Brown, a devotee of the ‘Bargain-idol,’ reads the big price list ads. as feverishly as she does the latest gossip, and why not, when as a result she buys her gloves at cost here, her shoes at cost there, her dresses, sugar and furniture elsewhere at cost. If she has reached the shoppers' zenith of shrewdness and can say No! to a pretty thing with a profit on it, in favor of one without a profit, she can supply all her wants at wholesale prices.

“Time was, before this bargain fever had reached its height, when a store could rapidly build up a profitable business by ‘throwing out a sprat to catch a mackerel.’

“If by advertising gloves at cost a department store could bring people on a certain day to buy its dress goods at a profit (through introduction), the system worked well and paid well.

“But when every other store is fishing in the same little pond, with all the varieties of bait which a shopper could need, offered at cut prices, then the suckers are found at the wrong end of the line, and some of them faint on discovering it.

“The store which advertises ‘bargains’ all the time, and pins its faith solely to them as a means of attracting trade, will have for its readers the ‘bargain hunters’ only, who are gradually getting too much imbued with the ‘cut price’ idea to buy anything at a figure which represents a living profit to the dealer, or any great degree of service to the purchaser.

“That system has also created a market for a class of wares which are barely good enough to represent a name under which they can be advertised, but which cost just as much for store room, just as much to advertise and just as much to sell as better articles, which would have given more satisfaction, with a profit to everyone concerned from maker to consumer.

“The ‘bargain hunters’ are to-day, as ever, the least desirable class of customers, yet most department stores give up their whole advertising space to enlist their interest, which is second or third in value to that of the reader who is prepared to pay a legitimate price for an article which attracts him by its merits.”

W. R. Brock & Co. are showing cotton and cashmere hosiery, from 4 to 9½ inch, in the correct shades of new tan, chocolate and ox blood, to match the boots and shoes now fashionable.

WARM WEATHER GOODS

*Light-Weight Underwear for Men,
Women and Children.*

COTTON HOSIERY CASHMERE HOSIERY
SILK GLOVES COTTON GLOVES

Plain White, Pin Spot, and Fancy Muslins.
Embroideries and Insertions.

VICTORIA LAWNS, BOOK MUSLINS, LENO'S
FANCY GINGHAMS, DIMITIES.

New Silks, Organdies and Fancy Cotton Wash Goods for Blouses.

Very Handsome Silk Grenadines
and Colored Dress Goods.

BROPHY, CAINS & Co.

N.B.—In July and August we will have
the grandest range of dress goods
ever shown by any one house in
Canada. . . .

23 St. Helen Street
Cor. Recollet

... MONTREAL

WHAT ABOUT CANADIAN LINENS?

INTERVIEWS WITH MEN WHO ARE POSTED—A CHAPTER FROM THE HISTORY OF THE ENTERPRISE IN THE UNITED STATES.

THE article on this subject in our last issue has attracted a good deal of attention, and THE REVIEW has heard a number of different views as to the possibility of linens being made in Canada. The opinions of Mr. R. R. Stevenson, of Stevenson, Blackader & Co., and of Mr. Donald Fraser are worth noting, as both these gentlemen are well informed on this subject.

Mr. Stevenson does not think it would be possible to make fine linens with a profit, although coarse towelings, hollands, etc., might be made profitably in small quantities. In the province of Quebec, large numbers of farmers grow, prepare and weave flax in small quantities, to be used in making aprons, overalls, etc., for local use. "I think," said Mr. Stevenson, "that the process of preparing the flax for weaving fine linens is so unpleasant and difficult that it would be impossible to get women to do the work, and, in any case, the demand for fine linens in this country is not large enough to make the industry pay." In this connection it may be mentioned that the Montreal Cotton Co., through Messrs. Stevenson, Blackader & Co., their selling agents, made representations to the Government to have linen yarn, when imported by cotton manufacturers for use in their factories, placed upon the free list. If this were done, Mr. Stevenson is of the opinion that all linens required to supply the Canadian market might be made from imported yarn.

Mr. Donald Fraser, who has had over 40 years experience in the linen trade of Canada, thought there would be more profit in raising flax for export than in manufacturing linen here. Cottons, Mr. Fraser stated, are to a great extent taking the place of linens in many lines, and very little fine linen is sold in this country, though there is a small demand for the coarser grades. With reference to cultivating flax for export, Mr. Fraser mentioned, as an example, Messrs. Dunbar, McMaster & Co., of Gilford, Ireland, who import thousands of tons of flax annually from Russia. They would purchase all their flax in Canada if the right quality could be obtained. This firm is only one of a number of Irish concerns which import all the flax used in their mills.

In a recent issue of The London Foreign and Colonial Importer it was stated a company had been formed in England for the purpose of offering a stimulus to farmers in Great Britain to grow flax on a large scale. Of late years many improvements have been made in the appliances used for preparing the flax and it is hoped that many by-products, which have hitherto been wasted, will now be utilized and the industry will thus be made more profitable. If this scheme proves successful the farmer may find that there is more money for him in flax than in wheat.

THE EXPERIENCE IN THE UNITED STATES.

Now that Congress is proposing high duties on imported linens the prospect of reviving the industry there is being discussed both by American and British papers. In England the opinion is that if duties sufficiently high were imposed by Congress an industry that would menace British trade would grow up. Last year Britain exported 150,867,000 yards of plain unbleached and bleached linens, and of this quantity the United States took 100,470,000 yards. So that to be deprived of the American market would be a serious matter to the British producer. The British manufacturer has now to import his raw material largely, since the growing of flax at home has declined. This is because, along with other branches of farming, unrestricted foreign competition has made it less profitable to grow flax.

Shortly after 1850 the making of linen began in New England, and continued for some years with marked success. Two causes

chiefly operated to hurt the enterprise. The duty was lowered, and the improvement in the making of cottons restricted the use of linen fabrics, a great many lines of cotton taking their place. But the Massachusetts mill continued to exist for years. Then Congress, unwisely, put a duty on the flax, for the ostensible purpose of encouraging the home grower. This it may have done, but it seems also to have contributed to the crushing out of the manufacture of linens. The mills were restricted in their purchases of raw material. They tried American-grown flax for a time, and the farmers tried to grow what was wanted, i.e. a long fibre flax to be used in making the finer grades of linen. However, and this is a point which Mr. Munn and other merchants who are interested in the question may notice, the American farmers failed to supply the qualities required. They furnished short-fibred flax made from plants that were mowed down like wheat instead of being pulled up by the roots and handled in the old-fashioned way. As long as the best flax could be got the New England concern did well. Everything in the linen line was woven and the goods gave satisfaction. Under a lower tariff, unsuitable home-grown flax, and the competition of cottons, the profits in the enterprise began to disappear, and the linen mills were transformed into cotton mills. Now that southern competition is keen, the policy of making linens, under the new tariff, is being discussed in New England and something may come of it, although higher duties on flax may again stand in the way.

BAD FIRE AT HALIFAX.

At 9.15 o'clock on Saturday night, May 22, a cloud of smoke burst from the upper windows of Clayton's clothing establishment on Barrington street, Halifax. At 10.15 o'clock the big retail building and factory were a sizzling mass of ruins, with only the walls standing. The wholesale section of the building was saved by the fireproof walls between it and the retail and manufacturing building. Half a hundred people were in the store making purchases when others rushed in from the street to tell them that the place above was in flames. The crowd made a panicky rush for the exits, and the principals and clerks had time to secure very little of value before they were forced by the rapidly spreading fire to abandon the store. The firm's bicycle department, on the lower floor, facing Barrington street, contained \$5,000 to \$7,000 worth of bicycles, nearly all of which were saved. The retail building, on the three upper floors of which was located the manufactory, was completely wrecked, and the loss of building, stock and machinery is roughly estimated at from \$90,000 to \$100,000. The entire building was worth \$35,000, on which there was \$18,000 insurance. The wholesale and retail stocks and machinery were of an aggregate value of \$150,000, insurance on which amounts to \$75,000. Machinery to the value of \$15,000 is lost. From 200 to 300 women and girls were employed in the clothing factory and an army of clerks in the retail store, while hundreds of women worked outside the building for the firm, which is one of the largest clothing concerns in Canada. Trinity church, McDonald & Co.'s large foundry and other buildings close by were saved with much difficulty. Several firemen were injured, but none seriously.

WHY HE AGITATED.

An eccentric old member of the British Parliament has tried in vain for fifty years to get a bill passed preventing window cleaners from standing outside the windows. "I introduced it," he said, "not for the sake of the window cleaners, but for the sake of the people below, on whom they might fall. The idea was suggested to me by the fear that a window cleaner might fall on myself."

DRY GOODS TARIFF CHANGES.

REMARKS OF THE FINANCE MINISTER IN ANNOUNCING THE PROPOSED ALTERATIONS IN DUTY.

ON Tuesday, May 25th, Hon. Mr. Fielding, in announcing the tariff changes, dealt as follows with those referring to the dry goods trade: "Worsted yarns and worsted tops are dealt with in items 375, 376 and 377. We have had some difficulty over these owing to the conflicting interests of the various woolen mills. There are a few woolen mills in Canada which make worsted yarns, and there are a considerable number which do not make them but which use them in the manufacture of cloth. In the resolutions brought down the item fixed the duty at 15 per cent. on worsted yarns costing 20c. per pound and under. This does not express what we had in mind. Instead of under it should read over."

Mr. Foster—"That was a clerical error."

The Minister of Finance—"We have a few clerical errors, but we have also a few which we confess; we do not want to blame the clerks for it all. Like other human beings we have made a few mistakes and we have the good sense to come here and make them right."

Mr. Henderson—"Some of them are very pleasant."

The Minister of Finance—"I am glad that some of them are pleasant. Next to pleasing our friends on this side, we like to please our friends over the way. Worsted yarns costing 30c. per pound and upwards will be dutiable at 20 per cent. That is an encouragement to the woolen mills which do not spin these yarns. A reduction to 15 per cent., we think, would be perhaps a pretty severe reduction to those who are making these yarns. The amount decided upon will, we think, give them a chance to continue the spinning and not make the yarns too expensive for the large number of mills that want to use them in order to make a

better quality of cloth. Worsted tops, we propose, shall be dutiable at 15 per cent. when made from wools of a similar character to those grown in Canada; when made from other wools they shall be on the free list. This item has given us considerable trouble, owing to the conflicting interests of the different branches of the woolen trade. I do not suppose we can compliment ourselves on making it wholly satisfactory, but I hope it will be reasonably so to the different interests.

"I have said that we have endeavored to make a number of things cheaper to the manufacturers rather than to increase the duties on the finished product, giving them cheaper raw materials. In conformity with that view we have provided that the cloths used for the making of umbrellas, parasols, neckties, and so forth, and to be cut into shape for such purposes in bond, shall be dutiable at 20 per cent. We make a similar proposal in regard to the shirt trade. We propose that cotton fabrics, fronting linens, interlinings and flannel shirting, when imported for use by the manufacturers and to be cut into shape for such purposes in bond under proper regulations, shall be dutiable at 15 per cent. This is a concession to the manufacturers of shirts, collars, cuffs, blouses, shirt waists and things of that sort."

A KICK FROM AN AGENT.

A manufacturer's agent well known in Montreal, said to THE REVIEW a short time ago: "I am not going to handle Canadian goods after next December. There is no money in them, for us. The trouble is the manufacturers do not know their own prices. They make more than they require and then are obliged to cut prices to clear them out. This ruins my business, and I am tired of it. Dealers are obliged to sell imported goods at fancy prices to recoup themselves for their losses on Canadian goods."

KNOX, MORGAN & CO.

—: WHOLESALE IMPORTERS :—

HAMILTON, ONT.

We will again lead the trade in Cotton

BLANKETS

by showing two full ranges.

Don't place contracts until you examine samples which will be placed in hands of our Travellers shortly.

With the Tariff virtually settled, and no general election unrest this year, storekeepers may expect an improvement in business during May and June over last year.

Our stock is in excellent shape for Summer Sortings, and we solicit your orders either by letter or through our representatives.

DRESS GOODS.

WHAT IS SELLING IN ENGLAND.

THE colors of dress fabrics now most in demand are chiefly greys and greens. A favorite line is black and white, one novelty of this kind being a canvas with a border three to four inches wide, which has at the edge a drawn seam, effective designs being shown. There are also original canvases with herringbone stripes, which are generally of a darker or paler shade than the ground. The most popular fabrics are slate-grey with pearl-grey stripes, biscuit with bronze, grass green with Russian green and pearl with slate. One of the latest canvas novelties is perforated at a regular distance; another one has large squares, each alternate one being perforated. These perforated kinds are of excellent effect when worn over colored silk or the new lining "moirette." The finest qualities of alpacas are in demand. Colors such as peach, blue grey, bronze and biscuit meet with good attention, while occasionally changeable effects are also wanted.

Light amazone cloth, over the face of which is spread a small-meshed net, is popular. Coatings have been got up in great variety this season. They are much lighter than formerly, and will doubtless be much worn. Diagonal stuffs of this kind, of excellent color harmony and in changeable effects, are ready sellers, with leading colors such as cardinal, peach, violet, fraise and greenish brown. An immense assortment of tweeds is in evidence, and their popularity is increasing again. Besides the check patterns, which are well adapted for this fabric, the "pepper and salt" mixtures are popular for sporting purposes. Light tweeds, with effective borders from four to six inches broad, are well liked for house and street toilettes. While the ground shade of these cloths is generally full toned, fairly pronounced shades run together toward the selvage into foliage and flower tendrils, or from chaotically intertwined geometrical patterns. Other light weaves of this kind, which, as regards their face, resemble the homespuns, are patterned with the marble effects that are so much in style just now.

John Macdonald & Co. are showing special value in black peau de soie silk to retail at 75c. and \$1 per yard.

The Gault Bros. Co. have received for the seaside trade a shipment of storm serges, French serges and colored henriettas at popular prices.

The goods of Congo Black dye are taking well. Their absolute power of resistance to fruit juice, sun, rain or wind is helping them in this climate.

James Johnston & Co. desire to draw the special attention of the trade to their line of black mohairs ranging from 19c. to \$1. They also show special lines in colored mohairs at 30 to 37½c. Black sicilians they are particularly strong in, especially qualities at 37½, 50, 75, 95c.

In dress goods S. Greenshields, Son & Co. report a good demand for black mohair crepons in stripes and broche patterns. Wool canvas, with mohair stripes, are also selling well. Black lustres, mohairs and sicilians are in great demand for skirts for summer wear.

LADIES' WRAPPERS.

These useful garments are now being made in very tasteful designs and with all the style of the most stylish dresses. Sleeves are made with the small puff at the top, and also leg mutton or full bishop. The variety shown of these garments by Foulter & Stewart

is well worth seeing, as they show a hundred different lines. Complete range can be seen at their showrooms. See ad., page 21.

FEATHER PILLOWS.

Those fancy stripe tickings shown last year by the Toronto Feather & Down Co. have become very popular, and all the first-class trade are buying them in the better grades this season. They come in the pretty blue, pink and Nile shades to suit the festive bride's ideas and are certainly an additional attraction to any bedroom, and can also be used for lounge or cosy corner.

PIN STATISTICS.

By a computation made in London ten years ago it was shown that at that time the weekly production of pins in Great Britain was 280,000,000, of which 180,000,000, or considerably more than half, were made in Birmingham. Then 120,000,000 were made in France, and 120,000,000 in Germany, Holland and Belgium. Since that time the production of pins has increased largely.

The biggest pin manufacturing city in the world is Birmingham, where 37,000,000 pins on the average are manufactured every working day. The other pin factories in England together turn out about 19,000,000 pins daily. The daily output of pins in France exceeds 20,000,000, and Germany and other countries in Europe manufacture about 10,000,000 more daily, the total production of pins being 86,000,000 every day, or 602,000,000 a week, in Europe.

The pin factories in the United States number forty-five, have a capital of \$2,000,000, give employment to 1,600 persons and turn out in a year pins to the value of about \$1,000,000.

It is calculated that only 1 per cent. of the pins manufactured are worn out or broken; the other 99 per cent. are lost, but what becomes of them is a mystery. At the rate at which pins are manufactured and the rate at which they are lost every third person in Europe and North America must lose a pin a day.

GLIMPSES OF THE MARKET.

S. F. McKinnon & Co. have in stock all desirable colors in chiffons, in correct make.

The Gault Bros. Co. have just received a range of white figures and swiss spot muslins for the summer trade.

John Macdonald & Co. have just opened up the latest novelties in French veilings; magpie, jackdaw, white, cream, and black.

S. Greenshields, Son & Co. report that tubular braids are in great demand. They have them in several qualities and all the desirable colors. Write for samples.

W. R. Brock & Co. have a large range of lace mitts, all kinds, all sizes, all prices, in black, cream, white and new tans. Their pure silk lace mitt to retail at 25c. is a trade attractor.

P. Garneau, Fils & Cie., of Quebec, are selling a line of damask drapery in different shades, suitable for curtains, drapings and coverings. It is 52-54 in. wide and pays to retail at 60c.

Those visiting the market may inspect for themselves "Bleachers' Seconds," in ends, piece goods, and cloths, which W. R. Brock & Co. have secured and are offering to the trade at about 50 per cent. under the regular prices.

A DRIVE IN BLOUSES.

James Johnston & Co. have cleared out a manufacturer's overstock of ladies' blouses at a big discount on maker's prices. The lot is a large one and will be sold at figures that will move it rapidly. The goods are new and styles effective, and are assorted in unusually handsome designs and in the best selling sizes. The prices are \$5, \$5.25, \$6, \$6.75, \$7.25, \$9 and \$10 per doz.

The July Number

of THE DRY GOODS REVIEW will be the **Special Fall Trade Number** and all hands are now busily engaged in its preparation. A magnificent cover in gold and colors has been specially designed, and the indications are that this number will far surpass our previous efforts. Copies will be mailed to the buyers of dry goods, clothing, millinery, etc., etc., all over Canada.

This gives manufacturers and others a splendid opportunity for drawing attention to their Fall goods, and any who think of using space in this number would do well to communicate with us at once.

Our advertising expert is ready to prepare advertisements in one or two colors and submit proofs for approval. Drop us a line now, if you would like an advertisement made up for you.



The Dry Goods Review

MONTREAL

TORONTO

WOOLENS AND CLOTHING.

THE CLOTHING TRADE OF CANADA.

It is gradually becoming an established fact that ready-made or ready-to-wear clothing can be produced by houses who are equipped with modern machinery and understand up-to-date methods of manufacture in style, fit, and finish, equal to the best work produced. The result has been considerable improvement in the quality and style of garment that is being turned out by the leading houses in the clothing trade, with the prospect of a still further improvement in the quality of goods used taking place. If wholesale clothiers are properly encouraged to manufacture a finer grade of goods they are not only quite ready but very anxious to do so, and among leading houses the trade is being encouraged on these lines to a considerable extent. This, of course, means the population of Canada being clothed and turned out in much better style than heretofore, and at a considerable less expenditure of money.

A well-dressed man respects himself and commands the respect of others. Put the ordinary individual in a stylish well-made suit of clothes, and it has a tendency to make him think he amounts to something, and as a rule he will rise to the occasion and show the man in him; put him in a shoddy suit that will rip and ravel and he will be just about the style of chap to go well with such a suit. But the shoddy suit, even if made up in a manner quite in keeping with the goods from which it is made, has a temptation that is sometimes hard to be resisted, as the late P. T. Barnum remarked that "the public liked to be humbugged."

The regular clothing trade complain strongly of increased competition from the dry goods houses. It would be a great pity if any competition, no matter from what quarter, caused the retail trade to push the very cheap, as compared with the better classes, of ready-made. In the latter is money for all and the public are really better served, because a very low grade of clothing undoubtedly tends, in the end, to a loss of patronage. One clothier said to THE REVIEW. "It would be better if the dry goods men stuck to their regular business. Against goods made by cheap, outside labor, often made roughly with inferior thread and trimmings, it is hard to compete. And it must be inferior to sell at low prices. Of course the bargain hunters would rejoice, but I cannot see that anyone will really benefit. The result could only be that what is now a growing and respectable business will rapidly degenerate through the unfair competition of people who know nothing of the business competing with those who do."

THE REVIEW feels that this is a trade matter which can best be referred for settlement to the retail merchant. He knows how far this cheap goods mania stands to injure him. If trade can be held, customers satisfied and a good margin made it will be difficult to stop the practice. But these are not the views held by our best merchants. They want salable goods at a reasonable figure, it is true, but the very cheap tends to shave down the margin of profit until we reach the disappearing point. The wholesale clothiers should redouble their exertions and, turning out, as we know they do, excellent clothing of superior workmanship, may rest satisfied that their goods, properly pushed, will hold the trade.

WHY CANADIAN GOODS GET NO REPUTATION.

We know of dozens of instances where manufacturers have dropped into tailor shops and been shown goods which the tailor has solemnly assured them (no doubt sincerely) were imported; but the manufacturers know the goods to have come from their own mills. We know of cases in which experienced salesmen in wholesale houses have been for years selling Canadian woollens as imported without knowing the difference. The assurances of tailors and dry goods salesmen to the contrary notwithstanding, there are

large classes of Canadian tweeds, etc., which no expert save the manufacturer himself can distinguish from imported goods, and in selling these as foreign the home manufacturer is defrauded not only of his good name—for these are usually the higher grade of goods—but of his profits on the only lines of goods which now-a-days yield a profit. It may be asked, why does the home manufacturer allow his goods to be sold as foreign? Simply because if he did not permit the wholesaler to dispose of them as he wishes, he would get no orders at all. It is a case of being compelled to "fish or cut bait," as our Yankee friends would say.—Canadian Journal of Fabrics.

MRS. MILLER'S TESTIMONY.

Mrs. Jenness Miller, of Washington, D.C., the lady who is devoting her life and best efforts to the women's dress reform movement, in a recent lecture delivered in Chicago, said, in speaking of the Rigby process for waterproofing textile fabrics, that "every woman who has a regard for her health and personal comfort should have her out-of-door garments proofed by the Rigby process, which, although impervious to rain, permitted the free respiration of the skin and allowed the air to pass freely through the fabric."

She demonstrated this fact to her audience by having a pail of water brought on the stage and making a tank of the folds of her skirt and having the water poured into it, then allowing it to run off, shaking the garment and exhibiting to her audience the fact that it was perfectly dry.

Mrs. Miller is so well known amongst advanced women that her testimony will be of considerable value as an advertising medium to the Rigby Waterproofing Co. of America, of whom Messrs. H. Shorey & Co., wholesale clothiers, of Montreal, are the controllers.

THE PICTURES FRIGHTENED HIM.

"I want to get a good suit of clothes made to order," he said to the tailor. "I never had a suit of clothes made to order, and my wife thinks its time that I put on a little style."

"Certainly," was the reply. "You can look over the stock and make your selection. And here is a picture showing the styles. You can make your choice from that, as to how you will have the suit made."

The visitor gazed at the picture, and laying it down with a sigh turned toward the door.

"You're not going, are you?" said the tailor.

"Yes, I hate to disappoint my wife and to see you lose a customer. But I guess I'm happier as I am. I'm not vain, but if this suit of clothes is going to make me look like a stiff-kneed, wooden-elbowed graven image with glass eyes and a false moustache, I'm going to go without it."

CANADIAN WOOLENS.

With one or two exceptions all wholesale woolen houses in this country divide their stock into separate departments for Canadian and imported goods. What is gained by doing this? Cotton houses do not find it necessary to follow any such course with their goods. These are sold upon their merits and without reference to where the goods are manufactured. No British house would think of dividing its stock in this manner—a merchant doing this would be laughed at.

It is supposed that Canadian mills cannot compete with the European manufacturers in the higher grades of woollens, but even in these, and certainly in many lines of medium quality, the home made article is equal in every way to the imported. By the system of divided stocks, Canadian goods are discriminated against, and the retailer—and through him the consumer—is given the idea that

The "WALKER-MILLERAIN"

Absolutely
Rainproof
Perfectly
Porous
Thoroughly
Dustproof



Permanently
Retain
Their
Waterproof
Properties

The "Walker-Millerain" Sealettes

(With Special Backs.) The ONLY Sealettes which permanently retain their Rainproof properties.

The "Walker-Millerain" Astrachans

(A Novelty for the Cap Trade.)

The "Walker-Millerain" Cycle, Golf and Habit Cloths . . .

WILL NOT SPOT
 and EQUAL in
 APPEARANCE
 TO THE
 REAL SKINS.

PURE WOOL

WHAT THE LEADING PAPERS SAY:

The "QUEEN" says:—"A perfect boon in this variable climate of ours."—July 4th, 1896.

The "LANCET" says:—"Have put the cloths to the severest practical test, and find them POSITIVELY IMPERVIOUS to rain and snow."—August 1st, 1896.

The "LADY'S PICTORIAL" says:—"No more colds or spoliation of our garments if you use the 'Walker-Millerain' cloths, THOROUGHLY UNSATURABLE by rain."—August 29th, 1896.

The "DRAPERS' RECORD" says:—"Will not absorb a drop of water, and rain runs off as water from a duck's back, leaving them PERFECTLY SPOTLESS AND DRY."—June 6th, 1896.

The "DRAPERY WORLD" says:—"RAIN AND DUST have no effect upon them whatever,—all the advantages of a macintosh without the warm and unpleasant effects of same."—May 30th, 1896.

The "WESTMINSTER BUDGET" says:—"The 'Walker-Millerain' cloths have no smell, are quite fast colors, and above all are perfectly RAINPROOF AND POROUS; you may bathe them in a bucket, or pour a torrent over them, and the effect and appearance is just the same."—April 24th, 1896.

MANUFACTURED BY THE OLDEST MAKERS IN THE TRADE. ESTABLISHED A CENTURY.
 KEPT BY ALL LEADING WHOLESALE HOUSES.

All Goods are Stamped "WALKER-MILLERAIN"

DUNCAN BELL, Sole Agent for Canada, St. James St., MONTREAL.

only a very inferior line of goods are made in this country, goods that it would be impossible to use in making first-class clothing. In reality a great quantity of what are really Canadian goods are sold as imported, and on that account are accepted without question. In a recent issue of this paper we cited an instance where a fashionable tailor in Montreal refused to use Canadian goods when they were ordered by a customer, stating that they were not at all suitable for first-class clothing. The gentleman in question procured the goods required himself and sent them to the tailor, who afterwards confessed that he had been using the same goods, under the impression that they were imported.

Is it impossible for Canadians to believe that right here in our own country goods are made which are just as good as those which we can get from outside? Let goods be sold upon their merits and let us cease believing that everything we import is better than what is made in Canada.

CHILDREN'S CLOTHING.

Chalcraft, Simpson & Co. have prepared a line of children's clothing in a variety of pleasing styles which reach the standard of fashion and make which this leading house established for their men's wear. They have given it the best thought and most careful attention, with perfectly satisfactory results. Chalcraft, Simpson & Co. is one house in which the biggest buyer of clothing can secure as many styles and enough quantities in all sizes of clothing to gratify his largest ambition as to stock.

PROOFING FALL GOODS.

Messrs. H. Shorey & Co., of Montreal, have taken a new departure for the coming fall, which up to date has been a very successful trade producer. They are proofing by the Rigby process all of their frieze ulsters, melton overcoats, etoffe pants and smocks, and many of their other lines, and are selling them at the same price as the unproofed goods. They look for their remuneration in the increased sales which they expect to make, and the result of their Lower Province business indicates that they are not looking in vain.

A GOOD PHRASE.

Mr. James Steen, of Winnipeg, who is a great phrase-coiner, calls Messrs. H. Shorey & Co., of Montreal, the "TT's" for trade, which he interprets as the "tireless toilers." Mr. Steen, as a rule, is very happy in his selection of phrases. After the collapse of the boom in Winnipeg, he made use of the word "shenff-proof," in connection with the boomsters who had been left in their real-estate speculations, and who could not be got at, by reason of their financial embarrassments, by judgments of the court. In his reference to Messrs. H. Shorey & Co. we are with him, as we look upon them as a shining example of what judicious advertising can do in promoting trade.

AT POPULAR PRICES.

Chalcraft, Simpson & Co. are showing for the fall season a line of popular-priced clothing, which is full of novelties and embodies a great variety of materials. They are makers of clothing that is entitled by merit to the high position it occupies. They make the very finest ready-to-wear apparel that can be made.

A FORETASTE OF FALL.

John Macdonald & Co. report new shipments in Belwarp serges and coatings and Kirk's doeskin-finish Italians. In mantlings for fall, '97, they report their range of mantle cloths equal to anything in the trade for value, variety and up-to-date styles. In the merchant tailoring department they are showing all the latest

designs and colorings in tweeds, serges, trouserings and overcoatings; special value in naps, friezes, meltons and beavers.

F. Garneau, Fils & Cie., of Quebec, have the values in mantle beavers, dress beavers, chevots and serges for the fall trade. Their samples may now be seen.

The improvement in trade has shown itself distinctly in the woolen departments in W. R. Brock & Co.'s warehouse. This is due to the exceptional range and values they are showing in Canadian tweeds, suitings, black trouserings, and worsteds.

LATEST NEWS OF THE TRADE.

FIRE in a carpet factory at Guelph last month was not, as some thought, with the Royal Carpet Co., but with G. A. Burrows' factory, another concern. The Royal Co. are doing a thriving business, as usual.

W. R. Ross, late of the firm of Nugent & Ross, Winnipeg, has located at Fort Steele, B.C.

John Edwards, of Sherbrooke, has removed to Winter's block, as he requires more room to show his stock of carpets.

The W. E. Sanford Manufacturing Co. were given the contract for supplying the new uniforms to the Canadian military contingent which went to the Queen's Jubilee in London.

G. H. Scott, clothier, of Chatham, Ont., has secured the Jahnke stand near the market. He will take possession June 1st, and will carry a full line of clothing, gents' furnishings and shoes.

W. J. Elliott, who was for several years connected with the Massey-Harris Company in Winnipeg, has severed his connection with that firm, to become western representative of Edgar, Swift & Co., manufacturers and importers of furs.

Mr. A. W. Grasett, of Messrs. Wyld, Grasett & Darling, has just returned from the British and continental markets, where he has been making purchases for the sorting season and also making contracts for the delivery of fall goods. Mr. Grasett reports great activity in nearly every class of business in England, in preparation for the great jubilee celebration, so much so that he was detained a week or two longer than usual in consequence of the manufacturers being so busy with the requirements of the home market. Prices of all textile fabrics are very firm as a result of the increased demand.

John Armstrong, an old and much respected resident of St. John, N.B., died May 17th. He was a native of Donegal, Ireland, but has been a resident of St. John since boyhood. In 1883 he entered the employ of Lawton & Vasse and later, in partnership with the late John Gillies, conducted a wholesale dry goods business. This partnership existed for many years, until Mr. Armstrong started a wholesale dry goods business on Prince William street on his own account. He was burned out by the great fire of 1877, and has not been actively engaged in business since. He was largely interested in shipping. The deceased, who was 80 years of age, leaves two daughters, Mrs. George R. Ellis and Mrs. Gilbert R. Pugsley. Messrs. Aaron, Martin and Samuel Armstrong, all of St. John, are brothers. Death was due to old age.

SWEATERS AND BICYCLE HOSE.

In spite of all talk to the contrary, white sweaters still hold their place in the hearts of our athletes. Navy, cardinal, tans and heathers all have their adherents, but a white or cream sweater on a cyclist or oarsman on a sweltering hot day "takes the cake" every time for both comfort and appearance. Brophy, Cains & Co. have all kinds and colors, at all prices from \$2.25 to \$15, and bicycle hose from \$4.50 to \$15 to match.

EUGÈNE **JAMMET'S** FRENCH
Kid Gloves

SEE OUR NEW STYLES
FOR FALL

Correct shades of greens, reds, etc., etc.
Up-to-date Trimmings and Fastenings.

STOCK ON HAND

White Glacé, 4 pearl button, trimmed with
green, black, etc., etc., to sell at \$1.00.

WASHING GLOVES

White Castor, 2 large pearl buttons.
Natural, 2 large black domes.

ASK FOR SAMPLES . . .

FITZGIBBON, SCHAFHEITLIN & CO.
MONTREAL

A Permanent and Positive Good

IS AN **Unconditional . . .**
Accumulative Policy

IN THE

Confederation Life **Association**

These policies are Unconditional from date of issue and
contain all benefits and privileges consistent with safety.

EXTENDED INSURANCE
PAID-UP POLICIES
CASH VALUES

GUARANTEED
in the contract.

PROMPT PAYMENT OF CLAIMS.

Average time of payment after receipt of proofs during
the last ten years—**29.1 Hours.**

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

IMPORTANT TO THE CLOTHING TRADE.

THE — “PIRLE” Finish.

EDWARD RIPLEY & SON, after experimenting many years in Cloth Finishing, have finally
succeeded in giving what has hitherto been deemed an impossibility, viz.: a high, bright, lustrous
and brilliant finish, which is absolutely permanent, and will **not Spot**; this is undeniably one of the
most important advances ever made in the Textile Trade.

- (1) This finish is absolutely permanent.
- (2) The finish is unalterable, and goods treated by this process will **not cackle** under a damp cloth
and hot iron, or the tailor's "goose."
- (3) Although a brilliancy of finish otherwise unattainable is given, it will **not spot** with rain, and is not
affected by complete saturation in water.
- (4) By this process the goods are also practically unshrinkable, and do not require "sponging" as heretofore.
This is a most important improvement in the treatment of goods, and offers many advantages in
addition to the saving of the cost of "sponging."
- (5) The cloth is also rendered to a certain extent waterproof and rain-repellent.
- (6) This finish greatly improves the appearance and handle of the cloth.
 - (a) The Fabric is brighter.
 - (b) A silky handle is imparted to the goods, making them "kinder" and altogether richer.

Goods subjected to this process are greatly enhanced in value, and a "quality" is obtained
which cannot be arrived at by any other method.

EDWARD RIPLEY & SON

Bowling Dye Works, BRADFORD, YORKSHIRE.

WINDOW DRESSING.

MILLINERY IN RED.

RED windows are growing common now, but occasionally one is produced that merits special notice. A millinery house recently exhibited a tasteful display. At the background and sides red Japanese lanterns were hung in pairs, one above the other, and each pair in a square frame of round pieces covered with red cloth. An incandescent light hung in each lantern, and, as the window was inclosed on both sides, the rear and the top with mirrors, the reflections made a perfect glare of red. At the top of the window were hung three red canopies something like an umbrella in shape, the one in the centre being the largest—about three feet in diameter. The under sides of these were covered with puffed red cheese cloth. The millinery was arranged in the ordinary way on stands in the body of the window.

HOW TO SHOW CLOTHING.

A suggestion that a living model should be employed to show clothing in the window was submitted by The Chicago Apparel Gazette to an authority on window dressing, and this was his reply:

"There can be no question that in any of our crowded streets the plan advised would draw a crowd, but it is always to be remembered that what is wanted is not a crowd blockading the streets, but purchasers in a store. The question that the window trimmer has to solve is, will the display excite a desire to possess the article shown in the window? It is goods the merchant wants to sell, not graceful or handsome young men. Living attractions are common in the windows at Christmas time, and some merchants have gone so far as to provide trapeze performances and Punch and Judy shows, and one large store last year displayed a menagerie of wild animals, but in nearly all of these cases I know from private information that they will not be repeated a second time. The figure of Santa Claus at Christmas time is seasonable, and suggests the spirit of the hour, and is especially pleasing to children. Not wishing to be in the least dogmatic, I still believe practical men would not much favor this scheme."

We are inclined to think that this is sound. At special seasons a startling innovation in models or designs must do good. But for the ordinary town trade we believe a well-dressed window all the year round will give sufficient results for the trouble and expense gone to.

LEARNING FROM OTHERS.

Clerks should try and learn as much about window dressing as possible; watch how other windows are dressed and picture in your mind what improvement you can make and give your idea to the managers or the one who does the window dressing. In this way one would be surprised how quick he will pick it up.

Do not brag about what you are doing to anyone, but always try and get as much information from others as possible. One who puts his mind to it will, in a short time, find himself quite an expert.

HOT WEATHER EFFORTS.

Common sense will determine to a large degree what not to show these coming months, but, in addition, considerable discretion will come into play to decide rightly what is best at certain times. Dress goods and silks will stand a good deal of publicity at all times. These, with wash fabrics and suits, make up a quartet that can be chosen as most suitable for the most of the display work. These are not a fourth of the goods that pertain to hot weather, however, others coming in for a share of attention being sporting and outing goods, underwear and neckwear.

It is not always advisable to use the windows for displaying those goods that are selling best. It may be better to even up matters

by calling attention to something else, something that is seasonable, and needs only to be brought forward in this way to create quite a demand for it. This will help to reduce the stock evenly, and will also give more variety to the displays than if only the lines that sell automatically—that is, without any special effort to push them—were shown in the windows. Many merchants or window trimmers do not realize fully what a potent factor a good display is in creating a demand for any article.

The goods that are to be pushed during the warm weather period must in all probability have more to recommend them to shoppers than their seasonableness. It will be the time for clearing up stocks, and cut prices usually accompany clearing sales. The reduction of prices is not a matter that the window dresser has to look after, but it is his part of the programme to make it show in the displays that low prices are ruling. This is more effectively and easily done by good window cards. The best place to get these window cards is out of your own brains, for then there will likely be an originality to them that is one of their most essential qualities.—Chicago Dry Goods Reporter.

TICKETS FOR THE WINDOW.

In a large city in the United States the following were among the remarks put on salable goods in the windows:

"Big bargains for the boys."

"Men's modish ties for 25 cents. Great purchase, great sale, great event."

"Jaunty jackets at paltry prices."

"A great sacrifice of fine lace curtains. High-grade goods at low-grade prices."

"Bring the babies in and let us dress them. We can do it cheaper than you can."

"Fashion spreads her wings in our millinery department."

"It's prices like these that keep us busy."

"Our hats give satisfaction both in quality and price."

"Our assortment is most complete and our prices surprisingly low."

"The phenomenal success of this store when you come to analyze it is not phenomenal at all. We simply gave the people better clothing for small prices than anyone else ever did; and good news spreads fast."

"Nothing newer or nicer in negligee shirts."

"Bargain carnival in curtains and laces."

IMPORTING BRITISH GOODS.

The Customs officials have received an order from Ottawa making a change in the mode of declaration required when British goods are imported. Under the previous ruling the wholesale merchant importing the goods had to make a personal declaration as to the value and country where they came from. This caused a good deal of inconvenience to wholesalers and they made a protest at Ottawa. The Government have now modified their regulation, and under the new ruling the manager or chief clerk of an establishment will be allowed to make the affidavit. This ruling is only a temporary arrangement, however, and is done to suit the convenience of the trade.

BUYING FREELY.

The Alaska Feather & Down Co. report an unprecedented demand for down quilts. Retailers' stocks are apparently low, and orders, therefore, are naturally on the liberal side. Of some colors in each design of cloth they are already heavily sold up, and retailers who wish their pick of a full range of colors will do well to place their order early.

WRAPPERS

From \$12 to \$36 dozen

Flannelettes
Cashmerettes and
Heavy Dark Prints

MADE LIKE DRESSES

Perfect in Fit and all the Latest
Patterns.



100 STYLES



100 STYLES

BOULTER & STEWART, 30 Wellington East
TORONTO

RISE IN DUTY

usually causes advanced prices.

We prepared for this. No advance on our

Down Quilts

To retail \$4.00 to \$15.00.

Wadded (Pure White) To retail \$1.25 to \$3.00.

LARGEST ASSORTMENT IN CANADA.

TORONTO FEATHER & DOWN CO. Ltd.

BOULTER & STEWART, Sole Agents, Toronto



GOODS FOR THE PERSPIRATION SEASON.**CALDECOTT, BURTON & SPENCE**

Draw attention to the following Lines in demand during the MONTH OF JUNE which they have in stock:—

Organdie Muslins, Lappett Muslins, Victoria Lawns, Spot and Sprig Muslins, American Muslins, American Prints, Gobelin Art Drapery.

Turkish Towelling, Linen Towels in Huckaback, Damask and Honeycomb. Hygienic Crash Towelling, splendid farmers' towel. Bordered Roller Towelling, Butchers' Apron Linen, 8/4 Cumberline Damask and Diaper Tablings, 5/8, 3/4 and 7/8 Servettes, all prices. 8/4, 8/10, 10/12 Damask covers nice range. Pillow Cottons, Brown and Bleached Sheetings, Pillow Slips, Etc.

In Household Napery we are offering some special values, and progressive merchants will find here the right stuff to build up their Summer Trade.

The Dress Department well assorted in Henriettas, Coating Serges, Velveteens, 54-in. Mohair Sicilians, and in Black Goods we keep the famous "CONGO BLACK" Dyed Fabrics, which are now so well known to the Trade of the Dominion.

ORDERS RECEIVE CAREFUL ATTENTION.

Caldecott, Burton & Spence

DRESS GOODS CONVERTERS

— 46 and 48 Bay Street, **TORONTO.**

SUMMER NECKWEAR...

Derbys, Bows, Sorrento Knots. String Ties in all effects. Special range of Cottons and Fibre Goods, from \$6.50 a gross.

FALL NECKWEAR...

Paisley and Indian effects, in all shapes. Largest range shown in Canada. Majority of patterns exclusive to us.

UNDERWEAR...

Plain Tan and Stripe Tan, to sell at 50c., exclusive to us. WRITE FOR SAMPLES. Plain Scotch Shetland, to retail at 50c., 75c., \$1.00, \$1.25, \$1.50. Special 4-ply Natural Wool, all sizes up to 50 inches. ENGLISH, 34 to 40. Can retail at \$2.00.

GLOVER & BRAIS, - Montreal.



The MacLean Publishing Company Ltd.

TRADE NEWSPAPER PUBLISHERS,

AND

FINE MAGAZINE PRINTERS.

JOHN B. MACLEAN,
President.

HUGH C. MACLEAN,
Sec.-Treas.

TORONTO, - - - - -

26 Front St. West.

Telephone 2148

MONTREAL, - - - - -

Board of Trade Building.

Telephone 1255

LONDON, ENG., - - - - -

Canadian Government Offices,
R. Hargreaves, Representative.

Subscription, \$2.00.

Published the First of each Month.

THE TARIFF CHANGES.

WHEN the new tariff came down THE REVIEW declared that merchants should judge it entirely by its results; if it brought business prosperity it was a good tariff, and time was necessary to prove this. That opinion we still adhere to. We assumed that the tariff had been prepared with great care and prudence, seeing that the Government took several months to frame it and consulted with apparent candor nearly every business interest likely to be affected by the changes.

Hardly a month elapses before another batch of tariff changes are brought down, reversing previous arrangements and once more setting the branches of trade affected by the alterations to work figuring out where they stand. All previous Governments have done this sort of thing, so that the present policy is not a new thing originating with this Ministry. Now, we can quite see that where new duties bring results that were not expected, and which unintentionally injured some line of business, it is wise that changes should be made. It shows the right spirit when a Government listens to genuine grievances and honestly endeavors to correct them. That is what a Government is for, since Ministers of the Crown are not our masters, but our paid servants, and are bound—keeping in view always the interest of the whole country—to do what we demand.

What we complain of is that tariffs are framed and then subjected to subsequent tinkering without the Ministers being quite sure what they are driving at. Some one advises them, and out of the secret recesses of the Privy Council chamber there emerges a bill which a man could often fall down and worship without breaking the First Commandment—seeing that the bill is like nothing in the heavens, or the earth, or the waters under the earth. Generally it is not worshipped, but sworn at. Why should we merchants be at the mercy of a parcel of lawyers, doctors, farmers or professional politicians? No doubt all Governments are more or less made up of this class of individuals, and personally they are estimable men in their private capacities. But are we forever to have the business

interests of the country dealt with in this blundering, senseless fashion, and changes of tariff, striking at existing conditions of business without due consideration of the effect, fired at us just as it pleases the Government of the day to listen or not to listen to the representations made?

We have repeatedly argued for a commission of business men, with the consumers represented on it, to advise the Government when a tariff is overhauled. This is not an impracticable suggestion. It is perfectly feasible. The Ministers need not accept the advice of such a commission, but its advice could be published, and if the Government departed therefrom, reasons, and good reasons, would require to be given before the merchants and consumers of the country would be satisfied. Why do all Governments avoid this course? Well, we do not want to attribute bad motives, but we greatly fear that Governments are ashamed to confess that they are not business men enough to frame a tariff themselves, and, besides, they prefer to deal directly with the large commercial interests because that gives them a political "pull," and may prove useful in elections. Is this true or false? Is it not notorious that certain manufacturers had a "pull" with the late Government? Is it not equally evident that some phases of this tariff—leaving the duty on agricultural implements, taking it off barbed wire, reducing it a trifle on coal oil, raising it on cottons—were dictated by political considerations?

This being so, it is time merchants as a body dissociated themselves from too intimate connection with any party. Let them press for tariff changes framed by business men, after long and thorough inquiry, not by lawyers and politicians who see a few deputations and then think they know it all. Merchants have a right to be consulted in this matter. The Government is not going to pass a Prohibitory Liquor Law until a vote of the people is taken. But a Tariff, an infinitely more important measure to the merchants of the country, is framed in secret and then thrown at us to take it or leave it. This is not wise, not necessary, not good business. A tariff carefully drawn ought to remain in force for a term of years, say ten at least. This country would greatly benefit from a tariff more or less permanent, but such a measure will never emanate directly from any Government of politicians.

Our merchant readers know THE REVIEW well enough by this time to be sure that these strictures are not meant in any party sense. If any reader feels that they are too severe let him write and say so and we shall not hesitate to print his letter and answer his objections. Discussion is needed, because it will never do to allow commercial interests to be divided and tariffs to be bungled by party considerations.

THE USE OF CANADIAN WOOL.

A plea that should be heard, on behalf of the woolen mills, is that they use a great deal of Canadian wool. It is used either for mixing with the finer wools from abroad, or almost entirely by itself in making up the well-known durable fabrics which are made in Canada up to a high grade of perfection, and, on this account, are in demand abroad. Mills which avoid shoddy or cotton as a rule, and depend on the quality of domestic wool for certain fabrics, do a large business with the farmer. It is not desirable that the farmer should be any further crippled than he is now in finding a

market for his products, of which wool is an important item. The new tariff in the States does him no good, and it would not be expedient to close any mill in Canada which uses the domestic wool extensively, especially when no substitute market is offered to the wool-grower. There is a staple in Canadian wool which is found very valuable in certain classes of tweeds, and it is not desirable that these materials, which are honest and durable stuff, should be run out of their own market by imported shoddy.

MERCHANTS AND GERMAN GOODS.

As was anticipated, the working of the preferential tariff rates on dry goods is causing some embarrassment to the Customs officials, and promises to cause more. This arises from the difficulty of distinguishing between goods of British origin and similar goods of foreign origin. The former come in at one-eighth less duty than the latter, and hence the natural desire of the importer to get the advantage which belongs to him when he imports British goods.

At present the Customs officials, as far as Toronto is concerned, seem to be proceeding on a principle which may be open to some objection, but really appears the only way out of the difficulty. The mere fact that goods are invoiced from a British house is not sufficient proof to ensure their getting the benefit of the minimum tariff. There must be additional evidence. But this is often impossible to give. So in the case of silks, for example; all are classed as foreign-made, because the bulk, if not the whole, of them imported here are manufactured in foreign countries. This, of course, does not seem fair to the English silks, but how are you to distinguish?

A large importer told THE REVIEW a day or two ago that he expected a consignment of silks shortly. "I know there are some English goods in the case, but I don't believe I could distinguish them from the others." If so, he will certainly pay the duties in the maximum tariff. The attention of the English silk interests should be directed to this state of things, because, if maintained as a regular practice, they will be deprived of the chance intended to be afforded by the new tariff of successfully competing in this market with their foreign rivals.

Then in the case of woolen hosiery, the rule is to consider this class of imports as foreign too. They mostly come from Germany. As to cotton hosiery, these imports will be considered British, because even under the old tariff we imported little from foreign countries, and the new preferential rates must still further encourage the purchase of British goods of this class.

Laces are likely to raise the same difficulty of distinguishing between British and continental goods. The invoice of a British house might be no indication, because there are firms with branches in England, France and Switzerland. It is probable that cotton laces will be classed as British, and silk laces of nearly all grades will be put down as foreign. While a rule of this kind may work well enough in large importing centres we do not know that there will be uniform classification at the smaller Custom houses, so that there may be much injustice done without intention. Altogether, from all we can learn, the preferential tariff on not easily distinguishable goods brings confusion. We do not envy the appraisers their lot.

A BIG U.S. DRY GOODS MAN SPEAKS.

SOME comment is caused by a recent speech delivered by Mr. John Wanamaker, who owns the big retail dry goods houses coupled with his name in Philadelphia and New York. He was addressing the Business Men's League in Philadelphia, and began by saying that the country was not prosperous and the expectation that better times would set in when the Republicans got in last November had not been fulfilled. He thought the Republicans (and he is a prominent member of that party and was Postmaster-General in President Harrison's Cabinet from 1888 to 1892) would suffer unless the trade depression was relieved. Mr. Wanamaker continued: "Idleness and want breed a bitter discontent, which will never be overcome until there are ample employments. The foes America has to fear are not the sullen, savage Turks, nor the insurrectionists of Cuba, nor the territory grasping British, but they are our own patient and heart-tired people, our own suffering, much promised people, who, betrayed and disheartened, no longer have faith in their party, and will turn to any leaderships that offer promise of better times, believing that worse times can never come than those existing. It is a terrible thing to observe public sentiment adrift and uncaptured, and the people sweeping away from their affection to the old party.

The young men are growing up indifferent to Republican principles, with no respect for parties of broken platforms who use national and state patronage in payment of election contracts. The political religion of the nation is falling lower and lower under the reckless daring of unscrupulous bosses. There are immeasurable depths of misfortune for this nation and state if the continued use of corporation and public moneys and the dispensation of federal and state patronage continue to be controlled in the interest of office-holders to hold office for themselves and to benefit those who desire to keep Government contracts or maintain particular protections through the money given by which elections are decided.

"There will most assuredly come a day when there will be a mighty revolt and resistance, resulting in a revolution that will give birth to a new political party. Laws continually despised and disregarded, legislation conceived for blackmailing purposes, speculation by public officials in trust and other stocks while tariffs and other financial bills are pending, must surely and irrevocably alienate the people from their party and awaken a disposition and desperation to substitute almost any wild and untried leadership with the hope of a possible relief.

"From some points of view it might seem there was not much to be done except to suffer and wait. It will be no easy task to undo the shackles which have grown upon us with the growth of years. There is no short cut across the field to victory."

These are very alarmist opinions. Critics who are in the habit of seeking for motives when men make surprising utterances declare that Mr. Wanamaker must either be disappointed in not securing the Pennsylvania senatorship, or that business in his big establishment cannot be as brisk as usual.

Whatever the cause, the speech throws light upon present conditions in the States, and indicates that the high tariff now before the Senate is not depended upon to restore completely the old prosperity in the republic.

COTTON FABRICS, ETC., "OUT IN BOND."

THIS feature of the new tariff changes announced on May 25th has created much discussion. Protests have been made by those in whose interest the change was made, by the ordinary importers and also by the Canadian cotton manufacturers. When the original tariff was brought down the duties on cotton were increased, but the protection accorded to the shirt and collar makers was greatly reduced. Naturally, they protested against less duty on their goods and higher duties on their raw material. The Government saw the justice of the complaint, and resolved to make a "concession" to the shirt manufacturers, as also to the manufacturers of neckwear, umbrellas, etc.

They decided, as will be seen from Mr. Fielding's remarks elsewhere, to allow cotton fabrics to be brought in at 15 per cent. if cut into the required shapes for manufacturers' use; and the cloths for neckwear, umbrellas, etc., at 20 per cent. under the same regulations.

At first sight this looks like a very simple arrangement, but see how it works out. It means the loss to the manufacturers of cotton fabrics of whatever part of this trade they formerly did, because there is a direct inducement to the shirt and collar makers to use imported material, there being a greatly less duty on it when cut in bond. The shirt, collar, neckwear, etc., men would also have to establish bonded warehouses in connection with their establishments, paying the officials who would have charge of them.

Then, the importers, wholesalers and retailers, would be affected seriously. The new regulation would act as a strong stimulus to manufacturing "in bond," as it were. The importation of fabrics in the piece for blouses, shirt waists, cuffs, collars, etc., will certainly become a precarious business. The ready-made articles will necessarily supersede in a large measure, many believe, the sale of the material itself. The retailer would, it is thought, have to confine himself in many places to handling the made articles, and he would be restricted too in the lines that could be profitably sold. In the same way, embroideries and similar goods now sold largely both wholesale and retail would, to a certain extent, be sold in future when made up into goods. If the country dealer chose, of course, he could import at his local Custom house, keep a bonded warehouse and make up his own goods. But this, we imagine, would generally be inconvenient and impossible.

No doubt the Government thought it was a good way to meet the just complaints of the trade against a tariff which increased the duty on cotton fabrics and lowered it on articles made of cotton. But it strikes us as a clumsy device, which will in the end simply dislocate trade, injure the makers of Canadian cotton and the jobbers, while doing no particular good to anyone. The large wholesale houses will, no doubt, alter their system and add a manufacturing branch so as to keep their trade. But, on the whole, we do not like the idea of this complete transformation of the method, and it finds few advocates, even among those who would be forced to do it.

The cotton fabrics which are to be imported at 15 per cent. and cut in bond are for shirts and certain other named articles, but not underwear, hence it is contended that those who want to make up white cotton underwear, sleeping garments, etc., will have to stand a duty of 25 per cent. on the raw material, while British goods of

that class made up come in now at 30½ per cent. and next year at 26½ per cent. This obstacle might be got over by extending the privilege to makers of underwear.

But none of the trade like the change. Action was taken at once in Montreal and Toronto. A deputation went to Ottawa from the former city consisting of Messrs. E. B. Greenshields, R. R. Stevenson, B. Tooke, R. W. McDougall, A. H. Sims, D. McIntyre, D. Morrice, and A. A. Ayer. The Minister gave the usual reply. From the presence of Mr. Tooke and Mr. Sims on the deputation it may be inferred that the shirt and collar concerns do not appreciate the change in its present shape.

In Toronto some members of the dry goods section met, including Messrs. A. Darling, S. Caldecott, Sanderson, Woods, and Anderson, and passed the following resolution:

"The dry goods section of the Board of Trade of Toronto, seeing it reported in The Globe newspaper that it is proposed to admit certain articles at a lower rate of duty to the manufacturers of shirts, collars, cuffs, blouses, shirt waists, and things of that sort than the regular importers of piece goods, and having already expressed its objection to the principle of admitting goods to manufacturers at less than the regular duty as calculated to lead to evasion and fraud, the dry goods section therefore respectfully reminds the Minister of Finance of their strong objection to this practice and would urge him to avoid making any discrimination in favor of any class of importers."

It will be observed that many of the men who protest in Montreal and Toronto are strong supporters of the Government in general politics, so that the request for a reversal of this action cannot be attributed to political hostility.

FUTURE OF THE WOOLEN TRADE.

CANADIAN manufacturers, such as ready-made clothing firms, view with some anxiety the drop in tariff rates under the new schedules. It is feared that British houses will put forth a strong effort to make for this market. Some of them are said to have already secured samples of the clothing which is made by Canadians especially suited to this country, and will adapt their styles to ours. This might bring about very serious results, not only to the clothing trade, but to the woolen mills which make so much of the material used in this line of business. We must say that if the country thinks well to introduce a radical change in duties on any class of manufacture, time ought to be given to those in the business to prepare for new conditions, or get out of business.

We are accustomed to boast in Canada that our tariffs are not months in the making. That is true. But it is no particular virtue if a radical change goes into force at a day's notice. No Government, we imagine, wants to strike terror into the hearts of any class of producers by a tariff change. Yet, according to common report, this has been done in the case of the woolen industry.

It is hard to determine as yet how the woolen and clothing men are going to fare under the new duties. They have to stand a double-barrel shock—the change from specific to ad valorem duties, and the preferential tariff. In this way protection was cut down very low indeed, and it is just a question whether an industry that is dependent almost entirely upon the home market should have been dealt a sudden blow. Cut off from the United States market by high tariffs and unable to find a market in Europe except for a few specialties, the woolen industry would have a hard time of it if the new tariff proves too drastic.

HOW IT COULD BE DONE.

BY AN EXPERIENCED MONTREAL BUSINESS MAN.

WHAT you say about a tariff being framed for a Government by business men is not unreasonable and not at all impossible.

It is now too late to do anything with this tariff, but the next changes could originate with practical men. Take the case of dry goods. It would, I think, be well to have a small committee of trained men who know the conditions of selling and buying, and the manufacturing processes as well. Then they would be familiar with the effects of proposed changes and there would be no groping in the dark. These men would be sworn to secrecy and the Ministers charged with the task of framing a new tariff could consult them privately, and then be tolerably sure of where the changes tended. I think the present Government desired to act fairly and with sagacity in drawing up the dry goods schedules this time, and the cases in which they have failed to give satisfaction are due, not to deliberate design, but to the fact that the tariff was found a much weightier and more complicated task than they realized at first. There is no crime in a politician admitting that he is not as thoroughly posted as a merchant in business details and conditions. The wonder rather is that he should claim a capacity and knowledge which only comes after long years of experience. By assuming to possess it, Governments get themselves into all kinds of tangles, and flounder along sometimes, greatly to their own detriment.

By framing a tariff in the way I have indicated, its chance of remaining in force for a term of years would be much improved. Rates of duty which are adopted after thoroughly weighing the consequences are likely to stand undisturbed for a long time. No one wishes to change them, and the task of Government in tariff matters becomes much lighter.

I hope you will keep on advocating, in a reasonable way, the reform you suggest, and you will earn in this, as you have in other things, the thanks of the trade.

AUSTRIAN LINENS HARD TO DISTINGUISH.

THE manufacturers in Austria have become experts in the making of fabrics from cotton and flax, in close imitation of pure flax goods. The texture of the fabrics made from cotton and flax is glued and dressed in so perfect a manner that it becomes difficult, in many cases, to decide whether the articles in question are pure linen or whether they are union goods. In such instances, recourse has to be had to a magnifying glass of high power, with the aid of which it is possible to discern the construction of the various fibres. On account of this great similarity to linen, it is not seldom that union goods are bought, the buyer being of the opinion that he is obtaining pure linen. Yet even where the quality is known, union goods, though not possessing the fine lustre of linen, and not as easily washed, and though they allow dust to adhere more readily than linen does, have, nevertheless, on account of their comparative cheapness and their similarity to linen, frequently taken its place. Comparatively large orders, it is said, have been received from the United States and from South America. In consequence of this condition of affairs, manufacturers of linen goods have petitioned the Austro-Hungarian Government to pass laws looking to the correct marking of the texture woven.—Textile World.

WILL THE OVERSKIRT BE REVIVED?

History repeats itself perhaps oftener in the matter of dress than in any other respect. Years ago, the fashion of arranging trimming on the dress-skirt to simulate an overdress was merely the stepping-stone to the actual overskirt that soon followed. And now confusion is worse confounded by mixing the antique and modern in

present modes with double-skirted effects. We have the overskirt hinted at by outlines of ruffles, braids and all the new trimmings, and even the bustle is favorably looked upon by many. Whether this all means a return to the heavy draperies, steels in the backs of skirts and huge bustle effects remains to be seen. However, if negative head-shakings on the part of the sensible and comfort-loving women and designers mean anything, the scare is only for the moment.

GLIMPSES OF THE MARKETS.

A COMPLETE assortment of ladies', misses' and children's hose, in the celebrated Imperial fast-black dye, is at present being shown by John Macdonald & Co. They have lately received repeat orders of these goods with which they have been so successful. Also tan cotton hose in all sizes.

S. F. McKinnon & Co. have a good stock of oriental and silk chantilly laces.

The Gault Bros. Co., Ltd., are now receiving a variety of lines of the newest things in dress trimmings, ornaments, zouaves, etc.

P. Garneau, Fils & Cie., of Quebec, have the correct thing in black cashmere, their "Special," "Extra," "G70" and "G75" qualities being the most popular.

"Keep things moving by keeping things that move." This is one of the mottoes adopted and carried out by W. R. Brock & Co. At this season there are always a number of lines in a warehouse much broken in variety and reduced to a few pieces of a pattern, which, nevertheless, take up valuable space wanted for new goods for the next season. W. R. Brock & Co. make it a rule to run these lots off at a greatly reduced price and are now in a position to offer a number of such bargains in prints, wash goods generally, linens, dress goods and silks. Many of the leading merchants throughout the country have taken advantage of these drives and an early inspection is advisable, either in the warehouse or of their travelers' samples, and thus "keep things moving by keeping things that move."

PUT THE STREET AND NUMBER ON OUR LETTERS.

Editor DRY GOODS REVIEW:

DEAR SIR,—Perhaps it would not be out of place to draw the attention of wholesale houses and manufacturers to the fact that they should address their customers' letters more carefully by placing thereon the street and number. I am in the retail business in the city of Montreal, where there are twenty-one J. Allans and five J. Allens, including myself. Perhaps there are not more than one dozen of them in business, but there are about that many. Now, I open quite a few letters not for myself, and have to return them to the poor "posty"; besides, a few of my own letters come to me after having been opened. The latter part I can attend to myself by instructing those I buy from, but I think a little trouble on the part of wholesalers and others would save this inconvenience and delay.

Yours truly,

JOHN ALLAN,
Hatter and Outfitter.

661 Craig street, Montreal.

LADIES' WRAPS IN LONDON.

The newest wraps are small shoulder capes of cloth or applique work. A particularly smart one is of black accordion pleated silk, with emerald jet jewelled lace over it, and a fussy lace collar. Of cloth capes in black and fawn, those strapped round and upwards with the cloth piped with white sateen are useful and becoming. A smart fawn coat displayed two bands of strapping piped with green silk from below the waist, continuing over the shoulders at the back to the waist, and showing at the points two steel and enamel buttons.



We Manufacture Dress Stays That Sell To Sell And Want to Sell You

EVER-READY PRE-EMINENT PARAGON (Twin) | **DRESS STAYS** | ALL-RIGHT ALPHA and RIVAL . . .

Styles **6** Prices

50c. to \$1.25 per gross, regular: quantities delivered.

We call particular attention to the "Pre-Eminent," made of fine heavy sateen; japanned, metal tipped spring steel; in attractive shades of seven principal colors and stitched with different colored silk, giving them a rich, handsome effect.

THE EVER-READY DRESS STAY CO.
 TORONTO, 24 Wellington West WINDSOR, ONT.

60 Years a Queen

**VICTORIA REGINA
 LONG MAY SHE REIGN**

Victoria Crochet
 IS THE
QUEEN OF CROCHETS.

ASK FOR

Victoria Crochet Thread.
 Morse & Kaley Knitting Cotton.
 M. & K. Turkey-Red Embroidery Cotton.

R. HENDERSON & CO.

323 St. James Street,

Sole Agents for Canada.

. . . MONTREAL

JUBILEE NECKTIES

Correct shade Royal Purple in plain silk.
 Correct shade Royal Purple in corded silk.
 Correct shade Royal Purple in fancy silk.
 Correct shade Royal Purple in plain satin.

The Victoria Regina Bow

Royal Purple on Danish red silk.
 Royal Purple on Danish red satin.
 Royal Purple on black silk.
 Royal Purple on black satin.

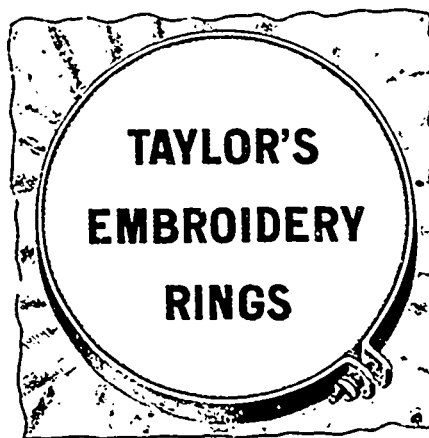
The above in all the correct shades and styles in Men's and Women's Neckties.

E. & S. CURRIE

33 Wellington St. West

. . . TORONTO.

40,000 SOLD THE FIRST MONTH



No. 1. Size 4 1/2.
 2. Size 5 1/2.
 3. Size 6 1/4 inches.

Holds the Fabric Tight as a Drum Head. It Sells at Sight.

"WORTH" SKIRT EXTENDERS

Sales increasing. No leading house should be without them. Ask your jobber for them. Sold in sets of six.

R. HENDERSON & CO.

Sole Agents for Canada.

MONTREAL

JUBILEE MILLINERY MONTH.

THE PROSPECTS FOR PRESENT TRADE.

S. F. McKinnon & Co., reporting on the May trade, say that notwithstanding the fact that the weather was somewhat cold all through this usually warm month, and in spite of the slight murmurings at the slowness of trade from some quarters, their turnover was very satisfactory, showing a substantial increase over the corresponding month of last year. But they claim that they found it harder to sell anything not right up to date, the trade having centred on to a few lines more closely than on previous seasons. "But," they added, "as our ad. in the May number of this valuable journal will show, we named the winners for May and were well provided with these leaders all through the month, as we are now; which, of course, brought large and satisfactory results."

"Having entered upon the long-to-be-remembered Jubilee month, we are almost safe to count on warm weather, and being a loyal, Queen and country-loving people, more gay dressing will be indulged in than usual, and, as there cannot be fine dressing amongst ladies without fine millinery, we may therefore reasonably expect a good Jubilee millinery trade. Hat trimmings and beautifiers will be largely of the same character as used in May millinery, viz.: Flowers, tips, chiffons, mousseline and gauze effects, laces and plain ribbons, at least so say we, and have provided a big stock of these lines."

SOME SPECIALTIES.

S. F. McKinnon & Co.'s straw department shows large varieties of up-to-date white hats for ladies, misses and children for Jubilee trade.

This house has the proper styles in all qualities of sailors, trimmed and untrimmed, for Jubilee trade.

A full stock is also shown of black, white and cream tips, in their standard makes.

FASHIONS IN LACES.

In trimming laces, says an English authority, the general demand in the States has, of late, been most pronounced for the narrower widths of neat, dainty sets in about equal proportions of ivory and beurre, although importers anticipate that a heavier later business will develop for the former shade. The demand for black laces was larger than expected, with the narrower assortments in light-weight effects the best sellers with buyers for all trades. In addition to these, for better retail selling, were smaller quantities of flouncing patterns. Fancy nets, chiffons, mousselines, and all-overs in plain, figured and prettily-colored designs were big sellers, while such novelties as soleil plaitings, new effects in millinery trimmings and neckwear that have been introduced since initial stocks were made up were liberally sampled.

INCREASE IN U. S. DUTY.

A decision has been made which will increase the cost of all hats which are trimmed with such ornaments as ostrich plumes or tips, and aigrettes. The Custom house officials have been instructed to collect a duty of 35 per cent. ad valorem on feathers, which were formerly admitted free of duty in the crude state.

STRAWS SELLING LARGELY IN LONDON.

Straws will be extensively worn in large shapes with open fronts, notwithstanding the obstructiveness of their character for walking, while smaller shapes will be made of railroad, pedal—row and row in alternate colors, speckled English twist, chip—in varied arrangements, and Tuscan; but for toques and fancy bonnets Swiss platts will be generally used; these latter we would recommend to be

worn on all occasions where large congregations meet for sight-seeing. The great bulk of cheap goods will be in Italian, Bernina and ordinary Jap straw.

A cap with peak, for either men or women, called the P. and O., made in Tuscan or pedal, is likely to run the dented-top bowler and sailor shapes very hard this year; being made to fit the head and resist wind it is very useful for cycling, tennis, golf, etc., and looks very becoming for gentlemen and quite piquant for ladies.

A hat made by a Berlin firm of milliners for the Princess Frederick Carl of Prussia last week was of boat shape in olive-green rustic straw. Large upright bows of green and black ribbon were placed on the right side of the front and also at the back; while on the left side was a cluster of beautiful flowers in shaded greens—a kind of fancy anemone. Green is a particularly becoming color to Her Royal Highness, and one she frequently wears.—London Millinery Record.

HINTS TO MILLINERS.

Of course, the trimming arrangement depends entirely on the angle at which the hat is to be worn.

A straight, both-sides-alike trimming must have the back straight also, but the quantity of garniture placed on the bandeau depends also on the angle the hat is to tilt at. If to be worn straight, very little trimming is put under the back brim; possibly under a cluster of flowers, or a rosette, on each side of the back knot; if the hat is to be worn tilted over the eyes, a very full trimming can be given, and should be brought well round to behind the ears, being graduated from full in the middle to nothing at the sides.

Some hats worn in this way are not trimmed evenly outside—the left being much higher than the right side, even though the front is quite filled in.

Hats having side "bandeau" must, of course, have the outside trimming one-sided. In these the tall effect may be placed nearer the front than in the front tilting hats, where often the height is best placed at the back of the crown, or quite near the back.

On hats that raise in front, the height must be nicely calculated by posing it on the head, and giving it the right angle forward, or it will look as if the hat were all the time falling off backward.

The axiom of the season is "Very full trimmings," but there are some very pretty simple styles that suit small features far better.

Always study the face of the customer; yes, and the figure, height and bulk. A milliner called into the showroom to take an order, saw sitting, a large-looking woman, with a very full lower face, and proceeded to design for her a hat in accordance with the proportions as they appeared. The customer interrupted her with, "Oh, but I know that would not be becoming to me," and rose to go, when the horrified milliner saw her mistake, for the woman was extremely short! Coaxing her back she soon repaired her error, and fitted her with a hat that met all the requirements.

I note that mousseline de soie and the thin French crepes are superseding tulle; they are mostly used kilted, but tulle is now used to veil the Batavia cloth, greatly softening the effect, and sometimes giving a changeable effect that is very pretty. Red is showing very much, but I doubt its finding favor till the fall.

Do milliners know that red shades "blonde" red hair? Just try it. Reds and pinks are being used together.

Blue straws are trimmed with violets. Violet straws are trimmed with red. Handsome hats are shown trimmed only with black ribbon outside, and two or three "sets" of bandeau in various colored flowers for wear with the one hat; for instance, with one hat went a bandeau of cameo-pink crush roses; another of red rosebuds and lots of green foliage, and a third of yellow buttercups and green foliage. They are pinned on with large headed black pins.—Millinery Trade Review.

WHOLESALE MILLINERY

Our
Respects



*Returned
June 4/97.
T.A.D.*

V. R. 1897



GOD SAVE THE QUEEN!

DEPARTMENTS

o o o

Hats Straw Braids Shapes

Silks Ribbons Laces

Hat and Dress
TRIMMINGS

Flowers Feathers Birds
Ornaments

Mantles, Etc.

LETTER ORDERS ALWAYS RECEIVE PROMPT AND CAREFUL ATTENTION.

The **D. McCALL COMPANY, Ltd.**
TORONTO.

Dingman & Co.

56 Bay Street, TORONTO.

We are Clearing Out our ENTIRE STOCK of...

Ladies' Underwear, Hosiery, Gloves, Belts, Swiss Handkerchiefs, Embroidery, Frillings, Velvets, Velveteens, Veilings, Laces, Chiffons; Men's Sweaters, Shirts and Drawers, and Elastic Canvas;

And must have these lines disposed of by July 1st, 1897, as we are going out of this branch of our business. Merchants throughout the Dominion have seldom met with a chance such as this sale offers, most of the goods being consigned to us from the manufacturers in Great Britain, France and Switzerland.

BUYERS will find this a
GOLDEN OPPORTUNITY
to pick up BARGAINS.

Dingman & Co., 56 Bay Street, Toronto.

DIFFERENTIAL DUTIES.

Montreal Gazette.

THE Ministers, it is understood, have promised to redress some of the shirt-makers' grievances by reducing the duty on the cloths they import, when cut up in the factories under Customs supervision. The cotton manufacturers are protesting against the arrangement. It is not a good arrangement, though in the late Conservative tariff there were several precedents for it, and though in the existing tariff it is not the only case of its kind. There is a decided element of injustice in giving a shirt-maker or a hatter an opportunity to import his materials at a rate below those which a merchant has to pay on like articles brought in for domestic consumption, or at a rate below that which another manufacturer has to pay. There is no just reason why a hatter should pay less taxes on his trimming material than is paid by a tailor using exactly the same goods. Carrying out the Government's reported intention will add another to the anomalies in a tariff that is already full of anomalies. The complaint of the shirt manufacturers was a perfectly just one. In its original changes of the tariff the Government left them in a position where they were discriminated against. The wrong course was taken to remedy the trouble. It is quite practicable to remove the cause of the shirt-makers' grievance without giving a cause of complaint to every cotton cloth consumer who is not a shirt maker.

UNITED STATES FURS.

The exports of American furs, obtained chiefly in Alaska, amount to \$4,000,000 in a year, and nearly 70 per cent. of them is sent to England. The importations of foreign furs or manufactured articles into which fur enters as the chief material amount in a year to \$10,000,000, or more than twice as much as the exports. The American trade in furs has been largely stimulated by the yields of Alaska. From 1870 to 1890 the Alaska Commercial Co. paid to the United States \$50,000 a year and \$2 for each seal taken for the sole privilege of taking seals in Alaska. The sealskins, in casks holding from 200 to 300 each, are shipped through San Francisco and New York to London. From 1868 to 1890 2,412,000 sealskins from Alaska were sold in London.

The average annual collection of furs on United States territory is as follows: Badger, 5,000 skins; bear, 15,000; beaver, 200,000; buffalo, of no account; fisher, 12,000; fox, all kinds, 150,000; marten, 130,000; mink, 250,000; muskrat, 3,000,000; opossum, 250,000; raccoon, 500,000; sea otter, 2,000; skunk, 550,000. In 1890 there were 484 fur establishments in the nation, of which 281 were in New York, and though there has been a decline in late years in the popularity of some fur garments in consequence of the mildness of the winter seasons, the business in American furs of the cheaper grade is on the increase, and a proof of this is found in the fact that while the exports of furs from this country were larger in 1896 than in the year preceding, the importation of fur goods declined.

GREEK MERCHANTS IN MANCHESTER.

Mr. Hazzopulo, the Greek vice-consul in Manchester, says a Manchester correspondent, has been speaking of the first settlement of the Greeks here. Previous to Navarino and other events by which the Turks were driven from Hellas, there had taken place a migration of Greek merchants to Trieste, Marseilles, London, Manchester and other centres. Constantine Iplidgi was one of the earlier settlers here, and is described as the founder of the Greek colony in the city. He arrived in the forties, and for a long time transacted a large yarn business. Mr. Hazzopulo came to Manchester in 1858, and is the head of the firm of S. Hazzopulo & Co., shipping largely to Constantinople and Bulgaria. The position of the Greek community in Manchester is not what it used to be, some

of its wealthiest members having left the city. The depression of trade and its wider distribution are set down as the causes of the exodus, the margin of profit being no longer large enough to attract fresh comers of the right sort. There are over fifty Greek merchant houses in the city, Messrs. Ralli Bros. being the principal.

It is no doubt true, not only of Greek, but of other foreign firms, that many of them have much smaller establishments than formerly. Where three or four gardeners were employed at the residence of the shipper, one now suffices, and other signs of economy are not wanting. The general trade of the city is, however, larger than was ever before known in its history, and such changes as those noted above are mere matters of detail affecting a class small in numbers.

POOR QUALITY OF UNITED STATES FLAX.

A MEMBER of the firm of Ewart & Son, Ltd., writes to a New York contemporary as follows: "We read in your valued paper of the 1st inst. that a large shipment of Minnesota flax was sent to Belfast last month, which naturally gave the impression that it was used there for the manufacture of linen and was therefore suitable for that purpose. As we are large users of flax and obtain it from all the best markets and have never been able to avail ourselves of American-grown flax, we enquired of our people in Belfast regarding this shipment and asked them to report to us. We are informed that the amount received was only one ton and the quality 'very inferior.' We would also like to mention in confirmation of this that since the 1st of May a representative of the Minnesota Flax Company has called upon us here with view to business, and he admitted that only two tons of flax had so far been shipped to Belfast—one ton to Messrs. Barbour and one ton to Messrs. John Preston & Co., flax dealers in Belfast.

"These facts do not lead us to expect much relief from the Minnesota flax-growing district, and we are inclined to believe that as yet there is practically no flax grown in that district suitable for the manufacture of linen goods, as was the case when in August last, in answer to a bona fide enquiry, the Minnesota Flax Co. stated that there was not any flax grown in that neighborhood which could be used in manufacturing linen.

"As the question of flax raising and the manufacturing of linen has been very much before the public lately these facts may be of interest to your readers."

THE LACE NOVELTIES.

Nottingham manufacturers are producing many novelties in fancy millinery laces. None of them, however, are able as yet to displace valenciennes, for which there is a large demand in edgings, laces, and insertions. In these goods there is a large variety of patterns in white, ivory, cream, grass lawn, and butter shades. A few are also sold with two-tone effects. Cotton and linen Maltese and torchon laces in white, ivory and butter are meeting with an increased inquiry. Oriental laces in white and butter are selling freely, but muslin ground combinations are not so much in request. Guipure laces and insertions in white, cream, and natural are in fair demand. There is only a moderate enquiry for crochet, American, and ordinary warp laces. Chantilly and other silk laces, edgings, and nets are selling in moderate quantities.—Drapers' Record.

WHO FIGHT FOR BARGAINS.

"It is the intense poverty of the people everywhere that presses them to clamor for the bargain counters," says a writer in The Houston (Tex.) Post. If this gentleman would come to New York and see our well-dressed and prosperous women fighting over 50c. shirt waists he would not imagine that the desire for bargains was altogether attributable to lack of the consumers' ability to spend money.—N. Y. Economist.

FALL, 1897

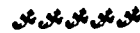
Our travellers are now showing
best values in

Beaver Coatings, Beaver Mantlings, Beaver-
ettes, Kreimms, Sealettes, Meltons,
3/4 Etoffes, 3/4 Friezes, Flannels,
Dress Goods, Hosiery, Shirts and
Pants in plain ribs, fancy
ribs, Scotch knits and
fancies, Top Shirts,
Blankets, Yarns,
Fingerings.

P. Garneau, Fils & Cie., Quebec
WHOLESALE DRY GOODS

IN STOCK

a general assortment of
Staple and Fancy Dry
Goods for immediate
requirements.



Tweeds, Coatings, Serges, Italian
Cloths, Fancy Dress Goods, Summer
Suitings, Duck Suitings, Shirtings,
Linens, Tablings, Gents' Furnishings, Hosi-
ery, Laces, Silks, Smallwares, etc., etc.

K. ISHIKAWA & CO.

Yokohama, Japan.

Manufacturers of . . .

**Japanese Silks
Handkerchiefs
Rugs and Mattings**

Canadian Office:

24 Wellington Street West,
TORONTO.

BLACK BROCHE SILKS

Large patterns, latest designs
75c.

CANVAS CLOTH

Cream and Black
37 1/2c.

BLACK BRILLIANTINES

20c., 30c., 37 1/2c., 47c.

SILK AND WOOL GLORIAS

75c.

... OUR SPECIALTIES ...

**HIGH-CLASS DRESS GOODS
AND SILKS.**

WILLIAM AGNEW & CO.

305 and 305A St. James St., MONTREAL.

THE THREAD BUSINESS.

“THE British thread manufacturers' combination,” says The London Drapery World, “is meeting with some obstinate opposition in the foreign markets, and the developments will no doubt be anxiously watched by the shareholders of Coats, Clarks, Chadwicks and Brooks. Belgian thread manufacturers are competing in Canada, the Argentina and other American markets, and a game of diamond cut diamond has commenced, the end of which it is not difficult to see. The Central Agency in Canada, which represents the amalgamated British thread manufacturers, has been met very boldly by a Belgian company which quoted similar thread at one and a quarter dollar under the English price per gross. The Central Agency replied by reducing its price seventy-five cents. The Belgian company, by the employment of bonuses and discount, answered with a still further reduction, and the Central Agency has not been as yet able to cut under. To add to the excitement of the thread competition a firm of Canadian manufacturers have challenged the Belgian and British invaders alike by placing on the market an article of home make and equal in every respect to the Belgian production at Belgian prices. In the old coaching days the proprietor of the mail coaches on the northern roads, when a ‘combination’ started against him, took his passengers free to London, and fed them on the way, rather than be driven off the road. He won. Whichever of the competitors is best able to pursue a similar bold policy in threads, may win in the present contest. But the shareholders will hardly develop enterprise enough for that. In any case we may expect more combinations, but they will not be between the Belgian and Canadian firms, unless the former, to evade the effect of the new tariff, transfer both plant and capital to Canadian soil.”

OUR TRADE RELATIONS WITH THE STATES.

The recent speech of Erastus Wiman at the Detroit Chamber of Commerce banquet set the members of the Detroit Manufacturers' Club thinking, and the result is, the club has decided to do what it can toward the betterment of the commercial relations between the United States and Canada. The club referred the matter to the Committee on Trade Extension, which referred it to E. E. Armstrong and James Inglis. Those two gentlemen have drafted a resolution, to be submitted to the club at its meeting on June 22nd, endorsing the resolution introduced by Congressman Hitt, and urging the senators and representatives in Congress to hasten its passage. The Hitt resolution calls for the appointment of a committee of three commissioners by the president to meet a like commission from Canada to consider the best method of extending commercial relations between the two countries, said commission to report to the President, who will lay the report before Congress, the initiative to be taken by Canada. Mr. Inglis has been in correspondence with statesmen and manufacturers in the east, and has received one letter which says: “What purpose has been served by a tariff as severe against Canada as against other nations where conditions justify protection? Conditions are equal between the two countries. A commercial union between them would be a cure for hard times. Let us at least set experts to work to discover if it is not so. No harm can come of that. Don't let us forever drift apart, when by enquiry we may discover a possibility of mutual development for mutual advantage.”

A CLERK'S ABILITY.

That a clerk should have good taste in being able to give information as to what materials and shades will combine with each other, there can be no doubt. Such taste is invaluable. In selling dress goods it is very requisite, as many shoppers are often in doubt as to whether certain materials are suitable for the purpose for which they are wanted. Much reliance is put in a clerk's knowledge of

the number of yards of material sold for the making of certain garments. For instance, in selling goods for a skirt, if in order to make a large sale a clerk should sell the customer more material than was needed she would very naturally be avoided in the future, while a knowledge of the requisite amount always meets with the approval of the customer, and fills her with respect for the clerk's ability.—St. Louis Reporter.

BRIEF NEWS NOTES.

P. J. Walsh, dry goods merchant, of Kingston, is dead.
 J. N. McDonald has opened a general store at Westville, N.S.
 N. Faulker & Co. are a new men's furnishings and hat firm in Montreal.
 Langman & Co. have sold out their clothing business at Chilliwack, B.C.
 Morris Wolff has begun a business in Montreal, dealing in ladies' wear.
 C. A. Wagoner has purchased J. N. Davidson's general store at Aikenside, Man.
 James Lambie, the well-known and respected merchant, of Windsor, Ont., is dead.
 By a fire at Moncton, the store of G. V. Forbes was burned. Mr. Forbes' was insured.
 D. L. & H. Bachman have been registered proprietors of the Royal Hat & Cap Mfg. Co., Montreal.
 F. C. Niven is continuing the business of general store at Whitewater, B.C., Mr. Bell having retired from the firm of Niven & Bell.

GETTING EVEN WITH THE CUSTOMS.

A good story of how a merchant got even with the Government hails from Belgium. The Treasury officials seized a shipment of 1,000 pairs of gloves on the ground that the goods were undervalued, paying the merchant for them at the prices at which they were entered, and causing him to lose a big contract. Shortly afterwards he imported another case of the same kind of gloves, declaring them at exactly the same value as the former entry. Again the Treasury officials seized the goods and paid the merchant their declared value.

When they offered the gloves for sale, however, they found to their chagrin that they were all made for the left hand, in consequence of which no purchaser could be found. Within a few hours a shabby little old man appeared at the appraisers' store, said he had heard some gloves were there which could not be sold, and asked how much he could have them for. The appraiser, who had been kicking himself for having seized the worthless stuff, said the goods could be had for the cost of storage and cartage. In three hours the gloves were lying in the warehouse of the importing merchant, who, a month later, brought in 1,000 right-hand ones, which were passed through the Custom house without demur.

A HINT TO MANUFACTURERS.

Mr. E. E. Sheppard, of Toronto, has been appointed trade commissioner to Mexico, Central and South America by the Ottawa Government and will shortly proceed south. He has addressed, through the Department, a circular to manufacturers requesting information that may assist the sale of their goods abroad. Mr. Sheppard is a most capable man for a mission of this kind and should be given every possible aid in the way of practical information, so that Canadian products may get a larger slice of export business.

THE GEM SHIELDS PROTECTED.

The Kleinert Rubber Co. have won an important suit in England sustaining their right to the Gem dress shields against all imitators. They took action against a French concern which was using a similar label, though with a different name than Gem. The judge sustained the Kleinert Co.

Wm. Taylor Bailey

... SUCCESSOR TO ...

Peter Schneider's Sons & Co.

27 and 29 Victoria Square

..... MONTREAL

Upholstery and . . .
. . . Drapery Goods

Selling Agents for STEAD & MILLER, Philadelphia.

MANUFACTURERS OF ...

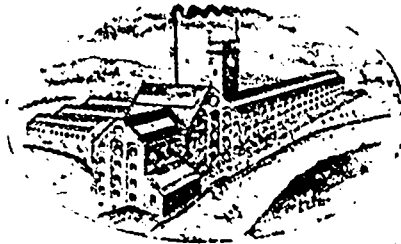
Chenille Curtains and Table Covers
Cotton Derby and Tapestry Curtains
Cotton Tapestries, Silk Tapestries
Fine Silk Draperies, Brocatelles

APPERLY, CURTIS & CO.

WEST OF ENGLAND

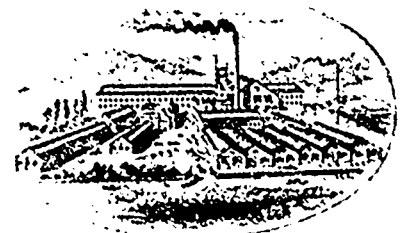
.... Limited.

Woollen Manufacturers



Coatings
Vicunas
Saxony's
Serges
Trouserings

Coverts
Suitings
Evening
Dress Goods
Etc., Etc.



DUDBRIDGE MILLS, STROUD, ENGLAND

London Office: 15 Golden Square, W.

21 GOLD MEDALS for QUALITY and EXCELLENCE.

We cannot show you our FALL SAMPLES in the Dry Goods Review

But we wish to ask you to inspect them when our traveller calls, and to call your attention to a few of our specialties:—

Our Frieze Ulsters
Our Melton Overcoats
Our Etouff Smocks and Pants
And many of our other Lines

Will be Rigby
Water-proofed
without adding
to the cost.

Our Boys', Youths', Children's
and Young Men's Goods ...

Will all be
sewn with
linen thread.

Our Serges and Black Goods

Will be
trade breeders.

And our Prices will be
lower than ever. . . .

We can afford it on account of our trade having
increased very largely without a corresponding
increase in our expenses.

H. SHOREY & CO.

WHOLESALE CLOTHIERS and
Manufacturers of RIGBY WATERPROOF GOODS...

Montreal

THE CANADIAN COTTON TRADE.

MONTMORENCY CO.'S NEW MILL.

THE announcement is made that the Montmorency Cotton Co. (Ltd.), has in contemplation the erection of an immense mill on the St. Francis River at Drummondville.

For the purpose of supplying the motive force for this large plant it is proposed to harness another of the province's magnificent streams, and with this object in view the company has at the present time engineers at work surveying the waters of the St. Francis River at Drummondville. The new cotton mill is expected to be fully as extensive, if not more so, than that at present operated by the cotton company at Hochelaga. It will accommodate 1,000 looms, and employ in the neighborhood of 1,500 hands.

The question as to where the output of this great industry is to be disposed of naturally arises, and it will be interesting to learn that the management have turned to foreign countries for customers. It is the intention to manufacture on an elaborate scale for the markets of China and Japan. A careful personal inspection of these markets by the agents of the Montmorency Company has convinced them—and they in turn have convinced the management—that an immense field for trade lies undeveloped in these countries, and the effect on the export trade of Canada by the shipping of large quantities of cotton goods across the Pacific will be readily appreciated by business men.

The Montmorency Cotton Company is one of the strongest and best managed corporations in Canada and is thoroughly able to carry out to the letter any project that may be decided upon. The manager, Mr. C. R. Whitehead, although still a young man, is known throughout Canadian commercial circles as one of the ablest and most enterprising business men of the province.

THE COLORED COTTON MEETING.

The annual meeting of the Canadian Colored Cotton Mills Co., Ltd., which was held in Montreal the other day, proved to be of a lively character. The statement read went to show that the net earnings of the company for the past year were \$21,000. An item of \$478,000, however, was stated to have gone to improvements of machinery and the general betterment of the property. The sales for the year show a decrease of \$400,000.

One prominent gentleman, who is a large stockholder, got up and asked some very pointed questions as to the management of the company's affairs. He wished also to know something about the salary list, but the replies elicited were not what could be called satisfactory.

Business was bad, and the present tariff only went to make it worse. The goods on hand at the present time aggregated something like \$600,000 for which there was no market at present.

The officers elected were. Mr. A. F. Gault, president, Mr. C. D. Owen, vice-president, and Messrs. T. King, D. Morrice, and D. Morrice, jr., directors.

Very little of these securities have been dealt in lately on the Stock Exchange, and at present are quoted at 25 bid and 35 asked.

Among those present at the meeting were Mr. A. F. Gault, president; Mr. C. D. Owen, vice-president, and Messrs. T. King, D. Morrice, and D. Morrice, jr., directors. The stockholders who attended included Messrs. J. Vaillancourt, Leslie Gault, James Crathern, W. B. S. Reddy, L. H. Archambault, C. E. Gault, Geo. Smithers, Jac. Grenier, R. Macdonald, C. E. Spragge, James Wilson, jr., Samuel Finley, William Weir, E. Lichtenheim, A. Roy, J. B. Clearihue, William McMaster, A. Skafie, A. C. Clarke,

F. G. Brand, W. J. Morrice, H. L. Henderson, P. R. Gault and Hon. A. A. Thibaudeau.

HIGHER PRICES BY WM. PARKS & SON, LTD.

The following is a copy of a circular sent out to the wholesale dry goods trade:

St. John, N.B., May 15th, 1897.

GENTLEMEN,—Having been forced last year, by the cutting of prices by the Canadian Colored Cotton Mills Co., Ltd., to reduce our prices of cotton yarns and carpet warps to a point that would yield no profit on their manufacture, and having before our eyes the disastrous effects—on both American and Canadian mills—of selling goods below cost, and as we have now, at the opening of another trade season, to give longer dating than for some months past, and with the prospect of higher priced cotton in the future, we have decided to make an advance in the prices of these goods, and now enclose revised price list. The advance is a small one, and is justified by the circumstances, and we trust will not prevent you placing your esteemed orders with us as usual.

Yours very truly,

WM. PARKS & SON, LTD.

P.S.—We contemplate advancing the prices of some other lines as soon as possible. This makes single white yarns 3c., and colored 2c. per pound more than they were quoted in August last.

GLIMPSES OF THE TRADE.

IN cashmere hosiery the demand is for seamless feet and nothing else. The range of "Cedo Nulli" ribbed hose shown for fall will comprise all prices in 1-1, 2-1 and 4-1 ribs, in misses' and women's, to retail at from 20c. to \$1. All seamless feet and the latest thing in spliced knees. "Don't fail to see the misses' new '97-506' ribbed hose," say Brophy Cains & Co. "It is right."

The Gault Bros. Co. are showing several stylish lines in black damas silks, so popular for skirts.

A complete range of cream and tan gloves in taffeta and silk can be seen at John Macdonald & Co.'s.

S. F. McKinnon & Co. draw special attention to their big stock of black satin ribbons. Superior brands, extra values.

Tailor-made skirts meet a great want since bicycling came in. Ladies are constantly wanting to renew their bicycle suit. Caldecott, Burton & Spence's tailor-made skirts are stylishly made and are at very moderate prices.

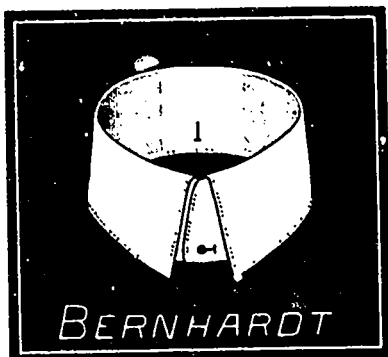
James Johnston & Co., in view of the usual scarcity of pin spot muslins at this time of year, have made special provision for the wants of the trade, having in stock a full assortment of Swiss muslins in all sizes of spots and the best selling qualities.

S. Greenshields, Son & Co.'s hosiery department is complete in all lines. Their ranges of misses' and women's cashmere, cotton and lisle, and silk goods in black, tans, white, plain and ribbed is complete in all qualities and sizes, including boys' double knee and ankle in black and tans.

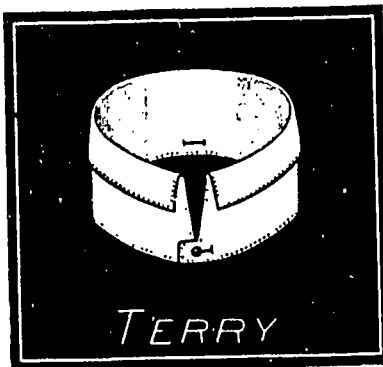
W. R. Brock & Co. are showing in their staple department several lines worthy of note and inspection, among which are: A full 30 in. extra heavy shirting, in stripes and checks only; a cottonade between 8 and 9 oz., in one pattern only, branded "Crown"; English twist, extra heavy cottonade; satin finish, 9 oz. cottonade. These lines are all much below regular prices. They draw special attention to their Perfection batting, which they claim to be the purest and best in the trade for the money.

TOOKE BROS.

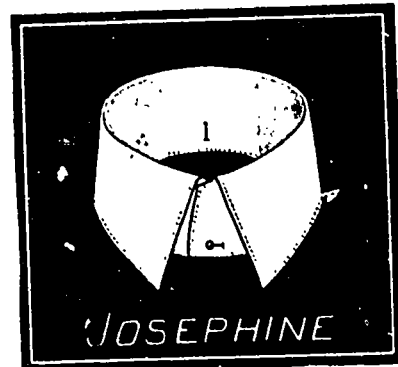
MONTREAL.



BERNHARDT

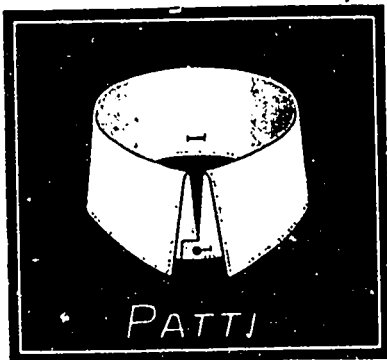


TERRY

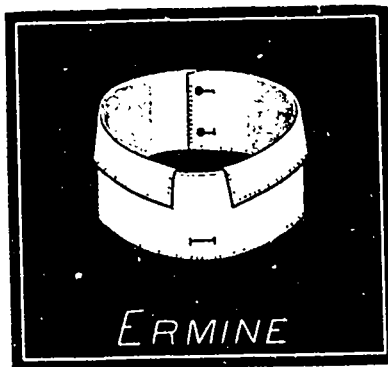


JOSEPHINE

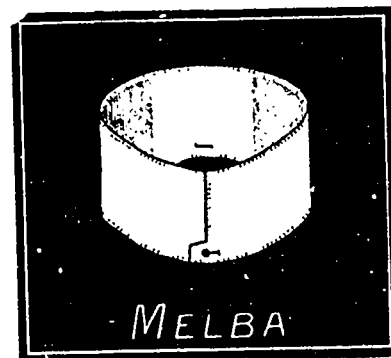
LADIES' COLLARS AND CUFFS



PATTI

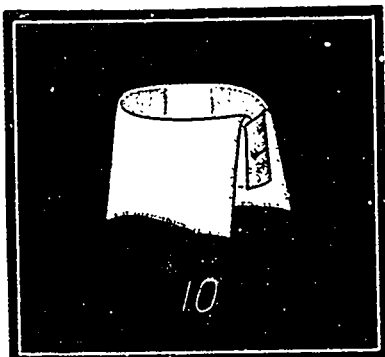


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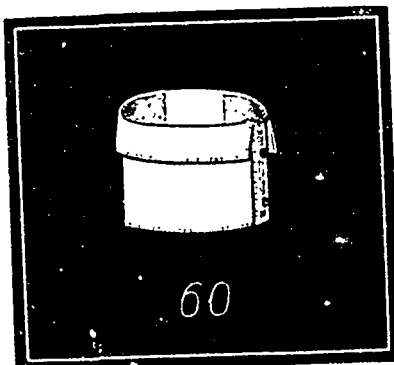


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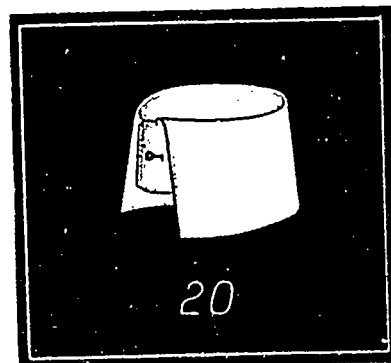
LEADING STYLES for SUMMER WEAR.



10



60



20

PLEASE PLACE ORDERS AHEAD, AS DEMAND IS LARGE, AND IS INCREASING DAILY.

GLIMPSES OF THE MARKET.

S. GREENSHIELDS, SON & CO. will receive next week a special consignment of their \$2.25 taffeta gloves, which will complete their large range of these goods. They have a full stock of misses' and ladies' cotton, lisle, taffeta and silk gloves and mitts, in all shades, including their new line of long gloves and mitts, which they intend to keep up for the summer trade. They are also showing a good line of Swiss spot muslins in white, black, white ground with colored spots, linen spots, etc. These goods are popular and selling rapidly.

S. F. McKinnon & Co. are well provided with cream and butter oriental and cream silk chantilly laces.

The Gault Bros. Co. will have a full range of the newest fall shades in "The Dream" velveteen this month.

P. Garneau, Fils & Cie., of Quebec, have special values in brown and white Turkish towels for the summer season.

Sweaters and bicycle hose, notwithstanding the active demand for these goods in this department of John Macdonald & Co., they are keeping their stock well assorted.

W. R. Brock & Co. say they have the best value in 54-inch black Italians in the trade. It is a special number, Kirk's patent doeskin finish, and cannot be repeated at the price. It is known as No. H.

James Johnston & Co.'s well-known brand "Sunbeam" is a leader in velveteens for brilliancy of color and its silk finish. All shades are now in stock. Also black at 19½, 25, 27½, 30, 35, 37½, 45, 50, 60, 65 and 72½c.

W. R. Brock & Co. have been most fortunate in receiving a choice lot of Organdie muslins, a clearing line of the newest and most desirable patterns and colorings, at a most ridiculous price. They are offering them to the trade at about one-half their regular value.

Caldecott, Burton & Spence have cleared out the surplus stock of two hosiery mills and offer the same at unusual quotations to the trade. The goods are chiefly black cotton hosiery, in women's and children's sizes, and men's underwear in vests and pants. These goods are worth attention, and will soon be sold out.

"It is almost impossible to be always prepared for every emergency, and the sudden demand for all kinds of black ribbons after such a quiet period has left us short in some numbers; however, new stock will be here the first week in June, and our friends can rely on getting all widths in our staple lines of 'Stag's Head' ribbons again." So say Brophy, Cains & Co., whose smallware floors, by-the-bye, are bright and cheerful and full of business.

POINTERS FROM A FLOURISHING FIRM.

THE REVIEW last month called on the old established dry goods firm of Jas. Paton & Co., Charlottetown, P.E.I. The members of the firm are Mr. James Paton and Mr. Jno. A. McLaren. THE REVIEW was shown through by the junior member. This establishment has a frontage of 35 feet, and is 160 feet in length, running through the entire block and extending from street to street. It requires two flats and the basement to display and store the large and carefully selected stock, consisting of dry goods, millinery, carpets, clothing, etc. The millinery and dress-making departments are situated in the rear. The carpet show room is on the second flat and is a very large and well lighted room, capable of displaying to

the best advantage the large stock of carpets and floor oilcloths which are carried.

The European markets are visited twice annually, Mr. Paton usually making the spring and Mr. McLaren the fall trip. Mr. Paton recently completed his 79th voyage across the ocean and he is to-day one of the veteran dry goods men of his province.

The firm are believers in printers' ink. In fact, the junior member is an expert at advertising. They patronize the local city papers largely, and their ads. are always fresh and attractive, and their experience has been in every case satisfactory.

They report that the spring trade has opened up well, and although it was a Monday when THE REVIEW visited Charlottetown the leading dry goods establishments were crowded with customers.

THE CAUSES OF SUCCESS.

THIS is said to be a transition period in the dry goods trade; retailers find that the competition of the big department stores eats into their old profits, and some wholesalers, owing to changes in trade methods or bad times, go out of business. Yet cases are numerous of houses which go on prospering.

Is it not fair to assume that if they prosper, others can? And that the qualities which keep a firm abreast of the times are worth a study. The wholesale trade, during the last few years, have been the subject of much doleful prediction. Yet it seems to THE REVIEW that in every case where a wholesaler has ceased business or failed, a perfectly clear reason can be given. There is no mystery about either failure or success; each condition follows from certain well understood rules of trade, and it is well that merchants, whether they do a wholesale or retail business, should remember that their fate is very materially in their own hands. To illustrate what we mean, take any large firm; W. R. Brock & Co. will do as well as any other. There cannot be what is commonly called luck in the success of a firm of this class. Mr. Brock simply puts steadily into practice, through a long term of years, the principles that yield results: he knows by experience every branch of his business and constantly keeps in touch with each branch; believes that integrity is the right thing and conducts his affairs on that basis; knows exactly what to do when new conditions arise that must be met with courage and promptness; surrounds himself with a vigorous capable staff, and by a kindly temperament and manners draws around the firm a large clientele. Going into detail, of course, one would find that Mr. Brock's policy, when worked out, meant careful buying abroad, a close study of present and future tendencies so that customers may feel confidence in dealing with the house, and a large capital judiciously employed.

What one man or firm has done, another can do. It is well to remember this and to take courage, when gloomy views are floating about, and heedless people talk of department stores killing retail trade entirely and new methods wiping out wholesaling. Nothing of the kind. The survivors are the class of men who are prepared for every emergency and they will always win, whatever comes.

THE BICYOLE TRADE.

In offering bicycles John Macdonald & Co. went in for both the high-grade wheel, "'96 Dayton," and, for more moderate requirements, the "Tempest," which has proved very popular. The range of prices also meets the conditions of present trade. A locality often has its own requirements as to grade and price, and the firm solicit correspondence on these points, so that a merchant may get exactly what he wants and can sell.

WAR CRY.

A special drive in 40-in. black wool henriettas, called "The War Cry," is having an immense sale by the Gault Bros. Co.

JUBILEE GOODS IN THE WAREHOUSE.

JUNE is the month for Jubilee materials and articles of various kinds, but it is more than probable that retail sales will extend into the weeks that actually follow the London celebrations and the various demonstrations in Canada.

To the retailer we would say push them from now on, because chances of selling are better earlier than later. The week that precedes the official celebrations, that is from Monday, June 14, to Saturday, June 19, should be utilized in the advertisements in local papers. If you have a collection, however small, of Jubilee goods, try and get them together, invite customers to come and inspect.

In going through the wholesale warehouses one notices many lines of goods specially prepared for this trade, as the following notes indicate:

John Macdonald & Co. are showing a variety of articles such as Jubilee jewelry in stick pins, brooches, belt buckles, enameled belt buckles, leather and elastic belts and elastic beltings. One of the finest assortments of national flags was seen in this warehouse. They state that they have done an enormous trade for the 24th of May and Jubilee celebrations, that they are still receiving orders for Jubilee day, and that they intend keeping their stock fully assorted for Dominion Day celebration. They have a beautiful circular of all the national flags, showing the different colorings and designs of those they have in stock, which makes a beautiful picture for an office or store, and will forward one of them with price list enclosed to anyone in the trade.

P. Garneau, Fils & Cie., of Quebec, have stocked a line of Jubilee art muslins, a correct thing for the month of June.

James Johnston & Co., in addition to an assortment of all the latest designs in Jubilee flags, handkerchiefs and bunting, have a

full line of staple flags in Dominion, Union Jack, Red Ensign, French and United States. They show special Jubilee designs in prints, art muslins, ladies' shirt waists, belts, fancy pins and brooches. Also a line of tricolor ribbons.

The Gault Bros. Co., Ltd., are showing some novelties in ladies' belts, buckles, brooches, etc.; very attractive and salable goods.

S. Greenshields, Son & Co. have Jubilee brooches to retail at 1 to 25c. in novel ideas. The designs are confined to them. They have also Jubilee, British and Canadian flags in all sizes to retail from 5 to 25c. each.

W. R. Brock & Co. are showing three widths of red, white and blue Jubilee ribbons that are selling rapidly. This firm's assortment of Jubilee flags, cotton bunting, Jubilee art draperies, commemorative handkerchiefs in silk and cotton is still large and very attractive. Sample dozens of all lines may be obtained. The goods can be retailed from 5c. to 25c. each, and are within the reach of all, as the head of the department said, "who have a speck of loyalty in them." The special Diamond Jubilee flags—St. George and the Dragon, Britannia, etc.—are well adapted to the coming outbursts of loyalty and enthusiasm.

A GOOD UMBRELLA.

W. R. Brock & Co. are offering a special umbrella to retail at \$1; durable cloth, paragon frame, silver mounted crook handles. The number is R27.

Matthews, Towels & Co. are showing a number of novelties in men's neckwear. A fine line of English hand-sewn braces is another of this firm's specialties.

MR. BUYER

We invite your inspection of our make of Jackets and Capes for Fall. They are—

Perfect in their fit.

Faultless in their finish.

Front rank in their style.

Produced from attractive materials.

IF YOU'VE NEVER HANDLED THEM

PLEASE THINK IT OVER

JOHN NORTHWAY & SON, 64 Bay St., TORONTO.

GLIMPSES OF THE MARKETS.

KYLE, CHEESBROUGH & CO. say: "Our travelers are carrying some very novel lines of souvenir purses and spectacle cases. The demand for these articles is good and we are kept busy filling orders."

Black taffeta silks are in good demand. At present John Macdonald & Co. are showing three lines at popular prices.

W. R. Brock & Co. have received all sizes, 9½ to 12 inch, in their special 25c. black cashmere half-hose. The "Acme" is a rattler for value and weight.

James Johnston & Co. have stocked a full range of tubular braids in black and colors. Samples can be sent when written for.

Brophy, Cains & Co. are offering clearing prices on some odd lines of cotton vests and underwear. Those having an opening for any of those goods should not fail to communicate with this firm before buying.

S. Greenshields, Son & Co. report that their ribbon trade is largely increasing. They carry a heavy stock in staple lines of all kinds. Customers should not fail to see their special lines of gros-grains, glaces, satins and gauze "Sun" brand.

THE JOHN EATON CO. FIRE.

Fire completely destroyed the department store of the John Eaton Co., Ltd., corner Yonge and Temperance streets, Toronto. The fire broke out towards daylight, and could not be checked. Except a portion of the outer walls the whole structure was consumed. The stock and building were insured, but as the fire losses have not yet been adjusted, or paid over, the firm have temporarily

stopped payment. A new building will be erected on the same spot four storeys in height with a two-storey front, the whole to cost \$60,000. The new building is to be ready Sept. 1st, the firm meantime not doing business.

A THRIVING CHARLOTTETOWN HOUSE.

THE REVIEW dropped in at Messrs. Stanley Bros., "the always busy store," of Charlottetown, P.E.I., and was informed that they have this spring leased the store adjoining their own, thus increasing their ground floor space one-half. The annex is devoted altogether to ladies' goods: millinery, white wear, knitted underwear, shirt waists, etc. In the main store is shown a very large range of colored and black dress stuffs, silks and staples. The firm report an ever-increasing business, built up by personal attention to even the smallest details. The bright appearance of the store, the well-kept stock and the general air of business-like business would, we are sure, make it a pleasure for the ladies of the capital of "the Garden of the Gulf" to do their shopping there.

BED COVERINGS.

The latest in bed coverings is a reversible comfortable, called the "Puritas." It is made of the best quality pure white carded cotton, light and fluffy, and covered both sides with art fabrics. It is brought out by the Alaska Feather & Down Co., of Montreal, who report that they are booking large orders for this grade of quilt.

A SUBSTITUTE FOR STAYS.

A novelty now in the English market, and likely also to be introduced into Canada, is the "Platinum" Anti-Corset, a substitute for stays. It is made by Herts, Son & Co., Ltd., of London, and is intended to wear for outdoor exercise, bicycling, golfing, etc.

KID GLOVES

EMIL PEWNY & CO.

25 St. Helen Street

MONTREAL



WRITE US FOR SAMPLES.

STOCK OF LEADERS ON HAND.



Factory, Grenoble, France.

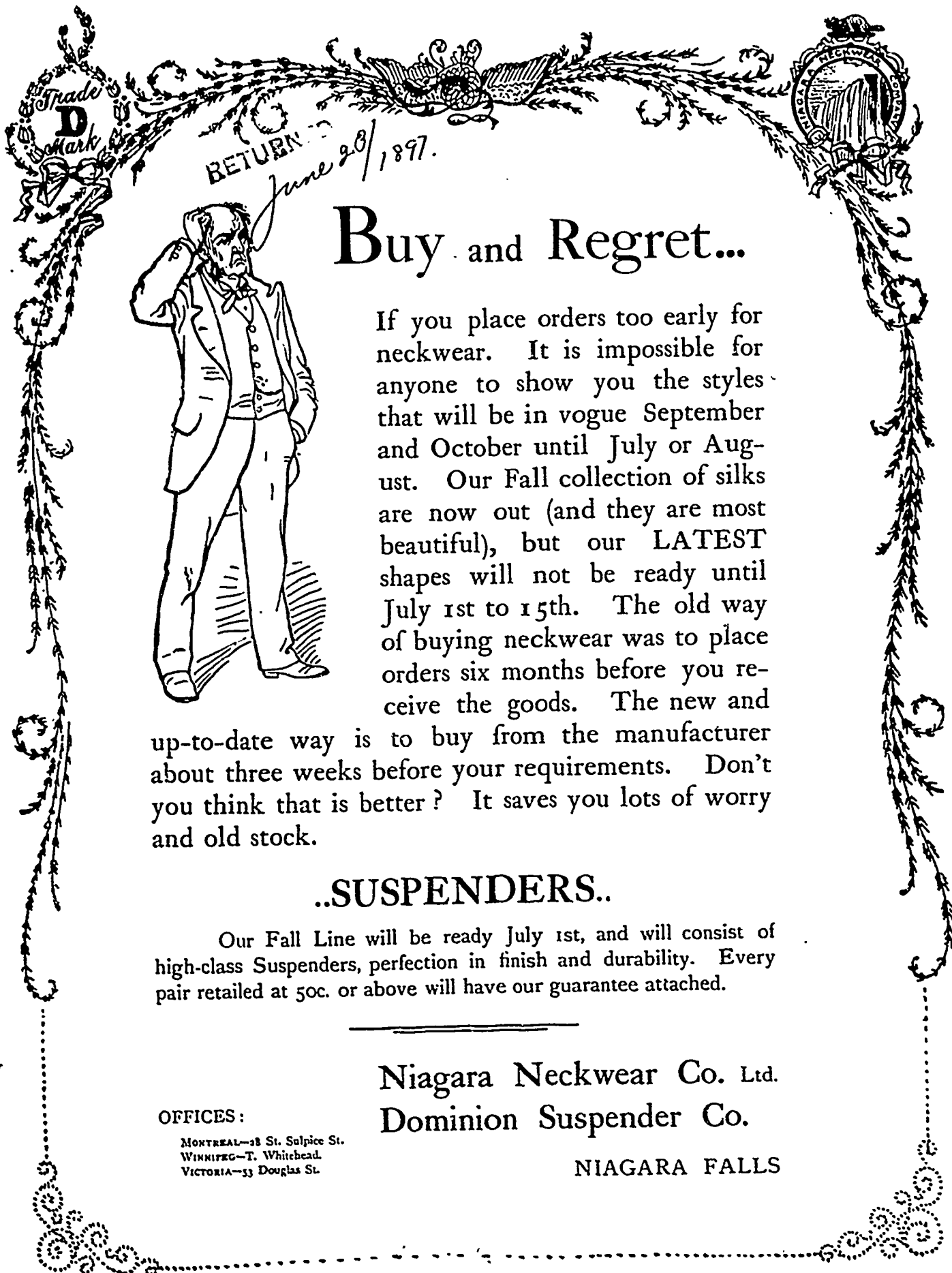
1855=1897

For forty-two years
---since the founding
of the house --- the
name

J. & J. Taylor

has been a synonym
for everything that is
reliable in the line of

Fire and Burglar
Proof Safes. . . .



Buy and Regret...

If you place orders too early for neckwear. It is impossible for anyone to show you the styles that will be in vogue September and October until July or August. Our Fall collection of silks are now out (and they are most beautiful), but our LATEST shapes will not be ready until July 1st to 15th. The old way of buying neckwear was to place orders six months before you receive the goods. The new and up-to-date way is to buy from the manufacturer about three weeks before your requirements. Don't you think that is better? It saves you lots of worry and old stock.

..SUSPENDERS..

Our Fall Line will be ready July 1st, and will consist of high-class Suspenders, perfection in finish and durability. Every pair retailed at 50c. or above will have our guarantee attached.

Niagara Neckwear Co. Ltd.
 Dominion Suspender Co.

OFFICES:

MONTREAL—38 St. Salpice St.
 WINNIPEG—T. Whitehead.
 VICTORIA—33 Douglas St.

NIAGARA FALLS

THE PARIS GOWNS.

HOW ELABORATE DRESSES FOR THE LONDON JUBILEE FUNCTION ARE BEING MADE—THE MODES IN VOGUE AND THE TRIMMINGS.

THE frightful fire in Paris, where so many women of rank and fashion lost their lives, has thrown a damper over the season in what is usually the Gay Capital. In writing the latest items of new styles, etc., to The London Drapers' Record Jeanne mentions that a number of costumes for English ladies to wear at the Jubilee demonstrations in London are being made in Paris. Some of these are: "A dress for the Duchess of Albany is in black velvet, embroidered with jet. The train is three metres and a half long, beautifully trimmed with tulle (black), from which fall bunches of black feathers. The décollete of the corsage is cut out over lace, the points of which fall over the skin without any other trimming. For Lady Pirbright is a toilette in the Medicis style, very regal-looking. It is in yellow broche lame, with silver, and opens over a front of white satin, embroidered with silver and strass. For the same lady is a dress in mauve satin, embroidered in Louis XVI. style, with court mantle in Parma violet. It is trimmed with old Valencon lace of great value. For another grande dame is a court mantle, Empire, in light grey broche embroidered with pearls, each design being framed with a ring of silver galon. The white satin dress is also ornamented in the same way and trimmed with malines.

"I have seen a court mantle, the material of which alone cost 300 francs a metre. It is in ivory velvet, embroidered with large silver iris. The interior is in rose satin with a bordering of rose mousseline de soie bouillonnes.

"Paris has sent many handsome toilettes to the Brussels Exhibition. I had the good fortune to see many of them. Amongst others a ball dress in cherry-colored satin is very becoming. The corsage, much décollete, has a chiffonne of cherry-colored silk muslin, which replaces the sleeve. On the left side of the décollete is a panache of black feathers. The front of the corsage is embroidered all over with a fine silver embroidery, which is repeated down the seams of the skirt. The skirt is trimmed with a double balayeuse of cherry-colored silk muslin.

"For walking is a dress in suede cloth. The skirt, forme amazone, has two side seams forming tablier, and covered with a chenille embroidery in various shades of tones belonging to the material. The same embroidery repeats itself down the bottom of the skirt, and down the front of the corsage, which 'blouses' over a ceinture of white leather. The hat to accompany this toilette is in lavender-blue, a shade much worn, circled with small ruches of mousseline de soie to match. It turns up on the side with a twist of changeable taffetas, lavender-blue, from which rises a white dove with outstretched wings. The sunshade is in white taffetas, trimmed with a small volant of application bise-color. This has a green lacquered handle, finished off with a knob in white crystal.

"A pretty sunshade for morning use is in white batiste, embroidered and trimmed with pleated volants, which are edged with Alencon lace. The handle is white, widening towards the top, where it is finished off with a gold serpent.

"I have already signalised the fashion of half-mourning dresses. Since the sad accident the demand for black materials is so great that it is quite impossible to meet it. There is very little doubt that black will be continued to be worn until next season, but the clever dressmakers will know how to profit even of this by adding lovely embroideries in steel, jet, paillettes, to say nothing of the various materials we have in black, so that there will be no dearth of variety.

"The following is a model from la Maison 'Laferriere': The dress is in printed foulard navy blue, with white designs, princess form. The back is blouse, held down by two braces of black

velvet, which are finished off at the neck with small velvet bows, to which are attached small steel buckles.

"This fashion of placing barrettes or buckles in bows or loops is much adopted on ruches, necklets, and also for millinery purposes. The front is crossed with large revers in Venetian cream lace, which terminate and cross at the waist. The cravat is in cream gauze, lined with Parma gauze, and the ceinture is of velvet with barrettes of steel finished off with a large bow on the left, placed just above the ceinture.

"Here are two more court mantles which are to figure at the Queen's Diamond Jubilee. One is in white mother-of-pearl Renaissance velvet, lined with yellow satin; it fastens on the shoulders with tufts of white feathers. A white satin dress is trimmed with volants of lace and ornamented with branches of jonquil.


"Another in Indian damask rose has designs in camaieu passing from silver-white to cherry. The lining is of tender green satin. With this mantle is a dress of white lace application placed over the palest rose taffetas draped with large bows in Louis XV. style in lace, and thick garlands of Bengal roses with their leaves."

FALL GOODS IN CARPETS.

The feature in carpets, curtains, etc., this month, report John Macdonald & Co., is that travelers are out with a well-balanced range of carpets for fall trade in wools, unions, tapestries, Brussels, Axminsters, Wiltons, hems, vandvaras, mattings, linoleums and floor oils. Samples may be sent for, so that every merchant may see the new patterns. Repeats have come into this department, particularly in four special makes of white quilts: Mayflower, Princess, Crochet, Marjorie, all well-known lines.


Having just concluded stock-taking, they have re-marked many lines and are clearing out all goods that have not sold with the rapidity of the other lines.

1887




J. D. ALLEN

1894



W. R. ALLEN

1896



G. Y. ALLEN

MEDALISTS

City and Guilds of London, Eng.

On the Technology of Dyeing in Theory, Practice and Chemistry of Dyeing.

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

BRITISH AMERICAN DYEING CO., Gold Medalist Dyers

Principal Offices:

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

123 Bank St., Ottawa
47 John St., Quebec

JOSEPH ALLEN,
Managing Partner.

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

Shirts
Collars
Cuffs



Blouses
Overalls
Jackets

SHIRTS—We can give you the best lines of White Shirts at the very best prices, because we do our own bleaching by a process patented by us this year.

We also carry a large stock of Regattas, Black Satens, Oxfords, Silk Stripes and Flannelettes.

COLLARS AND CUFFS—A full range of all styles for both ladies and gents.

JACKETS AND OVERALLS—We are offering **SPECIAL PRICES** in these lines. Having a large stock on hand we have decided to clear at very low prices. Send for samples.

See our O.K. Elastic Suspender Bib Overalls

M. L. & H. SCHLOMAN
MONTREAL

Wyld, Grasett & Darling

SPECIAL LINEN ATTRACTIONS

Damask Table Linens

U. 20—52-in. 21—56 in. 22—60-in. 23—60-in.
30—60-in. 27 x 60-in.

18-Inch Cotton Crash

Check Glass Cloth, in Red and Blue.
U. 6—14½-in. 7—16-in. 8—18-in. 9—20-in.
10—22½-in. 11—26-in.

Bordered Tea Cloth

U. 1—16 in. 2—18-in. 3—20-in. 4—23½-in.
5—25-in.

Roller Towellings

S. 10—13-in. S. 11—Hygienic Crash, 35—16-in.
36—18-in. 37—20-in. Very Special, U. 70, 29-in.

Comparison with any competition solicited.

Wyld, Grasett & Darling
TORONTO

John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

WOOLLENS

AND

Tailors' Trimmings

Fall Samples are now in the hands of our travellers. Kindly reserve orders until you have seen our line, which is the largest and most varied we have ever shown.

SAMPLES FORWARDED ON APPLICATION

JOHN FISHER & SONS

Manufacturers and Merchants
HUDDERSFIELD, Eng.

A. A. Allan & Co.

Beget to call the attention of the trade to their large preparations for

SPRING, 1897

In all lines of

Hats, Caps

AND

Straw Goods

Our Importations are commensurate with our continually increasing business, to which we invite inspection. See our range of

Wakefield's English Silk and Felt Hats.

. . . . See our range of

Leslie & Co.'s English Silk and Felt Hats.

We challenge the trade for their equal in style and quality.

A. A. ALLAN & CO.

51 Bay St.

TORONTO

MEN'S FURNISHINGS.

LONDON STYLES.

UNDERWEAR in bright colors is reported a "go," and black is a favorite, too, for summer wear, by people who formerly wore white and wouldn't have anything else. In socks, the taste of the hour is for quiet and neat effects. In black silk socks with embroidered fronts for evening wear, a small spot, ring, star or tiny flower are patterns mostly worn. Bow ties are much worn.

THE LATEST FADS.

The Niagara Neckwear Co. (D. S. Co.) are showing the latest fads in neckwear. Large checks, purples and tartans made up in the latest New York styles. The advertisement of this firm on another page is striking, as their announcements usually are, and should be read.

PURPLE'S THE THING.

Royal purple and Jubilee are words now very familiar to the trade, as the craze has struck Canada and everybody wants the correct shade in the Royal Jubilee color. E. & S. Currie have foreseen the demand, and sometime ago bought largely of purple silks in various weaves for neckties, and are now busy filling letter orders from all over Canada.

"We are practically making a new start in men's furnishings," say Brophy, Cains & Co. "We have entirely cleared out all our ties, braces, umbrellas, shirts, etc., and the new goods coming forward after June 1st comprise all the latest and 'nobbist' effects shown, and our fall samples, when complete, will, we believe, compare favorably with anything on the road. Nothing shelf-worn, every line fresh, clean and 'the latest.'"

The newest shapes in neckwear in the market at present are the Motor, Nansen, Le Roi and Electric. These novelties can be seen at John Macdonald & Co.'s. They are also showing a beautiful assortment of ladies' stock bows and men's cotton neckwear; also men's derbys, etc., in great variety.

W. R. Brock & Co.'s men's furnishing department is showing an extensive purchase of the latest novelties in men's neckwear, the pick of the latest novelties that the London market is offering, including Jubilee ties of various patterns and the royal purple, puffs, derbys, new knots, etc. Their Jubilee shirt is admitted to be correct in pattern and value.

A lot of imported collars, finest make and new in this market, have been brought in by H. J. Caulfield & Co. They are of Austrian manufacture and are called the "Leona" and "Dover." They are stocked in 2¼ and 2½ inch heights.

CAN'T SEE OVER THE HATS.

In London they are afraid that the gorgeous hats now in vogue for ladies will obstruct the view of people who want to see the procession and other features of the Jubilee. Years ago, says The London Queen, at the time of the reception of the Princess of Wales, the inconvenient and cumbersome fashion of encoline was in vogue, and it was remarked that a very large proportion of the spectators in the seats erected to enable them to view the procession had, on this occasion, left their iron hoops at home.

It is to be hoped that a similar sacrifice will be made in the matter of hats on the day of the Jubilee, and that even if the suggestion of Lady Galton as to the wearing of the toque, or that of Sarah Bernhardt for the adoption of the graceful Spanish mantilla, be not acted on, we may be spared the unpleasantness of seeing

the spectators in front obstructing the view of those behind them. We can conceive of no sight that would be more distasteful to the delicate and innate courtesy which is characteristic of the chief actor in this august and noble ceremony.

HONESTY IN BUSINESS.

N. Y. Dry Goods Economist.

AN address was delivered at the annual meeting of the Public School Union of St. Paul, Minn., by Miss Margaret Evans, dean of Carleton College, which does great injustice to the business community. The title of the address was "The School as a Moral Factor in the Nation," and the statements of the speaker were alleged to be a philosophical review of the practical results of the moral training of the public school as shown in the character and conduct of the pupils in the business world.

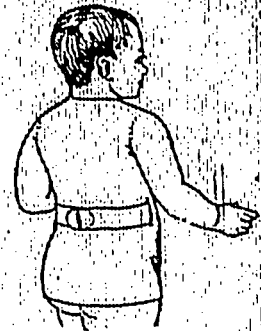
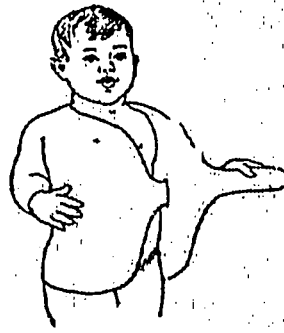
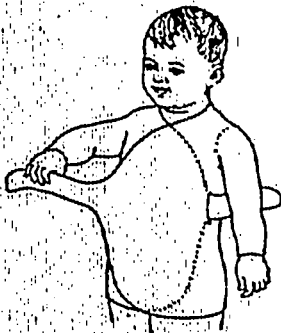
The facts, we are told by The St. Paul Pioneer Press, were based on the testimony of some of the most prominent men of the country in the educational and business world and showed careful and thoughtful compilation. It will, therefore, be a surprise to most of our readers to learn that, according to this authority, not more than 10 to 15 per cent. in the business world are honest in their business dealings, the estimates being in the main nearer the former figure than the latter. These figures, the lecturer stated, represented the men who would not lie and cheat when it was for their material interest to do so and the standard, we are asked to believe, is lower than five years ago. Miss Evans claimed that business life did not give a training in morality, and that a boy who "did not learn honesty before going into business would never learn it."

We do not question the honesty of Miss Evans, or the goodness of her intentions. She desired to impress upon her hearers the necessity of inculcation of honesty and morality in the public schools, but either she herself or her informants were undoubtedly grievously mistaken in the view taken of commercial probity. We should like to know the names of the prominent men of the country who provided Miss Evans with her facts. For it is a truism to say that the great majority of business men are honest and truthful. In fact, it has been proven time and time again that the very poorest kind of policy for a business man is to be tricky and cunning in his dealings with those from whom he buys and those to whom he sells. The whole system of business rests upon trust in one's fellow man, for no extensive business can be successfully conducted without credit, and what is credit but a belief in the good intentions and honor of those with whom we have dealings? The idea that chicane and deceit are necessary to the successful conduct of business has always been a favorite one with the agriculturist and the professional man. It was the fostering of this idea that caused the prejudice against trade which until recent years prevailed in the older civilizations of Europe. It seems strange to see it revived now in the United States, not in the older communities of the east, but in the newer and presumably more liberal west. We hope that the dean of Carleton College and her hearers will look into the matter more fully, and if they do so we are sure they will have no difficulty in finding grounds on which to revise their opinions.

PLEASED WITH OUR NEW TARIFF.

London Millinery Record.

The announcement that the Canadian Government had decided to grant a reduction of 25 per cent. concession off their tariff to all countries admitting Canadian goods free has been received in the city with marks of great appreciation, as it will have the tendency to very considerably add to our present business relationship. In hats, caps and bonnets our export trade is now close upon a quarter of a million per annum, while a large and increasing business may be expected in all the allied trades. A better means of commemorating the Jubilee celebration could hardly have been chosen.



THE LATEST INVENTION

In Children's Underwear is "THE RUBEN'S VEST." Made in any weight, and only of the finest all-wool fabrics; double-breasted, no buttons, pins, or strings required; no pulling over the head to worry small children. Every buyer in the Dominion should examine this wonderfully ingenious article, which is well known all over the United States as the best child's vest made, on account of these advantages.

... AS CHEAP AS ANY OTHER ...

And once a lady sees these valuable improvements she will never think of buying any other kind. Slips on in an instant, and is a perfect protection against chills or cold. It does away with the necessity of wearing a band. Best suited for children from six months to three years of age.

The goods are handled by all the leading houses in the Dominion, and the constantly increasing demand is the best proof of its value.

MANUFACTURED BY

THE MONTREAL SILK MILLS COMPANY **MONTREAL**

WHO CONTROL THE PATENT FOR CANADA



THE BEST
INTRINSIC VALUE.

The public are discussing that in which they get the best value, and by the largely increased demand for . . .

“Diamond Brand Underwear”

they have evidently found out that in this they get value every time.

Last season the trade had their serious attention drawn to this fact from the steady demand for "THE DIAMOND BRAND," and this year, without flourish of trumpets, we simply told the trade to wait and see our samples of "Diamond Brand Goods" before placing orders for other underwear, and it would be a paying move.

We are not in the habit of guaranteeing anything that we cannot perform, but have no hesitation in stating that in "THE DIAMOND BRAND" the best value is to be found.

HERMANN H. WOLFF & CO. **MONTREAL**

HINTS TO RETAILERS.

By a Head Clerk.

LAVATORIES FOR WOMEN.

ONE thing here that the retail dry goods men do not look into is having those for ladies. In the Old Country all business men look into this matter very carefully and see that the lavatory is kept in good order. In this country there are very few stores that have them. In Montreal, Morgan's, Hamilton's and Ogilvy's. In Toronto, Eaton's and Simpson's. There may be others, but I mention these for an example.

I think I can say without doubt that Simpson's has the finest lavatory of any store in Canada.

These, of course, are department stores. This is one thing that causes a great many ladies to go to stores of that sort.

Now, if the merchants would all have a place of that description for women, they would find a great difference in their trade.

It is not necessary to have an elaborate affair, but have everything neat and clean.

THE NEW CLERK.

Every clerk should take an interest in stock-keeping and the general run of a store. They should at least remove everything from the fixtures once a week and dust off both the goods and shelves; afterwards arrange them neatly, so that they give a clean and bright appearance.

I find that when new clerks come they are very hard to break in. They seem to think the only thing for them to do is to wait for customers, leave what they had shown the last customer on the counter, instead of putting it back where it ought to be, and climb over two or three clerks in order to catch the next one.

The manager or head clerk should in all cases show them how to arrange the goods and not allow them to go before the older ones.

When they get through serving one person see that they put back the goods shown, and not leave it for someone else to do.

YOU KNOW HOW IT IS YOURSELF.

Say, Mr. Salesman, what kind of an employer have you got? He may be ideal or he may be idiotic in your estimation. Anyway, we will put him down as just ordinary—a man who has "streaks" like most mortals. Suppose some morning when you have done something you think is real smart and are feeling good about it, he calls you down or takes the conceit out of you, as it is called. What happens? You immediately "sour" on him, and swear that you will not try to do your best in the future, and that his business may go to thunder for all you care.

That's just how you make customers feel when you try to take the smartness out of them, and endeavor to show them that your knowledge of what is and what should be is infinitely superior to theirs. Yet you call yourself a salesman and expect to successfully run your end of the business by these methods.

If you are no judge of human nature or of the logic of cause and effect, at least ask yourself how you would feel under like circumstances, and act accordingly.—Dry Goods Economist.

WHY EVERY MERCHANT SHOULD SUPPORT HIS TRADE PAPER.

THE DRY GOODS REVIEW takes up every branch of the dry goods trade. It gives you points on window dressing, how to handle your customers, the way in which stock should be kept, it gives you the names of all the best manufacturers and wholesale houses, also a hundred and one other things. If I were to canvass the boot and shoe men, grocers, hardware or book dealers to sub-

scribe for it, it would be out of place, but for a dry goods store there is not a paper in Canada to be compared with it. All those who are subscribers say that it is a great helper, and others would say the same if they were to look into it.

LOOK TO THE SELLING, TOO.

Retail advertising, if it is well done, will create an interest in the advertiser's store, perhaps a feeling in its favor.

The person who believes the advertisement and wishes goods goes to the store with a bias. His inclination is toward becoming a customer. He is impressed with the advertisement and probably has an idea of buying. But that is not enough. There must be somebody there who can sell the goods—even a skilful advertisement will not always do that. Do all advertisers do their part in the store? No. There are some merchants whose advertising is largely lost because they cannot do justice to their goods when the customer comes. I know of men whose business is a failure for this reason.

Take the case of a small retailer. Suppose he advertises dress goods specially. He may advertise them ever so wisely, he may offer them ever so favorably, but he has not then done all. There is still a great deal left unsaid and undone to sell his goods; he must know human nature; he must be a salesman, or he is in danger of losing his advertisement investment. And here is where many advertisers fail. They spend lots of money for advertising but they neglect the store end.

Many men waste money in advertising goods which do not sustain the claims of their advertisements or goods which do measurably sustain it, but which they are not competent to sell. Advertising cannot take the place of salesmen—and saleswomen. The newspaper will do its part of the work—it will tell the public what bargains are being offered—but the store must "do the rest."

SAD DROWNING OF MR. OLEGHORN'S SON.

Much sympathy is felt for Mr. James P. Cleghorn, of J. G. MacKenzie & Co., in the death by drowning of his young son, Herbert Cleghorn. The latter had gone out with his brother Charles for a sail on the Lake of Two Mountains, west of Montreal, on Saturday morning, May 22. Finding the wind too strong they started to return, but when two hundred yards from the pier the boat capsized. One brother stuck to the boat, but Herbert started to swim to shore, despite his brother's warning that the water was too cold. When twenty yards from land the poor lad sank and his brother then left the boat making a gallant attempt at rescue. But all efforts were unavailing, and the body was not recovered for one hour and a half. Herbert Cleghorn was a student at McGill College and a most promising lad, being only 18 years of age. The medical men decided that death was due to heart failure, caused by the prolonged plunge in cold water. Both brothers were expert swimmers.

HOW BRITAIN IS INJURED BY ITSELF.

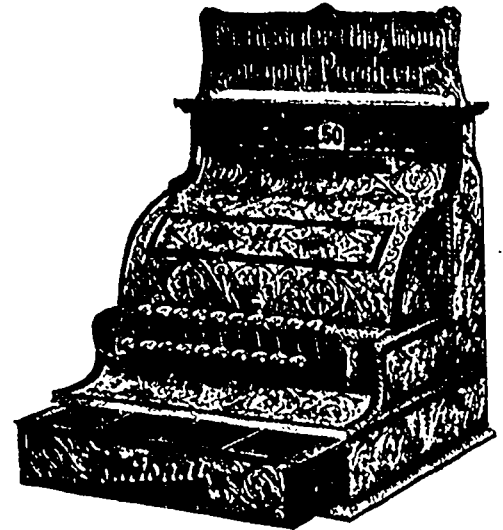
Speaking of Canada's new preferential tariff, The British Textile Mercury says: "It now remains for the advocates of closer Imperial unity to have the doubtful points in the situation cleared up. If the colonies are to be recognized as "third powers" within the meaning of the clauses in the German treaty, we trust that instrument will be denounced. The occasion is one for vigorous action if this country is to be allowed to take possession of that which is essentially its own. At present, the British Empire exists largely for the benefit of its enemies."

Don't Trust Imitators!

Firms who openly acknowledge that they are manufacturing machines copied directly from the product of another concern do not deserve the confidence of the people. The imitation is never so good as the original.

The National Cash Register Company manufactures nothing but cash and autographic registers. It makes and sells over 90 different kinds and sizes, ranging in prices from \$10 to \$375.

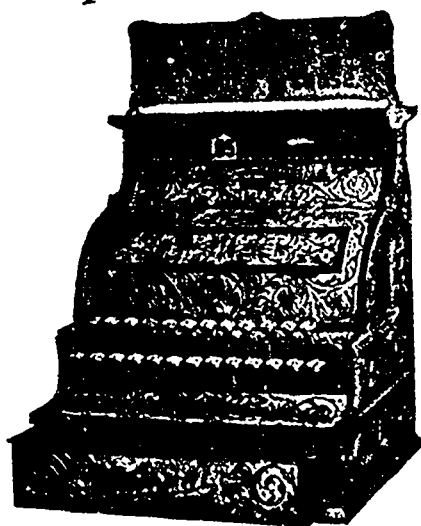
It has sold cash registers in Canada for the past ten years. It maintains a perfect



No. 301 1-2 Detail Adder—\$55.

organization and employs 1,300 people, who are experts in their lines of trade. So intricate and delicate are the parts of a cash register that it requires the experience of years of hard study and the assistance of the most perfect tools to make one successfully.

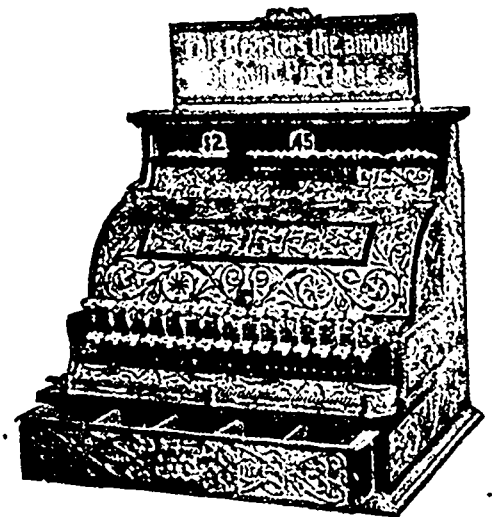
Over 160 companies who have entered into the cash register field have failed because they lacked sufficient capital to maintain an organization and to secure the machinery and workmen necessary to manufacture a perfect cash register.



No. 302 Detail Adder—\$65.

The National Cash Register Company is the only firm that sells the latest-improved total-adding cash registers in Canada.

Send a postal card to any of the addresses named below and one of our salesmen will call and talk the matter over with you. The National Cash Register Company, Dayton, Ohio, U. S. A. Offices: 6 Rossin Block, King Street, W., Toronto; 1685 Notre Dame Street, Montreal, and Vancouver, British Columbia.



No. 303 Detail Adder—\$80.

We have on hand a number of detail-adding registers made in imitation of ours by the Hamilton Brass Company, of Hamilton, Ontario, which we wish to get rid of. We will sell these registers at one-half the list price of the Hamilton Brass Company.

THE WHEEL AND TRADE.

THERE is no longer any doubt about the value of wheelmen's fixings to the furnishing goods trade, says The New York D.G. Economist. For a long time the popularity of the wheel and the consequent demand for special goods was looked upon by many manufacturers and retailers as robbing Peter to pay Paul. They plausibly argued that a man who was obliged to enlarge his wardrobe sufficiently to accommodate the necessary bicycle outfit would curtail to some extent his expenditures for ordinary goods.

Following out this argument the retailers contended that the ultimate effect would be to lessen the demand for staple goods, increase the demand for cheap goods, cause an irregular sale of certain lines of furnishings and finally create such a fluctuating standard of value in some stocks as to thoroughly demoralize the buyer's system of reckoning. This wail, coming largely from the retailer and echoed to a great extent by manufacturers, who thought there was little prospect of their gaining by the introduction of bicycle goods, proved to be premature and mistaken.

HOW THE CONDITIONS HAVE CHANGED.

Many of the retailers who some time ago were followers of the anti-bicycle leaders are to-day doing a large business in bicycle goods, and look upon that part of their trade as the most desirable. Equally so with the manufacturers. Instead of cutting down the regular sales, and encroaching upon old lines, the advent of bicycle goods has materially increased the receipts of both retailers and manufacturers at times when business was formerly very dull.

NEW INDUSTRIES ESTABLISHED.

In addition to this many new avenues of trade have been opened up since the bicycle came into general use. The clothing trade has probably benefited most. The demand for bicycle apparel saved many a clothing firm during the past year. So important a factor has this branch of the clothing business become that many firms now make nothing but bicycle clothing. Another important industry affected by the wheel is the shirt trade. The sale of shirts for wheelmen increased so rapidly that the "bicycle shirt" was conceived and brought into practical use.

ITS EFFECT ON OTHER TRADES.

The neckwear trade is another business that reaps a rich harvest from the wheeling class. The bicycle stock is an important product of the neckwear man and the special goods made for wheelmen in the shape of string ties and Ascots has brought into life the term "bicycle neckwear." To what extent the hosiery trade has been affected is best shown in the enormous increase of business in that line. Bicycle hose is a very important feature of every well-regulated dry goods and furnishing store. The growth of this one branch of the business has placed it ahead of all the other branches, for the present at least. This particular business has another adjunct in the shape of a sock intended for use with footless bicycle hose. Although not very long established, this new feature has met with remarkable success among the high-class retailers.

PAR-REACHING DEMANDS.

The manufacture of sweaters has also grown to be a very important industry during the past two years, and the sale of these goods is constantly increasing. Underwear has also received its share of attention. Elastic ribbed suits of underwear for cyclists is a line that most outfitters carry in stock. These goods are made particularly for the wheel, and rightly deserve the name of "bicycle underwear." To the glove-maker came an idea which resulted in the "bicycle glove," while the shoe man has made money and fame with the "bicycle shoe."

OTHER TRADES INVOLVED.

Even the watchmaker has been entered on the list and the manufacture of cyclometers and watches has developed into a dis-

tinct business. A short time ago these things were unheard of. Add to this the many other little articles, such as garters, leather watch chains, collars, hats and caps, together with the larger articles, such as lamps and rubber tires, and the volume is astonishing. Nearly all of these manufactures require new machinery and additional employes. This in turn affects allied trades until nearly every line of business feels the momentum, and the result is a strong and steady growth of trade during seasons in which manufacturers were formerly idle.

TRYING TO MAKE WOOLENS IN CHINA.

Sheng Taotai, says an English contemporary, is a famous Chinese personage who has assiduously studied the business enterprise of the "outer barbarians." He is director-general of the Imperial railways in China, and is happy in the companionship for trading purposes of another great Taotai, Li Mingsum, the chief of the Customs Department at Tientsin. These two high and mighty Celestial functionaries recently formulated a scheme for the foundation of the woolen industries in China. They attempted to promote a company but failed ignominiously. The Celestial is persevering, and, having purchased the machinery of a Danish company, who, of course, buy it from English makers, it is one of the certainties of the near future that Chinese woolen fabrics may be offered in Europe. For years past we have been threatened with the extinction of some of our textile industries by Japanese and Indian rivalry. And yet, notwithstanding the great decline in our exports to the United States, neither the "Mild Hindoo," nor the lively Jap, have given Yorkshire or Lancashire much cause of fear. The cheaper fabrics made in India and Japan have not appreciably affected the home trade. It is gratifying to learn that the rivalry aimed at the Yorkshire woolen trade is indirectly benefiting our colonies. The Japs are gradually becoming large purchasers of Australasian wools.

INK FOR TICKETS.

A recipe for ink given in a former issue, to be used for tickets, proved unsatisfactory, and Mr. Pedlow, of Renfrew, wrote complaining of it. THE REVIEW has tried to get a satisfactory recipe, and has been sent the following for use with rubber stamps. It is vouched for by a practical man, who says that those who make stamps for putting black labels on tickets always employ it, as it does not run but gives a clean edge:

"Mix lampblack with glycerine sufficient to bring it to proper consistency, add a few drops of tannic acid, and strain through fine muslin or some similar article in order to clear it of all gritty substance."

The other recipe was quoted from a journal likely to know. This one is given in good faith too, and we hope it will answer the purpose required. We should like to know how it turns out.

SITUATION VACANT.

TRAVELER WANTED TO HANDLE GOOD SIDE LINE. BOX A, DRY GOODS REVIEW. (6)

ARTICLES FOR SALE.

FOR SALE, UNDER PRICE, A NO. 79 CHEQUE PRINTING NATIONAL CASH Register, in use but a very short time; will be sold on account of the former owner going out of business at 87 1/2 less than the amount paid for it: guaranteed in perfect condition. Blanchard & Co., Windsor, N.S. (L. I.)

BUSINESS FOR SALE.

ONE OF THE OLDEST ESTABLISHED DRY GOODS, CLOTHING, MEN'S Furnishings and Boot and Shoe Businesses in Rat Portage for sale. This is an opportunity of a lifetime to step into a good cash paying business in a live, prosperous town. The owner is retiring in order to devote his time to mining. For particulars address Box 101, Rat Portage. (5)

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

Returned June 4/97

Just a Suggestion



ASK

Your Dealer

TO SHOW YOU AN



Alexandria or an

Imperatrix

Axminster

Velvet Pile **Carpet**

TORONTO
CARPET
MANUFACTURING
COMPANY,
TORONTO, CANADA

MATS,
RUGS,
SQUARES,
STAIRS,
BODIES and
BORDERS.

That will outwear a full frame brussels at the price of tapestry.

See it and judge for yourself.

The Maple Leaf Brand two-ply all-wool ingrain Carpet is equal to the best in the world.

Thousands of... Canadians Say So.

The above cut will be SENT FREE to any of our customers.

When two articles look alike, the better is proved by use.



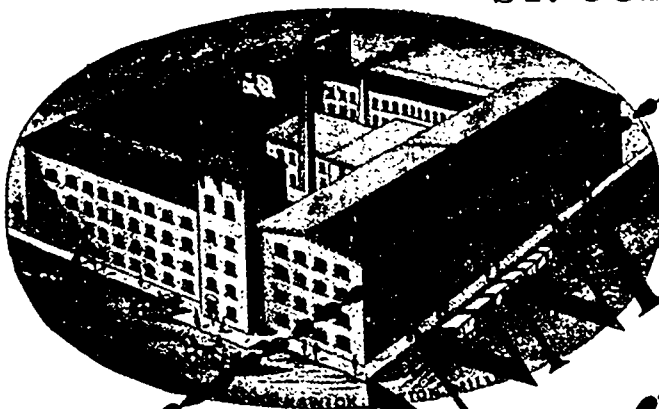
The best value of a trade mark is its guarantee of honesty.



The "Maple Leaf," "Dominion" and "Beaver" Wool Carpets require no praising to a judge of carpets.

W.M. PARKS & SONS Ltd.

ST. JOHN, N. B.



**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents . . .
J. SPROULSMITH, Wellington Street West, Toronto
DAVID KAY, Front Building, Montreal.
JOHN HALL, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

GLIMPSES OF THE MARKETS.

AMONGST the prettiest and most unique of the Jubilee novelties is a line of Jubilee veilings which is being offered by Messrs. Kyle, Cheesbrough & Co. These are entirely new and will, no doubt, be good sellers.

S. Greenshields, Son & Co. report that they have the following green shades in velveteens in stock. emerald, dryade, cresson, myrtle, apple green, etc.

James Johnston & Co. are showing a special line of black velveteens at 25 per cent. under market values. The widths and prices are as follows. 17½ inch at 14 and 16c., 20 inch, 20c., 22 inch, 35, 37½ and 50c. This range, they told me, "is a peach."

Brophy, Cains & Co. promise to show the trade in July and August some novelties in flannelettes. They are, without doubt, the newest and prettiest styles that will be shown for the incoming seasons.

Caldecott, Burton & Spence have made some special quotations in linen towels and towelings. They are offering a big range of huckaback and damask towels at unusual quotations, and are clearing out some of the crash toweling much below ordinary prices. "It will," they said, "pay live retail merchants to see these goods."

The advance in duty of 5 per cent. will naturally increase the cost of coverings used in down comforters. But the Toronto Feather & Down Co., having made provision for the coming season, say they are prepared to quote prices as close as ever, and their range and prices this season are well worth considering.

The Gault Bros. Co., Ltd., report fresh arrivals of Jubilee handkerchiefs and flags, on which they are having large sales

CONDITIONS IN THE NORTHWEST.

Mr. J. D. Allan, who returned to Toronto a few days ago from a business trip to the Northwest, speaks hopefully of the conditions there. The improvements and developments are more patent to a man who goes there year by year observing them than even to people residing there themselves. The Northwest is a great

country, and Canadians living in the east find it hard to realize how great the possibilities are. The movement of immigration this year has opened satisfactorily. The question of freight rates is an important matter, and the elevator charges made on wheat shipped by farmers, whether they use the elevators or not, burden the farmer. In spite of the low price of wheat, many farmers were doing well, and their improved farms showed it.

HAS NO USE FOR THE BRITISH.

St. Louis Dry Goods Reporter.

FEW students of history and no lovers of American principles will be sorry that the arbitration treaty between this country and England has failed. The more it was discussed in the Senate the plainer became the objectionable features, and many Senators who were in favor of the treaty at one time voted against it. Many others would have voted against it had their votes been necessary to defeat it. The history of the English nation in its dealings with other governments has been such that few believe in her sincerity as to arbitration except when she sees a distinct gain by that process. Besides, her action with reference to the peoples of Armenia and Crete has been such as to disgust all lovers of liberty, who feel that England is playing double so far as anything is concerned which might arise with this country. We have never taken stock in the arbitration treaty and have no tears to shed that it has been defeated in the Senate. This Government is better off without such a treaty, and the stronger we become the less need is there for an arbitration treaty.

LACES AND EMBROIDERIES BADLY PUT UP.

Editor DRY GOODS REVIEW.

SIR,—We desire through the medium of your paper to bring before the trade the very unsatisfactory way laces and embroideries are at present put up.

We find the lengths of 4½ yards result in a great many remnants and bad ends; the joins coming so close together cause annoyance and loss to the retailer. Samples for next season will soon be showing and we hope some enterprising manufacturer will lead the way and put up laces and embroideries in 12 yards without a join. We predict that the first house showing lace and embroideries with this improvement will capture the trade.

Yours respectfully,

A. ALLAN & Co.

Calgary, Alta., May 18.

Woven Labels.

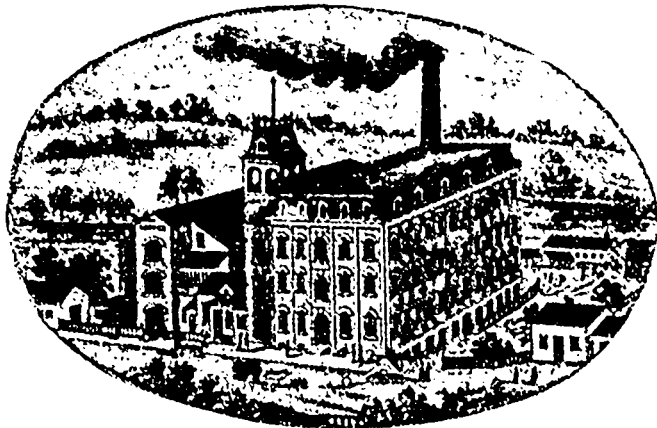
Shirt Labels & Hangers
UNDERWEAR LABELS
INITIAL LETTERS
INDIVIDUAL NAMES.

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

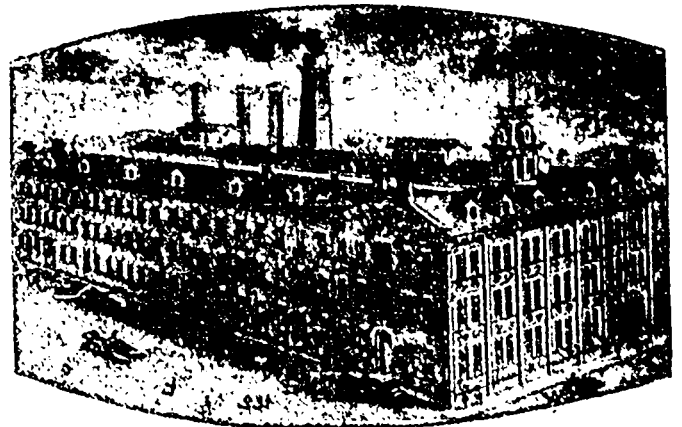
Silk Labels & Hangers
NECKWEAR LABELS
DRESS BELTS
SHOE LABELS.

Night Shirt Trimmings.

TORONTO OFFICE: ROOM 109 MCKINNON BUILDING.



MILL NO. 1.



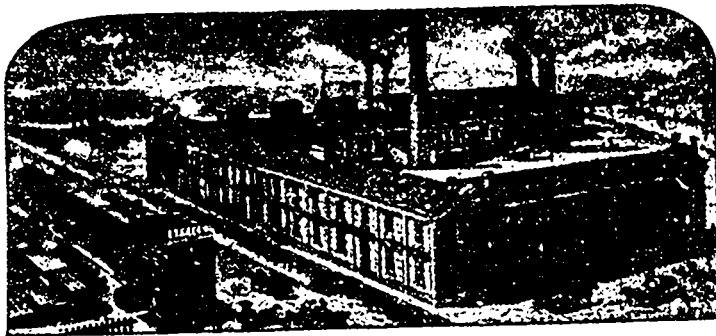
MILL NO. 2.

The Penman Manufacturing Co.

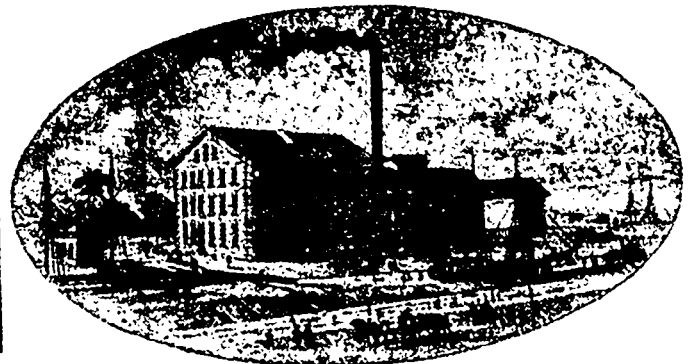
HEAD OFFICE: PARIS, ONT.

Limited

Selling Agents: D. MORRICE, SONS & CO., Montreal and Toronto.



MILL NO. 3.

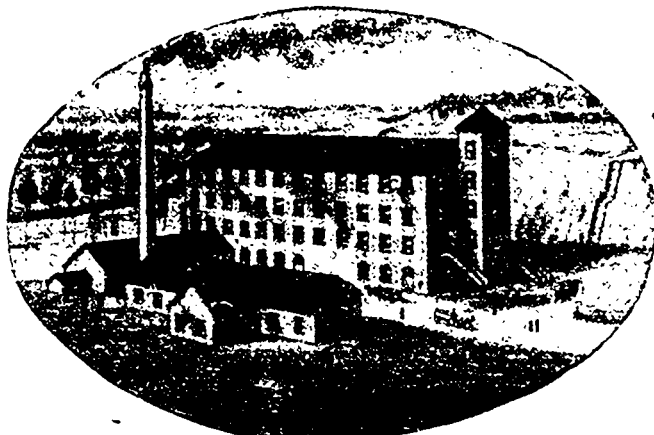


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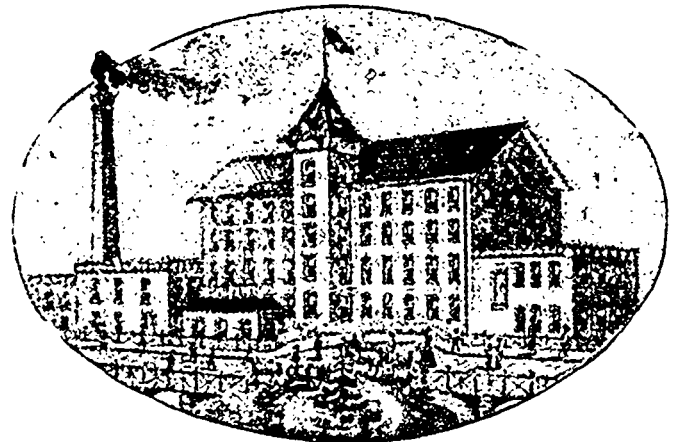
The Oldest and Largest Manufacturers of **KNITTED GOODS**

in Canada. Manufacturers of every description of Men's, Ladies', Misses', Youths' and Children's Underwear, Hose, Half Hose, Knitted Top Shirts and SWEATERS.

The travellers of all the best wholesale houses in Canada now carry full lines of our make. Be sure you see them when placing your Fall Orders. . . .



MILL NO. 5.



MILL NO. 6.

SUMMER CLOTHING STYLES.

WE are asked by a subscriber: "What is most worn in crash clothing, what is the proper color, and how should it be made?" Judging by the demand so far developed the plain linen or Russian hemp crash in the natural creamy color is most correct, though there are upon the market many new varieties of weave, herring-bone, basket pattern, etc.—likewise, color effects—solid browns, hairline stripes and such like patterns which are not, however, worn as yet by the best dressers. What the most critical wearers have adopted is the plain, natural color, and of a weave which is rather coarse. The fabric must be very thoroughly laundered before making up to allow for the inevitable shrinkage.

Coats are most correct if made as a sack, to close with four buttons, having four patched-on pockets closed with one button, but no flap. Length is about 33 inches. Back may have centre seam or else whole back with moderate vents at bottom of side seams. All seams in coat and side of trousers should be welted. We would advise no vest, as material being strictly negligee for hot weather, vest seems superfluous, and the fancy shirts are meant to be seen, not hidden.

Would make the trousers with loops for a belt, shapely but not too close fitting, on account of danger from possible shrinkage in washing—say 17 inches at bottom, cut out well to conform to instep, and 18 inches at knee. Should be a little more generous than woolen trousers, which are now made quite close fitting.—Chicago Apparel Gazette.

A HINT TO BUYERS.

In these times of sharp competition it is essential for every up-to-date store to have some exclusive designs, controlled by him for his town, and on which he need not be afraid of any "cutting" being done. When handling goods made in Canada it is therefore

advisable to buy from the largest houses, and when buying down quilts and cotton comforters it is especially desirable to see the large range of designs in satin, silk and sateen quilts controlled by the Alaska Feather & Down Co., of Montreal. Through their English connections this company is enabled to give each of their customers some choice designs and confine those to him. Five travelers are now working their respective territories, and the old adage holds good: First come first served.

NEWS NOTES OF THE TRADE.

The representative of Chadwick's spool cotton, Mr. R. Henderson, was in Toronto last week and dropped into THE REVIEW office.

Mr. W. R. Smallpeice, buyer for W. R. Brock & Co's hosiery, glove, smallwares and fancy goods departments, is making a business tour to New York and other large commercial centres.

The Celluloid Company of New York have appointed Mr. B. Allen, 31 and 33 Melinda street, Toronto, their sole agent for Canada, and the trade may now write him for information.

Mr. John Allan, of Craig street, Montreal, has opened a branch on St. Catherine street. He has a well-assorted stock of all the latest things in men's furnishings. Everything is well arranged, so that it gives a striking appearance.

The Rigby Waterproofing Company of America, head office in New York, of which company Messrs. H. Shorey & Co., wholesale clothiers, of Montreal, own a controlling interest, have recently made a very large contract to proof the product of the Botany Mills, Passaic, N.J.

RETURNED FROM EUROPE.

Mr. R. Henderson, of R. Henderson & Co., Montreal, has just returned from a seven weeks' trip abroad. While away he visited the manufacturing centres of England, Scotland, Ireland, Germany, Switzerland and France.

The Wholesale House that
supplies you with . . .

North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.

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

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

NOTHING DECEPTIVE

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

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

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

CLAPPERTON'S THREADS

ARE STILL LEADING.

The wide-awake merchant keeps
"Leaders."

WM. CLAPPERTON & CO.

165 ST. JAMES STREET

MONTREAL

Canadian Made for Canadian Trade

Equal in design and finish with the production of European Mills, superior in point of value.

SEE OUR SAMPLES FOR FALL 1897

OF

**BEAVERS
NAPPS
SERGES**

**PRESIDENTS
CHINCHILLAS
TWEEDS**

Full lines now in the hands of our Agents,

MILLICHAMP, COYLE & CO.,

Wholesale Only

Hallfax, Montreal, Toronto, Winnipeg, Victoria.

A. W. BRODIE

WOOLEN . . .
MANUFACTURER

HESPELER, Canada.

FALL, 1897

Our line for the coming season will embrace the newest and latest conception in

Men's, Boys', Children's

CLOTHING

Our aim is to supply the enterprising and progressive retailer with "Specialties" in every sense that the word implies, and thoroughly anticipate his wants. It would be to your advantage to see our line as early as you can in its entirety, so that none of the good features will escape you.

CHALCRAFT, SIMPSON & CO.

Makers of Fine Clothing

TORONTO

DEALING WITH SLOW PAYERS.

AN IMPORTANT QUESTION THAT AFFECTS MANY RETAILERS.

IN the last few years of slow collections the merchant's chief burden, aside from the difficulty of making sales at all, has been the difficulty of knowing how to deal with those customers most worthy of credit, yet often least inclined to pay promptly. The strongest and best students of this problem have long ago solved it, once and for all, by joining the cash brigade. But the fact cannot be overlooked that there are still many who either will not or cannot adopt the strictly cash policy. Any suggestions that can lighten the burden of these, until such time as they see their way clear to adopt the one best and most business-like method, should be doubly welcome.

It is a curious and rather discouraging fact, says The Chicago Dry Goods Reporter, that those communities which contain the largest number of well-to-do or wealthy families often present the worst phases of this stubborn credit problem. These people are often the retailer's "best" customers, in the sense that they buy liberally and are pretty sure in the long run to be "good pay." But they are so leisurely about settling their accounts that they constantly keep a large proportion of the merchant's small capital tied up. By thus forcing him to become their unwilling banker they not only rob him of a large aggregate of interest, but also tend to cripple him in his ability to purchase the very lines of new goods that are needed to retain their custom.

It does not take long to lock up the dry goods merchant's entire capital in this sort of perfectly good accounts, and the result is almost as disastrous as if the accounts were bad. When things are in this condition the more business of this sort you do the worse off you are. Persistent dunning is always suicidal. It will not do to press such customers so harshly or persistently as to offend them and thus lose for you what you feel is the best part of your trade. Printed circulars are practically useless. There would be no satisfaction in going into bankruptcy and then informing these people that it was they who made it necessary. And yet you are short of money to pay your jobber and to meet your running expenses, while apparently doing a good business.

The dilemma is as serious as it is common. Some merchants, especially those in wealthy suburban towns, seek to avoid it by charging enough more for their goods to offset the loss of interest on their capital incidental to this class of accounts. But that amounts to making the cash customer pay for the credit customer's shortcomings, and at once sends away a certain proportion of trade to the department stores. Herein lies the sole and only fundamental advantage that the department store possesses over the smaller merchant. It does a strictly cash business. As soon as the smaller store is run on the same basis and with the same lynx-eyed attention to details, it can more than hold its own. But in the meantime what is the best method for dealing with the good but slow credit customers?

Undoubtedly the most efficacious method is by means of a frank and courteous personal letter to each of the delinquents, explaining exactly the dilemma in which you are placed, and doing it in much the same spirit as that of the foregoing statement of it. The slowness of some of these customers is due to carelessness and not to even temporary lack of funds. That of others, who have a certain but limited income, is due to a habit of being a little behind-hand with all accounts that can be put off, and a frank, personal, and perfectly friendly letter explaining your difficulty is most likely to make you a preferred creditor and secure prompt attention.

Of course, this and all other methods are far from being infallible, but the personal letter or the personal talk is the best of an undesirable variety. When this fails, and even before it has a chance of final test, it is better to be chary about giving credit,

even to customers who are undoubtedly "good." And the final solution, toward which every up-to-date merchant is unceasingly shaping his policy, is the adoption of the cash basis.

MODERN CONDITIONS AND THE MERCHANT.

A RUT, Webster says, is a furrow worn by a wheel. Would it not be well to add "and commonly made by man for the purpose of hindering his progress?" Ruts are bad, and (more is the pity) so many people find comfort in them that they follow them throughout an entire career. If we are to attain our end, make our task successful, we must leave the ruts, not stick to them. It seems to be a weakness of the average man to get into ruts easily and to stick to them tenaciously. Herein lies one of the greatest reasons why the average man is not successful, for it is proverbial that nine out of every ten fail.

It is an easy matter to get into a rut and very difficult to vacate it. We must be conscious of the rut before we can leave it. In many instances what is to-day a rut was, when adopted, a perfect method; but the times and conditions have changed, and the method, instead of progressing and changing as well, kept on in its methodical uniform way and became a rut, and thus, seeing everything moving as it has been wont to move in a way we know was right when we started, we fail to alter it.

This is an era of up-to-date methods, and movements of ten or twenty years ago are out of date ruts. If we stick to them we are lost. Ten years ago, if you hadn't on hand just what your customer wanted, he'd take the nearest you had; to-day he'll get just what he wants from your neighbor. Any kind of a store would do a dozen of years ago; to-day it must be well furnished, well kept, and inhabited by bright, courteous salesmen, or the best class of patrons will not enter it. Ten years ago a simple announcement in a local paper was all the advertising a retailer felt called upon to do; to-day he takes more space, spends time writing advertisements that are attractive and that will sell goods, and in every way possible endeavors to make the advertising end of his business remunerative. The up-to-date retailer does this. He knows a rut when he sees it and avoids it.

A short time ago a large manufacturer who feared the presence of ruts, also his inability to distinguish them, invited a friend to inspect his factory. The friend had little knowledge of the business, and only that interest which the well-trained mind takes in any subject. But as the manufacturer explained his various methods the friend was quick to see faults and offer suggestions. The manufacturer now claims that this interview pointed out to him ruts, the elimination of which has saved him \$100 a week. Perhaps you can't see the ruts you are running in. Ask some friend—some one who won't lie to please you—how your store looks, how it compares with other stores, how you can improve, and he will probably point out a rut or two that leaving will make money for you.

AN EFFECTIVE CALL.

A traveler, who put up for the night at the leading hotel in a small town, had, before retiring, left explicit instructions to be called for an early train. He was very much in earnest about the matter, and threatened the clerk with all manner of punishment if that duty was neglected. Early in the morning the guest was disturbed by a lively tattoo upon the door.

"Well?" he demanded, sleepily.

"I've got an important message for you," replied the boy.

"The guest was up in an instant, opened the door and received from the boy a large envelope. He tore open the envelope hastily, and inside found a slip of paper on which was written in large letters:

"Why don't you get up?" He got up.

Thibaudeau Bros. & Co.

► Importers of —————

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.
Quebec.
THIBAUDEAU BROTHERS & CO.
London, Eng.
THIBAUDEAU BROS. & CO.
332 St. Paul St.
MONTREAL

Finley, Smith & Co.

Importers of . . .

WOOLLENS and
TAILORS'
... TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

BELGIAN

SEWING COTTON.



"Cat" Brand

Grand Prize: Paris and Antwerp

BEST AND CHEAPEST

Strong, Even and Elastic



Solo Agent for Canada :

Jno. A. Robertson

Write direct for Samples,
and ask leading Wholesale
Houses for Quotations.

Board of Trade Building,
... MONTREAL

A. McDOUGALL & CO.

Woollens and Tailors' Trimmings

168 McGill Street

... MONTREAL

Sole proprietors of the cele-
brated TYKE and BLENHEIM
serges.

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

A. McDOUGALL & CO.,

— Sole Proprietors

GLIMPSSES OF THE MARKETS.

WR. BROCK & CO.'S smallware department is receiving weekly shipments of a very popular line of tubular braids at the right price, in black, navy blue, mid and seal brown, myrtle, etc.

New blouse silks are being shown in low and medium priced goods in large variety, of the latest designs, by John Macdonald & Co.

Messrs. Kyle, Cheesbrough & Co. report a large demand for 12-inch chiffons in black and 6-inch chiffons in black and colors. This firm has received a large shipment of these goods, and is in a position to fill orders promptly and satisfactorily.

S. Greenshields, Son & Co. have a special clearing line in muslins for blouses in linen effects, linen and silk stripes and checks, etc.; also printed muslins in large variety.

At James Johnston & Co.'s was seen a range of black wool figures in the newest effects and at popular prices. Also a special in black grenada sicilian at 65c.

A strong point in the Victoria lawns sold by Brophy, Cains & Co. is that they won't curl.

June is a great month for light goods—light clothing, light hosiery, light gloves and light underwear. Caldecott, Burton & Spence are offering some choice lines in fabric gloves, silk and lisle hosiery in black, tan and cream, and gauze underclothing in cotton, lisle and silk.

The Gault Bros. Co., Ltd., have just received a full supply of ladies' collars and cuffs, in all the latest and best selling styles. Orders for these goods filled from stock without any delay.

Art denims in plain and fancy are still in big demand, especially the printed goods which can be retailed at the popular price of 25 to 30c. Boulter & Stewart have a most complete line for fall trade. Also all the novelties in fancy printing. A visit to their drapery department will be a pleasure as well as profitable to any merchant wanting novelty draperies.

THE ENGLISH PRINTS ARE STRIKING.

The English prints for summer and fall are very rich in coloring and handsome in appearance. Some were noticed at John Macdonald & Co.'s, a large range of wide widths and very striking designs. There is a variety in dark patterns, the red and beetroot grounds, which promise to be the correct thing for late summer wear, at once attracting attention. The Jubilee pattern is quite pretty, not fanciful or loud, light grounds with the Queen's head and the crown shown in quiet designs in various colors. An exceedingly handsome line is the Victoria crimps with metallic printed stripes. The reds, greens and other fashionable colors in this material cannot be easily distinguished from far more costly materials.

A LOSS TO MONTREAL.

Mr. R. Henderson was a passenger by the Dominion Line SS. Canada to Boston when she made the record trip to that port. Mr. Henderson speaks highly of the Canada, and says she has larger rooms and better accommodation than many New York steamers; in fact, he says she is a Teutonic or Majestic except in speed. He considers it a loss to Montreal, in fact, to the Dominion, that such a fine steamer is not running to Montreal, and says the genial skipper, Captain McAulay, would be glad to return to his old route.

... IF YOU WANT TO ...
ADVERTISE ANYTHING, ANYWHERE

In Canada, we can do it for you.

MacLEAN PUBLISHING CO. Ltd.

ADVERTISING DEPARTMENT

MONTREAL - TORONTO

MARINE INSURANCE.

The Open Policies issued by the **MANNHEIM INSURANCE CO.** (Capital Two Million Dollars) cover goods from the time they are shipped until delivered at your warehouse.

For rates and further particulars apply to

JAS. J. RILEY & SONS, Managers for Canada, **MONTREAL.**

HANBURY A. BUDDEN

Attorney and Solicitor

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

World Wide Popularity

The Delicious Perfume.

**Crab Apple Blossoms**

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

"Glove-Fitting." Long Waisted. Trade Mark

CORSETS

At Popular Prices:

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

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

JOHN MACDONALD & CO'S, TORONTO.

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

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bear our Trade Mark, the Crown. Others are genuine.

Blarney Yarns

Manufactured by

MARTIN MAHONY & BRO. Ltd.

Blarney, Cork, IRELAND

FINGERINGS

In 6-lb. spindles

SAXONYS

In 6-lb. boxes and 2-oz. hanks.

MENDINGS

On cards and 1/2 oz. skeins, 1/2 gross in box.

These celebrated wools are made in all the newest Moss Tints, Spiral and Twist Mixtures, for Golf and Bicycle Hose.

Before placing your order for Fall, send for samples and prices.

Agent for U.S. and Canada . . .

R. H. COSBIE

Manchester Building, Melinda St., TORONTO.

BLANKET CLOAKINGS

are fast growing in favor. They are the

**LIGHTEST, WARMEST
AND CHEAPEST**

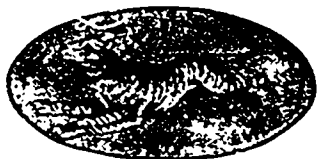
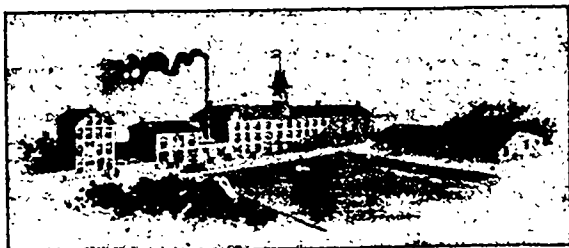
material to be found. Just the thing for children, as they stand rough usage splendidly. We make them in

**CARDINAL, NAVY
BROWN AND GREEN**

and guarantee the colors fast. You can have samples by asking for them.

EUREKA WOOLEN MFG. CO., Ltd.

— EUREKA, N.S.



TRADE MARK, REGISTERED

Our samples of underwear for the approaching Fall season are now in the hands of our several representatives.

—
The GALT KNITTING CO., Ltd.

GALT, ONT.

N. B.—Our goods cannot be obtained through any wholesale house.

Why Buy Foreign Goods

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

WE MANUFACTURE . . .

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

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

—
BOYD CALDWELL & CO.

Clyde
Woolen Mills

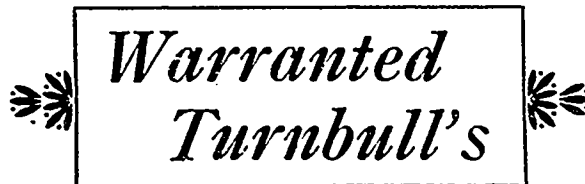
— Lanark, Ont.

When You Show

Your customers —

Underwear

bearing this stamp . . .



It is a guarantee that you are selling the best in the market. They are Full-Fashioned, which means that they are shaped on the machine; no rough seams. The comfort in wearing these goods is only known to those who have worn them. Our travellers are now on the road with a full line of samples.

THE —

C. Turnbull Co.

OF GALT, LIMITED.

WARDLAW YARN MILLS DUNDAS, Ont.

Thos. D. Wardlaw
 Manufacturer of

Worsted and Woollen Yarns, Fingering,
 Wheeling and Knitting.
 Loops and Novelties for Dress Goods,
 Cloakings, etc.
 Carpet and Serge Warps.

GOLF AND BIOYOLE YARNS A SPECIALTY

Write for Prices and Samples

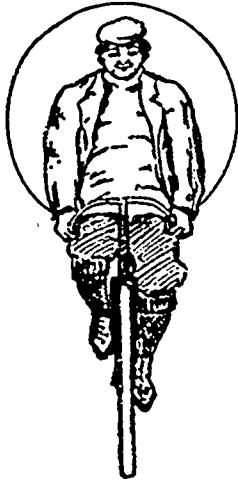
.. TO THE WHOLESALE AND MANUFACTURER ONLY ..

B. & C. Corsets

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

Manufactured only by

BRUSH & CO. - TORONTO



IN THESE CYCLING DAYS

a smart cool suit of **HOMESPUN** is the correct thing. We lead in style and durability.

The Genuine Oxford HOMESPUN

is made only by us.

Trade Mark: "Tape woven across the ends of every web."

OXFORD MFG. CO. Ltd.
 OXFORD, N. S.

New York House, 57 Leonard Street.
 W. G. Rodger, Agent, Toronto, Ont.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND STAIR PADS

HAMILTON, ONT.

OFFICE.—

24 Catharine St. North.



WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office

Toronto, Ont.

Capital Subscribed - \$2,000,000.00
 Capital Paid Up - 1,000,000.00
 Assets, over - 2,320,000.00
 Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BEAVER LINE STEAMERS.

SUMMER SERVICE

Montreal to Liverpool.

From LIVERPOOL	STEAMERS	From MONTREAL
Sat. May 15	Lake Huron	Tues. June 1
" " 23	Lake Superior	Sat. " 5
" June 23	Lake Winnipeg	Wed. " 16
" " 5	Lake Ontario	" " 23
Tues. " 15	Lake Huron	" " 30
Mon. " 20	Lake Superior	" July 7

Weekly thereafter.

Until further notice the steamers of this line will call at Queenstown, during the summer season, for passengers on the voyage from Liverpool only.

RATES OF PASSAGE.

FIRST CABIN—Single, \$47.50, \$50 and \$50 Return, \$95 and \$114 according to steamer.
 SECOND CABIN—To Liverpool or London, \$31; return, \$66.75.
 STEERAGE—To all points at lowest rates, including outfit.

For further particulars as to freight or passage, apply to—

D. & C. MACIVER

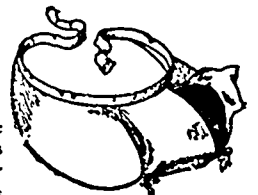
D. W. CAMPBELL, Man.

Tower Buildings, LIVERPOOL

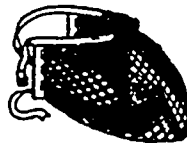
18 Hospital St., MONTREAL

THE BUSTLE IS HERE

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



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



BRUSH & CO.

Toronto.

MILLER BROS. & CO. MONTREAL . . .

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

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

MOZART CUFFS

Angelo & Raphael Reversible Linen Collars and Cuffs.

Only the very best materials are used in the manufacture of these goods.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

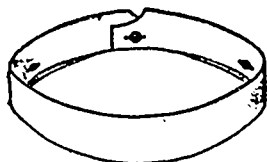
"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

All goods made by us are stamped as follows :

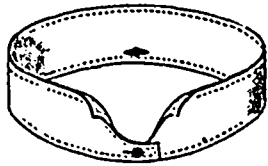
Absolutely No



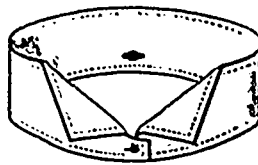
Others Genuine



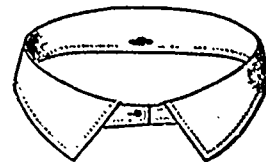
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 3/8 in.
Back 1 in.



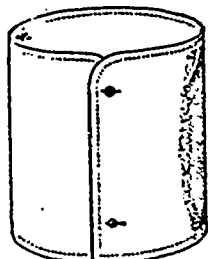
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 3/4 in.
Back 1 1/2 in.



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



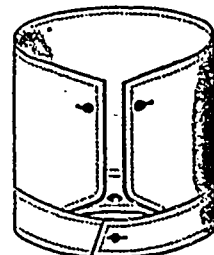
ROYAL
Sizes 12 1/2 to 20 in.
Front 1 3/8 in.



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

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

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



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

Sole Agent for Canada

B. ALLEN

31-33 Molinda St., TORONTO

The Celluloid Company

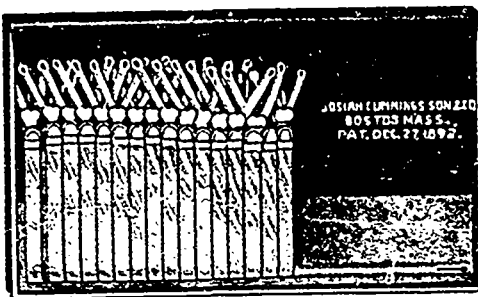
Sample Trunks and Sample Cases

BEST MAKE IN AMERICA

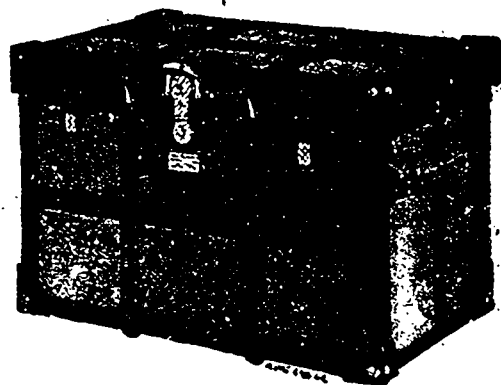
Steel Trunks. Only Manufactured in U.S.

- Raw Hide Trunks
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Bound Canvas Trunks
- Steel Bound Canvas Trunks

In all grades
For all kinds of business.



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

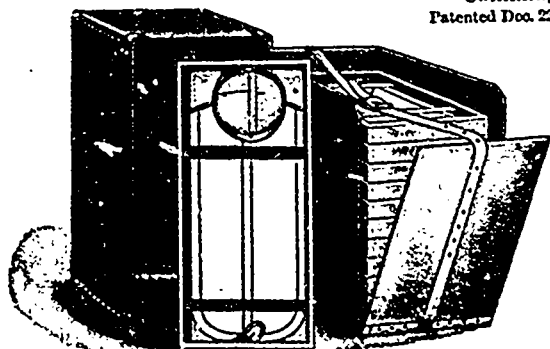


Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

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

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



Bosom Shirt Box and Trays.

JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.

THE WEATHER ... JUNE

May month being cool, the probabilities are that during the Month of June business will be greatly in advance of former years. We have kept our stocks of Summer Fabrics, Underwear, Hosiery and Gloves well assorted to meet the demand which we anticipate. Those wishing to assort their stocks can do so promptly by placing their orders with us. We have made the filling of Letter Orders a Specialty, so that orders placed by letter are forwarded with equal promptness as if placed personally.

FALL SEASON

If you wish to make a selection in General Dry Goods, Men's Furnishings, Haberdashery, Woollens, Tailors' Trimmings, Carpets or House Furnishings, in up-to-date goods, at values unsurpassed, kindly reserve your orders until you have seen our Samples for Fall Season, 1897. We are confident it will be to your advantage.

BICYCLES . .

We invite everyone to visit this branch of our business and to inspect our values. Whatever your requirements may be, as to style or price, we can suit you and give the best possible return for money invested. We have a few wheels to offer at surprising prices and every machine we sell is guaranteed.

Sole Agents in Canada for the Dayton and Tempest Bicycles.

John Macdonald & Co.

Wellington and Front Streets East

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