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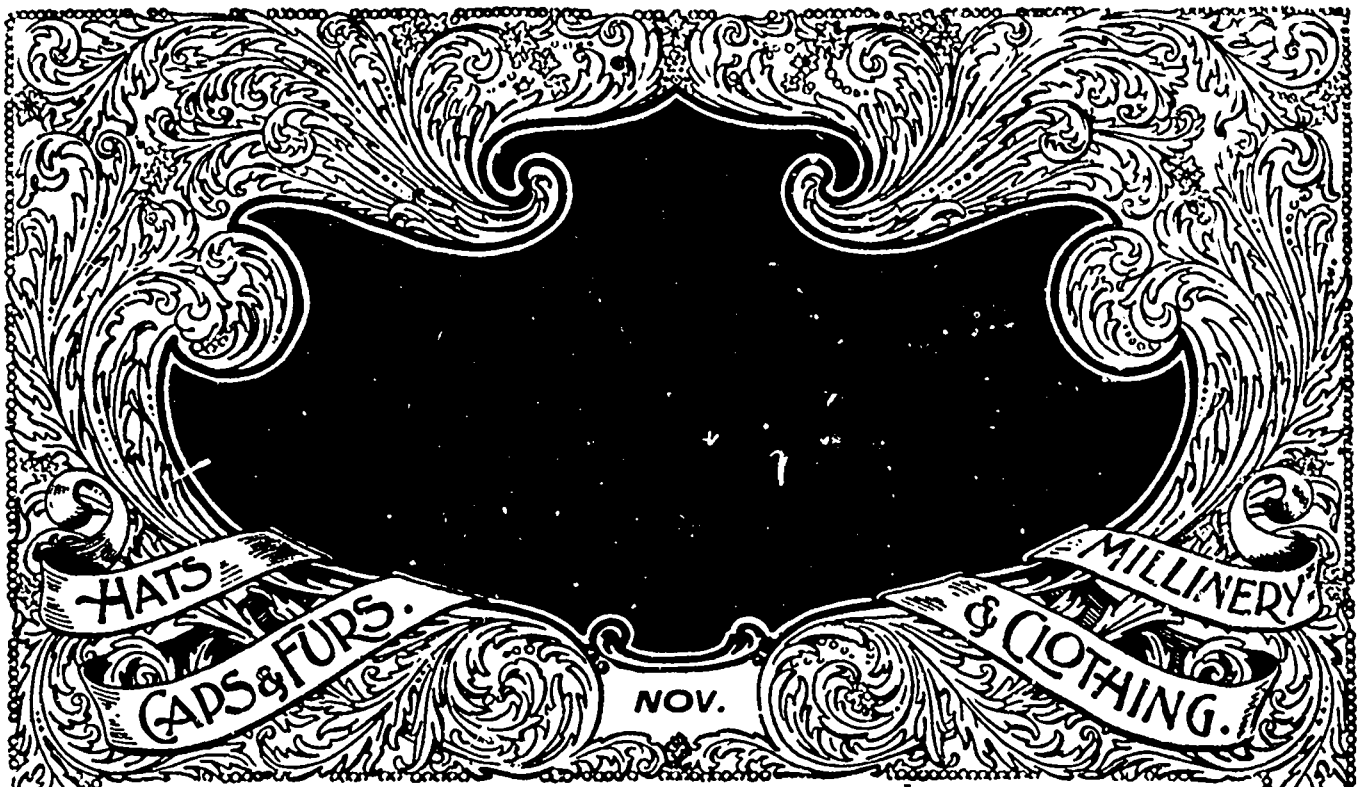
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THE RETAIL SYNDICATE | In This Issue.
SECOND PRIZE ESSAY |



HIGH
HIGHER
HIGHEST

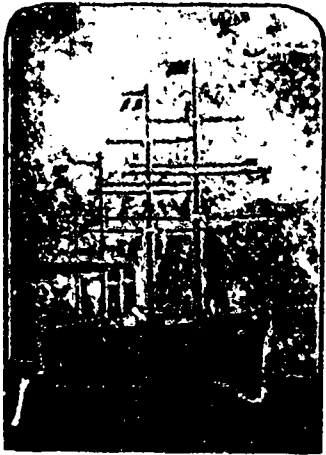
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- or dealer.

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| NUMIDIAN | " 20 | " 22 |
| MONGOLIAN | Jan. 1 | Jan. 15 |
| LAURENTIAN | " 17 | " 19 |
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PYRENEES
SHETLAND
& VEST
WOOLS

BEE HIVE
SOFT KNITTING
52

BEE HIVE
FINGERING
3 PLY 51

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SIGNS OF THE TIMES.

THESE be troublesome times in the wholesale dry goods trade, and the future seems dark and dreary. The volume of wholesale trade this year will be fully 25 per cent. less than last year, and this means that profits have been seriously cut into. This naturally leads to the enquiry, "Is wholesaling a necessity or even a possibility of the future?"

This is a question which was answered by a leading wholesaler last week. He claimed that while wholesaling to the rural dealers would continue in a pickaninny way for many years, the trade with the larger and better retailers in the cities had already passed into other hands; that these men were importing more than ever, and where possible were buying their domestic goods direct from the manufacturer through commission agents. If this be so, then a revolution is going on, which only a few are shrewd enough to notice.

The signs of the times are hard to read. But some are capable of interpretation. The number of buyers for retail houses who cross the ocean to make their purchases is double what it was ten years ago, some claim it is treble. The large retailers buy cottons and woollens from the Canadian mills at an

advance varying from one to five per cent., but are forced to place their orders with the wholesalers, who are not then wholesalers but commission agents. Some sixteen retail firms in Ontario have combined to purchase all their goods together and thus save the middleman's profit—a scheme referred to elsewhere in this issue. An increased number of manufacturers have gone direct to the retail trade for their business. How are these signs to be interpreted otherwise than to mean that the wholesaler will soon cease to be the most important dealer in dry goods in this country?

THE REVIEW is in possession of information, absolutely reliable, that several large manufacturers are considering the question of selling direct to the retail trade instead of the wholesale, as they have been previously doing.

Should this change be brought about, what would be its meaning? It would certainly mean the loss of a class of men who have been leaders in the trade and commerce of this country. We refer to the wholesale dry goods men. These men have necessarily been men of large calibre and abundant energy, men who were public-minded enough to lead in many reforms, and whose enthusiasm has materially assisted in the making of this country. It would mean that Canadian manufacturers will have to adopt new methods of doing business, and come out of the shell of inactivity which, during years of inaction, has grown around them. It would mean that wholesalers' brands would be displaced by manufacturers' brands, and the latter would be the ones most familiar. These brands would necessarily be Canadian, and not imitations of foreign brands. In fact this change would undoubtedly have occurred ere this if the Canadian Government had a patent law, which did not tax a manufacturer \$30 for registration of every trade mark or brand. This exorbitant fee has been and continues to be a great weight on progress in this direction.

Whether all these changes are imminent or not, the future will disclose. But the signs lead in that direction, and the more thoughtful men in the trade prognosticate a change. The small retailer has passed away in the large cities, and in the small cities and larger towns he has been terribly squeezed. The large retailer remains undisputed occupant of every field on which he has entered, and this is the man who is undermining wholesaling. His number in Toronto is about six, in Montreal he is more numerous, in Ottawa, Kingston and London he is less numerous, but he is there growing larger and larger with the succession of seasons. The new system of larger retailers leads naturally to direct importing, therefore this will be a more prominent feature of the Canadian trade in the future.

SEPTEMBER IMPORTS AND EXPORTS.

PERHAPS nothing explains and illustrates the course of trade as the Government returns. Hence some tables are given for the September trade, and a few lessons drawn therefrom which are exceedingly instructive.

| | 1894. | 1893. |
|-------------------------------|----------------|-----------------|
| Total importations, free..... | \$4,062,367 00 | \$5,511,765 00 |
| " " dutiable..... | 5,296,073 00 | 6,665,526 00 |
| | <hr/> | <hr/> |
| | \$9,358,440 00 | \$12,193,226 00 |

TEXTILE IMPORTS.

| | 1894. | 1893. |
|------------------------------|--------------|--------------|
| Cotton, manufactures of..... | \$265,316 00 | \$325,020 00 |
| Fancy goods..... | 157,444 00 | 174,722 00 |
| Furs, manufactures of..... | 54,198 00 | 59,175 00 |
| Hats, caps and bonnets..... | 102,482 00 | 122,994 00 |
| Silks, manufactures of..... | 212,893 00 | 314,325 00 |
| Woolen, manufactures of..... | 917,939 00 | 1,225,997 00 |

COMPARISON OF DUTIES.

| | 1894. | 1893. |
|-----------------------|----------------|----------------|
| Duties collected..... | \$1,599,529 09 | \$1,992,710 53 |

COMPARISON OF EXPORTS.

| | 1894. | 1893. |
|---------------------|-----------------|-----------------|
| Goods exported..... | \$11,996,052 00 | \$12,779,137 00 |

From these figures it will be seen that exports declined 6.1 per cent. and imports declined 23.2 per cent. This is exceedingly poor for a month's showing. September last year was not an extraordinary month, and the volume of trade was normal. Hence no reason can be assigned for the decline, other than trade has been very, very bad. There is no use of closing our eyes to the facts. Let them be looked squarely in the face, let every business be carefully watched, let trade be prosecuted with redoubled energy, and prosperity will soon return.

A comparison of the imports in the various lines in which the readers of this journal are most interested is also made and the dry goods trade is seen to have fallen off in imported goods. It is generally conceded that a similar decline has taken place in the volume of trade in domestic textiles, so that the conclusion of "a bad trade" can not be avoided by dry goods merchants. It shows that if the dry goods merchant is to make his usual profits during 1894, he will need to look sharply after his buying and even more sharply after his selling. In short, he must get a large-sized hustle on, and see that his employees do the same. This is no season for sucking thumbs.

Now as to the duties paid, it will be seen that in September 1893, \$1,992,710.53 was collected on \$6,665,576 worth of goods, or a rate of almost 30 per cent. In September 1894, goods to the value of \$5,296,073 were charged \$1,599,529.09, or a rate of 32 per cent. From this it would appear that instead of lowering duties the Government has actually raised them two per cent.

But it may be answered that this does not allow for the increased volume of goods that may come in free. In order to meet this possible argument, it may be pointed out that on the total imports of September, 1893—amounting to \$12,193,226—the duty was \$1,992,710.53, or 16.4 per cent. In September, 1894, the total imports, including coin and bullion, amounted to \$9,358,440, and the duty collected was \$1,599,529.09, or a rate of 17.1 per cent. The former paragraph shows an increase

of duties collected from 30 to 32, or an increase of 6.6 per cent. This other way of looking at the matter shows an increase in duties amounting to 4.2. Both means of estimating show a decided increase, although each does not give exactly the same result.

The conclusion of this matter is that the Government has wasted about a year of time and half a million of money in trying to lower duties; and have only succeeded in raising them. Hence it may be safely concluded that the free trade principles, of which Great Britain seems to be proud and of which the United States seems to be scared, are making very little progress in Canada. The protective principle seems to remain firmly imbedded in the Canadian Government's fiscal policy.

With regard to British Columbia business, and also in connection with protection duties, the following from a British Columbia trade paper is instructive and, it might be added, suggestive: "There is one new feature in the situation which must not be disregarded in making an estimate of the financial probabilities in the Province for the next few months. For the first time for many years British Columbia is shipping ores to a considerable extent. That, of course, implies an influx of money to pay for the supplies and material consumed in the production of those ores by the miners and others engaged in subsidiary enterprises. But the ultimate question with the mercantile community, which is chiefly concentrated in the coast cities, is as to whether these returns for the ore will find their way into the tills of our merchants or into those of their rivals across the border. Opinions differ in this, and it will probably be a year or two before the results of the competition between the merchants of British Columbia and those of the neighboring States will be accurately ascertained. The reduction in the tariff will, of course, be in favor of the American merchant."

DO NOT BE BLUFFED.

When the REVIEW asked for competitors in its new competition on Window Dressing, the request was not a bluff. The man who cannot get up three good windows, and have three decent photographs taken in three long months with a chance of winning three times \$6.66 $\frac{2}{3}$, is not a leading dry goods man. In fact there must be something wrong in the management somewhere. Of course it means labor, but then everything worthy requires a certain amount of persistent effort.

WHERE THE TWENTY CENT PIECES COME FROM.

Editor DRY GOODS REVIEW.

SIR,—I see that the 20c. pieces are troubling the business men of Ontario as well as those in the Maritime provinces. It is not the fault of the Finance Department, but of the St. John Street Railway Co. which imported 5,000 of them from Newfoundland for the use of their conductors in giving change. A passenger frequently gives 25c. to pay a five cent fare, and it is very convenient for a conductor to give back a 20c. piece. These have gone into circulation in many places in New Brunswick. No doubt those in the west are part of the same lot. They should be sent back.

Sackville, N. B., Oct. 15, '94.

SUBSCRIBER.

A TARIFF COMMISSION.

THE country is being worried about the tariff question unceasingly. The Government of to-day is trying, year in and year out, to bring the people to believe that they are pursuing a right policy—which at the present moment may be described as moderate protection. The Opposition of the day is trying, as the months and years go by, to prove that Canada's policy is their policy—at present a policy of approximate free trade.

All this is a worry to business. Manufacturers may put up a factory and put in it a plant, the whole costing half a million dollars. They do this, believing or hoping that present conditions will always obtain. Some fool government comes along, makes a few changes and everything is different. The only way to do is to insure the whole thing to as high a percentage as possible and then spill the coal-oil barrel. This is not supposition; it has been done in Canada during the past three months.

What we need is to have tariff matters taken out of the hands of politicians and placed in the hands of unprejudiced men. The principle to follow is that embodied in the railway commission of the United States, which regulates interstate commerce.

A tariff commission composed of representatives from each party in parliament according to its voting strength, and also representatives from boards of trade and from manufacturer's unions would be an improvement on party administration of the tariff. Politics are becoming a great big nuisance in this country in the way in which they interfere with business, and some change should be considered.

The only consolation we have is that we can stand with our faces turned toward the United States and our brows towards the noonday sun, and be thankful that there are other politics worse than those of Canada.

INEXCUSABLE CARELESSNESS.

MOST retailers insure their buildings and their stock to the fullest percentage possible, and see that the premiums are regularly paid and all the conditions complied with. Yet a case occurred in Toronto last week, where a building and stock valued at \$9,000 was destroyed by fire, and the insurance in force was only \$4,000. During the two previous weeks insurance to the amount of \$3,000 had been allowed to expire.

But another point where gross carelessness results in disastrous loss is where the ledger and day book are not placed over night in a safe. A case was recently brought to our notice where a dry goods retailer left his books lying on his desk when he closed up at night, and next morning he fished out from the ruins a mass of burnt paper which was valueless. His customers owed him a few thousand dollars, and he must trust to their honesty to get that amount—and woe to the man who trusteth to so frail a reed as public honesty.

This is an actual occurrence, although it seems ridiculous. Another case was noticed recently in Western Ontario, where a blacksmith suffered a similar loss, and his accounts amounted to nearly \$2,000. These instances show that such gross negligence is not uncommon.

The best way to use a ledger is to burn it yourself and sell for cash. But for merchants who, under compulsion of circumstances, must use books, the best thing is to have a good fire-

proof safe. The cost for one sufficiently large to contain the books of a firm doing a business of \$20,000 a year, is about \$100. The interest on this is \$7 say, and this is the amount paid as a premium for an insurance of about \$3,000, as the book debts will usually average that. Surely that is cheap insurance.

The merchant of to-day cannot afford to take risks in insurance of any kind. He must insure against fire, against loss from bad debts, against loss from careless management, and against the hundred and one possible contingencies which may ruin the structure of a lifetime.

WHOLESALE SELLING AT RETAIL.

WHOLESALE SELLERS who sell to consumers are not doing the fair square thing. The wholesaler has an immense power over the retailer's trade, but if he were to take advantage of it he would cut off the retailer altogether and he would then be doing an entirely retail business. Even if this process only obtains to a small degree the principle is the same, and the practice is equally obnoxious.

If the wholesaler lives by selling to the retailer, then the latter has a right to expect that he shall not be stabbed in the back by his friends, or those who should be his friends.

Numerous instances of wholesalers selling retail have been given recently to THE REVIEW. These happen in Toronto, Montreal, and also in smaller cities, and were they published, some large firms would, no doubt, be surprised (?) to find that their houses had been guilty of such practices.

The honest wholesaler gets most trade every time, just as the honest retailer does. There are a few people in this world who can be fooled sometimes, still fewer those that can be fooled all the time; but those you cannot fool for any great length of time are very numerous.

TWEED MEN WANT A TRADE MARK.

HUMPHREY & CO., Moncton, N.B., manufacturers of woollens, will give a reward to anyone who can suggest an economical plan for marking their tweeds with the word "Humphrey's," so that it will not be possible for any dealer to offer goods as Humphrey's make when they are not. The Oxford mills, Oxford, N.S., have registered the right to stamp the beginning and end of each piece with their name and brand, so that idea is out of the competition.

The Humphrey's have made steady progress from the time they began business thirteen years ago with a one-set mill to a seven-set this season. They first offered their goods to the jobbers, but the latter bid less than cost, and they then went to the retail trade, and 70 per cent. of their dealings have been with them since, the remainder of the trade being with consumers and jobbers. They are turning out some popular styles of tweeds, in which they have a steadily-increasing sale. This is no doubt due to the fact that they use pure wools only, no shoddy being introduced in any of their products. All the wools are domestic growth, most of them being New Brunswick, but when THE REVIEW was at their mill they had a large shipment of Calgary, which promised well. Most of their trade has been in the east, but next season they will establish agencies in Montreal and Toronto.

JOHN J. MASON.

THE WRITER OF THE SECOND PRIZE ESSAY.

JOHN J. MASON, whose Prize Essay was awarded second place in the recent competition, and whose effort appears in this issue, is a prominent dry goods man in Bowmanville. He is a business man simply, without fads and fancies, and without either the titles, "a politician," or "a public man." Mr. Mason keeps strictly to business, and successfully applies the principles which he has laid down in his very valuable essay.

Mr. Mason and his brother have two beautiful stores in Bowmanville, in the premises formerly occupied by McClung Bros., run their business on a thorough departmental system, and have done as much as \$2,000 cash business in one week.

Mr. Mason's parents were English, and settled early in the country, he himself being born on the Mason homestead, near Bowmanville, in 1865. He received a good book education, and for eight years has been learning the practical side of a business life with notable success.

THEY DENY BEING PROGRESSIVE.

THE Patrons of Industry deny that they are progressive. In its issue of Oct. 10th, the Toronto Mail claimed that the Patrons were to sweep away the credit system. So far as retailing are concerned this would have been a genuine reform and so far as they upheld it, the Patrons would be entitled to respect; but unfortunately the Mail was wrong. The Patrons want better terms and are not always prepared to grant cash payments in return. The following letter to the Mail gives a partial explanation.

To the Editor of the Mail:

SIR,—In your issue of the 10th inst. you state: "One reform that the Patrons of Industry seemed from the outset prepared to undertake was the sweeping away of the credit system in trade." This is true to the extent that various Patron associations have been trying to purchase goods at prices less than are ordinarily charged to individual buyers; and, as might be expected, the different plans adopted—chartered stores, co-operative stores, bulking orders to wholesalers—involve payments being made within the usual cash limit of thirty days. The order has nothing to do with such arrangements. They are simply the natural outcome of facilities common to all organized bodies for obtaining advantageous terms. The declared policy for the reduction of the cost of living to which the order as a whole is committed has no direct or implied reference to either the cash or the credit system. That policy is expressed in the Patron platform, mainly in the fifth and ninth planks, "Simplification of the laws, and a general reduction in the machinery of government," and "Tariff for revenue only, and so adjusted as to fall as far as possible upon the luxuries and not upon the necessaries of life."

Yours, etc.,

G. S. MACDONALD.

St. Raphael's, Oct. 16.

A CUSTOMS HINT FROM NEW BRUNSWICK.

A Maritime subscriber draws the attention of THE REVIEW to a hardship which he experienced in his dealings with the Customs department. He imported a lot of dry goods from Great Britain, and, paying the duty, passed them. On opening and taking them into stock he found that a poorer grade of

goods had been shipped to him than he had bought and paid for. It took about three months before he got a rebate from the English dealers. With the evidence that he had been overcharged, he went to the Customs, and was told his application was too late. The time for claiming rebates had elapsed, and he got nothing.

It is unfair to business men that so short a time should be allowed for making such claims. The buyer outside of the large cities should have at least six months. There are often two delays in his case. There being no bonded warehouse, he has to take his goods as soon as they arrive, and this is often weeks before they are wanted. Christmas goods may arrive in September, and are not opened until December. After that it may take, as in the instance referred to here, three months more to get proofs of an overcharge.

It is only necessary to have Hon. Clarke Wallace's (the present Comptroller) attention drawn to it to have it rectified.

A GRIEVANCE AMONG FUR DEALERS.

FUR dealers in Toronto and in Montreal are a somewhat disgusted sort of community just now. October weather has been very mild, and as a consequence the retailers who had large stocks of fur garments on hand, began to devise means of shipping a few of them back to the wholesaler, and the wholesaler, for his part, grinds his teeth, tears his hair and wonders what business is coming to, anyway.

Some of the goods were ordered in May, delivered in August and returned in September. Of course the intervals are very regular, but why the latter interval should exist at all, is what is puzzling everybody. Returns are only legitimate when made at once, but the dealer who buys goods, keeps them two months on exhibition and then trumps up an excuse for returning them, is a veritable chump.

But not more so than the wholesaler who accepts them. He belongs also to the genus homo, species chumpo.

When a merchant sells goods and another merchant buys them, there should be finality of some kind, and no necessity for a second sale. If a retailer buys goods he should know what he is buying, and buy as he bets, either to win or to lose. If the wholesaler sells goods, he should sell them and be done with it. "This selling goods to retailers on the understanding that "we will not see you stuck," and that sort of thing, is played out and not up-to-date.

Business is business. The man who is not prepared to do his trade on trade principles should be cut down so that he will no longer cumber the ground where a fruitful tree might grow. Wholesale fur dealers and wholesale dry goods men have the remedy in their own hands, but this remedy will never be effectual until it is something more than mere shallow resolutions passed in comfortable chairs in a Board of Trade committee room, or a nicely-worded circular sent by post to the crafty offenders.

"Window-gazing" is a profession in London. A couple of stylishly-dressed ladies pause before the window of a merchant, remain about five minutes, and audibly praise the goods displayed inside. Then they pass on to another store on their list of patrons.

RAW COTTON.

WHEN on the last day of September, middling uplands were quoted at 65-16c. for spot and 5.95c. for October deliveries, a record was made. For these are the lowest prices ever quoted in the United States cotton market. With raw cotton low, manufactured cottons in both the United States and Canada are likely to be easy for a time.

Bradstreets of October 26 says: "Cotton has sold at 5.81c. for middling uplands, and the large receipts at such low prices indicate clearly that the crop will at least be close to the largest, if not the largest, ever produced. The anticipated settlement of difficulties at Fall River has not been realized, and at present a good many spindles and looms are idle. But strikes are temporary. A more lasting influence is the large accumulation of cotton in the world's markets, the stock of American in sight now exceeding 2,000,000 bales."

The Textile Mercury's Manchester correspondent writes on Oct. 19th, as follows:

"Last Friday saw another inroad into unfamiliar and unprecedented prices, by a decline of spot quotations of middling to 311-32d. The previous price of 336d. had been thought to be impassable, but proved not to be so. A retreat has therefore been made to 3d. as the figure at which the trade, metaphorically speaking, must "die in the ditch," providing they do not think better of it at the last moment. The movement in the same direction was continued on Monday, and another unprecedented figure was reached by a further reduction of 1-32d. in spots, preceded by a corresponding decline in futures. The trade has continued to give strong support to the spot market throughout the week, though on what grounds it is difficult to suppose with any likelihood of being correct. Certainly there is no tendency to reduce estimates of the current crop, but otherwise, even in quarters where a reduced estimate would find most favor. This season the bales, too, are heavier than last year by an average of over 5 lb. per bale, and New York estimates are rising from nine to ten million bales. On the other hand, new evidence is forthcoming showing not only that the cotton trade in Great Britain is not advancing, but has actually commenced to recede. The following is an estimate of the number of spindles in Europe, America, and India, taken from Messrs. Ellison's annual review:

| | 1894. | 1893. | 1892. | 1891. |
|------------------|------------|------------|------------|------------|
| Great Britain... | 45,270,000 | 45,270,000 | 45,350,000 | 44,750,000 |
| Continent..... | 27,350,000 | 26,850,000 | 26,405,000 | 26,035,000 |
| U. States..... | 15,841,000 | 15,641,000 | 15,278,000 | 14,781,000 |
| East Indies.... | 3,650,000 | 3,576,000 | 3,402,000 | 3,351,000 |

Totals... 92,111,000 91,337,000 90,435,000 88,917,000

British spindles are put down as being 80,000 less this year than in 1892. This may not be an important matter in itself, but when the figures of the whole four years are looked at it will be seen that practically no progress has been made, and in this respect to stand still is to decay.

Although the American cotton crop of 1893-94 exceeded that of the previous year by more than 800,000 bales, says the Manufacturers' Review, the price at which it was marketed gave it a commercial value of more than a million dollars less than

the preceding year's yield, and this would seem to afford a convincing argument in favor of restricting the acreage of cotton in the South, but if reports are to be relied upon, the area cultivated by the planters this year shows no material diminution. It is noticeable, however, that there has been a greater diversification in the agricultural products of the South during the past two years, and it is doubtless due to this fact alone that the farmers of that section of the country have been enabled to escape greater misfortune than has befallen them already. The indications are that the current year will show a still further development in the same direction.

AN INVITATION TO RETURN.

A Toronto merchant has a good scheme for inviting his customers to return. It is a printed card which is enclosed in every parcel sent out. Here is the card:

IF YOUR PURCHASE IS SATISFACTORY
Kindly favor us with a call again.

If not satisfactory, please let us know, and we will gladly make it right. This store belongs to the people of Toronto for trading quarters, and we want every transaction to be pleasant and profitable to you.

C. S. NERSERT,
 250-251 Yonge Street.

BUTTONS MAY BE CHEAP.

It has leaked out that a certain wholesale importing house is loaded up with buttons, and prices may go much lower before long should they not be able to dispose of them in some way. It is said that they have enough to last Canada for some years. Efforts are being made to return part of them to Europe and sell the remainder in the United States at a sacrifice.

It is another case of getting on the good side of a man by his stomach. The European salesman took the Canadian buyer, too his club, gave him a champagne luncheon and entertained him sumptuously, and wrote an order to suit himself. The Canadian buyer signed it, and in the usual course of events it was confirmed by the head of the Canadian house. He had every confidence in his buyer and signed the orders without reading them carefully. It is said that a couple of years ago another wholesale house was caught in the same way.

THEY HAD A PLEASANT TIME.

The Review had a pleasant call last week from Mr. J. Cameron, the traveling agent of the McLean Publishing Co., of Toronto a publishing firm who devote their energies to the publication of trade papers. The company publish THE HARDWARE MERCHANT, THE CANADIAN GROCER, BOOKS AND NOTIONS, THE DRY GOODS REVIEW and PRINTER AND PUBLISHER, all of which are very excellent publications and most valuable to the people engaged in those respective businesses. Mr. Cameron took quite a number of new subscriptions and renewals in the Portage. We take THE PRINTER AND PUBLISHER, and know it to be a model of the printers' art and a bond of union between the Canadian publishers that is daily growing in popularity among those for whom it is specially published.—Portage la Prairie Review.

THE WOOL TRADE.

THE domestic wool market is in a very normal state, and the excitement of the free admission of wool into the United States has entirely passed away. Prices are but slightly higher than before the change. Imported wools have shown activity during October, but no startling features have been developed. Holders of Western (States) wools have been trying to sell in Canada with little success.

A direct outcome of the free wool policy inaugurated by the Gorman-Wilson tariff is, says the Manufacturers' Review, to bring New York city to the front as a wool market. Hitherto the centres of trade in the raw material have been Boston and Philadelphia, a consequence, no doubt, of their greater proximity to the centres of consumption, the woolen, worsted, knitting and carpet mills of the country. Now that foreign wool is to play so prominent a part in the domestic manufacturing industry, however, it is natural that the scene of greatest activity should be transferred to New York, the great commercial port of the country. There is no doubt that the trade in foreign wool will also attract domestic shipments to this market, for American wool growers must carry on the fight, even though competition should endeavor to force them to the wall. The establishment of a Wool Exchange at New York has already become an assured fact, and there are not a few who see in this movement the beginning of a market that will in time rival, if not surpass, the London wool market in importance. It may be said that this enterprise is intended to combine not only facilities for cash and speculative transactions in wool, but a warehousing and banking business for the exclusive accommodation of the wool trade. The company which is at the head of this undertaking has been incorporated as the New York Wool Warehouse Company, with a capital of \$200,000, and a handsome 11-story building is now in course of erection at the corner of West Broadway and Beach streets. The National Wool Exchange Bank will be the name of the bank which will occupy the ground floor, over which will be the exchange, and over that, storage rooms and offices, while, to follow the excellent plan adopted in other recent high buildings in this city, the top floor is to be the home of the New York Wool Club, and a roof garden will also be an important feature of the new building. It is estimated that the entire investment of the company for land, building and equipment, will not be less than \$1,000,000.

There has been a slight improvement in the situation in the New York wool market this week, says the Economist of Oct. 27th. The sales have aggregated 736,500 lbs., of which 255,000 lbs. were foreign. The demand has been very general and included all grades. Among items reported are 120,000 lbs. spring Texas, 9 to 12c.; 10,000 lbs. quarter-blood Wisconsin, 16 to 18c.; 41,000 lbs. fine and medium Territory, 9 to 11c.; 4,000 lbs. Ohio unwashed fleece, 125,000 lbs. China.

At Philadelphia there has been some improvement in the wool market, and buyers are operating on a more liberal scale. The total sales of the week have amounted to 1,160,500 lbs., of which 488,000 lbs. were foreign. Territory wools have been in largest demand, and considerable quantities of Texas and Ohio wools have also been included in the sales. Among items named are 100,000 lbs. medium Ohio washed combing, 22c.;

12,000 lbs. washed and unwashed fleece, 15 to 21c.; 40,000 lb. fleece, 15½ to 22c.; 4,000 lbs. Ohio fine washed Delaine, 19½ to 20c.; 18,000 lbs. pulled, 18 to 21c.; 10,000 lbs. fine Texa (8 mos.), 9c.

* * *

The Montreal wool market is rather quiet, says the Trade Bulletin, this week, manufacturers being fairly well supplied. Some of the mills are picking up, but others are laying low. A few cars of British Columbia wool have arrived, but so far they have not been put on the market, but it is expected that prices will rule from 10 to 12c. There is more enquiry noted this week for Buenos Aerial wools, but we have not heard of any sales. It is reported that some large quantities of Canadian wool are held by some of the country merchants waiting for an opening to sell in the United States, but we hear of a round lot of Canadian fleece being placed with a Canadian mill on p.t., but said to be in the vicinity of 17c. Some new samples are just to hand of another cargo of Cape wools consigned to a Montreal firm, that is coming via New York. We quote prices firm as follows. Greasy Cape, 14 to 16c.; Canadian fleece, 17 to 20c.; B.A. scoured, 26 to 32c. In Canada pulled wool 20 to 21½c. is quoted for supers., extra, 23 to 26c.; North-West wool, 11 to 12c.; B.C., 10 to 12c.

THE GRAND TRUNK RAILWAY.

THE Grand Trunk Railway is one of two long Canadian systems. The company is an English one, and the president is an Englishman who has not had time lately to come across the pond and have a look at what he, to his sorrow, owns.

This railroad issues half yearly statements, which usually show losses, and everything is blamed on the country. This misstatement always does Canada a great deal of harm. The Canadian Pacific Railway, the great rival of the Grand Trunk, on the other hand, issues statements showing a prosperous state of affairs and declaring decent dividends. The Canadian banks are issuing reports of a successful year's work and showing that business is not in any very deplorable state. The volume of trade shows a considerable decline in imports, but the exports continue normal.

The general facts go to show that the Grand Trunk Railway is not making money because it has been wretchedly managed and has swallowed up in its greed many unprofitable lines. It is behind the times and out of touch with the Canadian people. Wherever there is a competing point, the competitor gets the preference.

A great deal of this is due to the fact that the road is managed from an English office, whereas its great competitor has a live president right on the ground and hustling for business a goodly number of hours every working day in the year. The management of the Grand Trunk is about as much loved in Canada as the average non-resident land-owner is in Ireland. Once it had a monopoly in Canada; now things are different, and the monopolist of old is genuinely hated.

A Canadian management would make the road a success, not only by better internal economy, but by being brought into closer touch with the people who are its customers and whose good-will is necessary to the making of profits. Under such circumstances the volume of business done and the profit made would indicate more correctly the state of Canadian trade.

A LETTER-ORDER DEPARTMENT.



ROBT. COOPER.

THE retailer may learn lessons from the wholesaler and the wholesaler lessons from the retailer, and each from members of their own class. A description of a model letter-order department will be beneficial to all those who have a business run on systematic principles. For this reason, that of W. R. Brock & Co., of Toronto, is chosen as worthy of mention.

This department is presided over by a young man who has had a long experience in such matters, and who is an enthusiast in his particular sphere. His first business experience of note was with W. A. Murray & Co., of Toronto, although he was born in Angus, in Simcoe county, and educated at Collingwood Collegiate. For three and a half years he served the fashionable ladies who frequented W. A. Murray & Co.'s lace and dress goods counters. At that time this firm had a very small letter-order department, very carelessly managed. Seeing that Mr. Cooper was interested in it, he was placed in charge, and in one and a half years he developed a business which amounted to \$2,000 a month.

After this period Mr. Cooper left to enter the establishment of W. R. Brock & Co., and after spending six months in the dress goods, he was placed in charge of the letter orders. This firm have now a department which, in its class, is unsurpassed, and which is regulated by so thorough a system that goods can be shipped in the usual way within an hour after receipt of the order. In fact a great number of their near by customers send off their orders each morning, and receive them on the evening of the same day.

The system is this. The firm have pads of printed order lists which the retailer can use, and these are sent out to their customers in every part of the country. When a mail is received, the letters are opened and all the letter orders turned over promptly to Mr. Cooper. He arranges these in departments and then goes into each in turn. His entrance is a signal for the head of that department to lay aside all other work and at once assist in the necessary selections, nor is the work done until these goods are sent to the entry room. Thus every part of the necessary procedure between the receiving of the order and its shipment is under the personal supervision of one man, whose long experience enables him to do his work in a superior sort of way, and who is assisted by men who have as great an experience as any retailer in the country and who know more of advanced styles and present values than the man ordering the goods.

The goods are shipped promptly by express, a load being sent out every hour almost. Special deliveries are sent out to catch certain trains, and every circumstance that is available is utilized to promote the promptest delivery of the goods.

Letter orders in all the wholesale houses have preference over travelers orders and hence where the mail can be used it should be utilized. Letter orders are all filled on the day of receipt; travelers orders are filled in rotation generally, but not necessarily on the day of arrival.

Mr. George T. Irving, who terminated his connection with Caldecott, Burton & Spence, after a service of 10 years, was presented by his fellow-employees with a gold chain and locket, suitably engraved. Mr. Irving, as announced in last issue, has gone into umbrella and parasol manufacturing.

Dress Goods

Sales have increased lately, and Prospects are Brighter all round.

OUR SELECTIONS FOR FALL

Have been such as to sustain our reputation for Dress Novelties.

Let Merchants who handle but a moderate stock of Dress Goods make their selections now, as the studious buyers for large houses are already picking up the best lines, knowing that the early trade is the most profitable.

VELVETEENS The latest fashion reports say that the demand for Velveteens is increasing, and sales promise to be much larger than last year. We have special values in Blacks, and Colored in all shades to match Dress Goods.

LETTER ORDERS AS
USUAL RECEIVE OUR
PROMPT ATTENTION.

Knox, Morgan & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

THE RETAIL SYNDICATE.

LAST month the Retail Syndicate was referred to but very briefly. A fuller explanation may not be out of order, as the movement never was stronger than at the present time, when the tendency among Canadian retailers is to do more direct importing in the future than in the past.

For over eight years a "Retail Syndicate" has been in existence, but not always with its present strength. The buying of foreign goods is done twice a year in a Glasgow commission firm's office. Here the buyers all meet, exchange opinions and views, and inspect the samples which manufacturers have sent there for that purpose. The goods are then ordered by the commission agent and the manufacturer bales the goods according to instructions, and all he knows of his Canadian customers is the initials which he places on these bales. The accounts are sent to the Glasgow firm, who alone are responsible for them and who pay them when due. In this way they guarantee these Canadian accounts, and, in fact, are doing a sort of banking business for these firms.

The firms who are connected in this way are all in the Province of Ontario and their names are as follows:

A. Beattie & Co., St. Marys.
 Bartlett & MacDonald, Windsor.
 A. Bristol & Son, Picton.
 John Catto & Co., Toronto.
 Crompton, Appellbe & Co., Brantford.
 James Craig & Co., Port Hope.
 Dundas & Flavelle Bros., Lindsay.
 Geddes Bros., Strathroy.
 Hall, Gilchrist & Co., Peterboro'.
 John Murphy & Co., Montreal.
 John Murphy & Co., Ottawa.
 J. & W. Mickelborough, St. Thomas.
 George Ritchie & Co., Belleville.
 G. B. Ryan & Co., Guelph.
 Ryan Bros., Owen Sound.
 Pratt & Watkins, Hamilton.
 John White & Co., Woodstock.

These firms have a different method of doing business to that of the ordinary retailer, but whether that method is an advantage is difficult to estimate. They do not purchase direct from the manufacturer and the jobber usually does. Thus the only saving they can make is the difference between the commission paid to the Glasgow firm and the profit made by a Canadian jobber. There would seem at first sight to be a difference, as a commission of five per cent. is much less than a profit of twenty-five per cent. But out of this must come buyers' expenses and similar items, such as freights, etc., and only exact figures could give a decision.

One advantage the members of the syndicate have is that their meeting in Glasgow at one time enables them to talk over trade prospects, styles, values, fluctuations, etc., and may in this way gain much valuable knowledge which it would be difficult to obtain otherwise.

Another advantage from the scheme would be the increased distinction which the public imagine a merchant who imports to have. The advertising of the fact that all the imported goods offered are purchased abroad without the paying of the wholesaler's profits, is bound to have a certain amount of influence on the consumer.

With regard to domestic goods, the syndicate is of little use. As any individual firm can do just as well in its purchases from the Canadian mills as a number combined. This was fully explained in last issue, and need not be discussed again. The failure of the syndicate to buy surplus stocks on their recent visit to Toronto, shows that wholesalers in that city will not openly slaughter goods to the detriment of their regular customer. The only way in which the syndicate could secure these goods would be to buy them secretly, so that the wholesaler would not be afraid of being discovered.

A BRAND THAT PAID.

This paper has been continually urging manufacturers to brand their goods, and to always keep up the quality to the original standard. This prevents cutting in the article, and gives everyone a fair profit.

If a wholesale or retail dealer cuts the price, the moral influence of the manufacturer generally stops it. If the goods are right, the brand should be judiciously advertised, first in the papers which reach the trade, and when that ground is thoroughly covered, and the profit on the goods will permit it, in papers which are read by the consumers or people who use the article.

A reputation is thus established which it is difficult to shake and which will permit the manufacturer to get a good figure when others are cutting.

One firm, to take THE REVIEW'S advice, was the Eureka Woollen Co., Nova Scotia. They made a good blanket, and branded it "Eureka." At first the trade was indifferent to it, but gradually they got the idea drummed into them that "Eureka" blankets were the best. When a housewife came to buy a blanket they showed various unknown makes, and then produced the "Eureka," which they everywhere heard well spoken of. She bought, and so did others. Next season they took care to order the same brand again.

Now hear the result. When wholesale merchants were placing orders this year the blanket mills cut prices, and many of them finally sold at 37c. a pound. The same price was offered to the "Eureka" people. They refused to accept less than their original quotation—45c. They said they were particular as to their quality; they had taken pains to bring their special brand into prominence, and could not sell for less. They got it, and did a bigger trade than ever.

Another experience in favor of a brand. This same firm made 500 pairs of exactly the same blanket for a wholesale house, but with a slightly different border. Buyers who handled "Eureka" last year would not take the other brand, but insisted on getting the one they wanted, because they believed it much better.

A TORONTO OFFICE.

The Alaska Feather and Down Co., Ltd., of Montreal, (formerly McIntosh, Williams & Co.) have opened an office in Toronto at 28 Front street east, where they will carry a stock of their well-known "Alaska" brand down quilts, cushions and feather pillows for the convenience of the western trade. This will be especially appreciated by buyers at this season, as they can sort up from goods which are ready for immediate delivery. The Toronto office is in charge of Mr. J. H. Sherard.

The "Distingue"

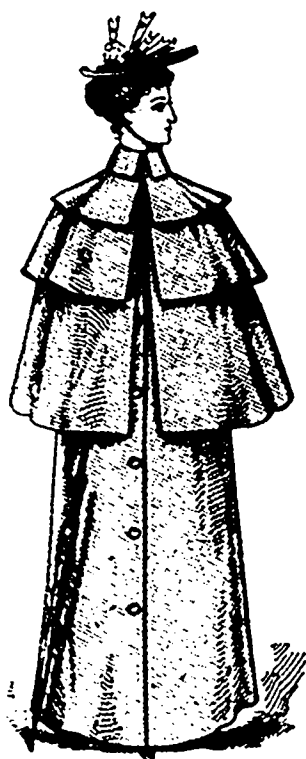
WATERPROOF

Is admittedly the Best Selling . . .

in the market, as proved by the experience of years. : : :

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:



S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. We find it to be the best selling waterproof in Canada, and in our opinion it is unsurpassed for all round excellence."

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and MOST IMPORTANT, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

LONSDALE REID & CO.

say: "'The Distingue' Waterproofs give perfect satisfaction to all—style cut and finish most desirable."



VICTORIA.

The Distingue Waterproof.

**Reliable Proofing! Choicest Designs!
Reasonable Prices! Newest Styles!**

ASK TO SEE SAMPLES.

OXFORD.

The Distingue Waterproof.

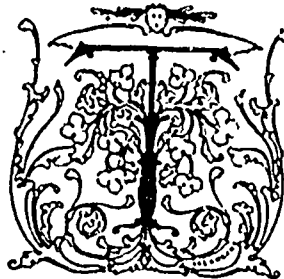
Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."

SPECIAL MONTREAL NEWS.



HE four weeks since our last report of the Montreal market has not been characterized by any special degree of activity. Indeed, the complaint has been that the long spell of fine warm weather has operated against both city and retail trade, and this is still the case at the time of this writing. Travelers during

the first week or so of their sorting trip received a fair degree of encouragement, but of late they have had discouraging returns on the whole. It is hoped, however, that when the farmers get through with their fall plowing, etc., that country trade will pick up, and the appearance of some fine cold weather would certainly have a beneficial effect on the city retail trade.

No special changes in value have been to note since our last report, the tone on the whole, on most leading lines, ruling steady. The appreciation, however, that some people expected would take place in imported woollens, has not been felt as yet, for reasons which are referred to elsewhere.

Reports regarding payments vary, but a consensus of the reports received from the different houses encourages the belief that payments are fully equal to last year's, if they are not better.

The demand for fine fall dress goods has not been quite as active as it might be, but S. Greenshields, Son & Co. still report good sales of Priestley's well known fabrics. They are at present turning into stock an extensive shipment of domestic flannelettes.

The Dumaresq Company have bought out the bankrupt stock of Mr. N. E. Brois. This will enable them to offer some very attractive prices on shirts, etc., and other supplies of that kind.

Thouret, Fitzgibbon & Co. state that values on French kid gloves of all kinds are certain to rule firm this season. They hold, therefore, that buyers have nothing to gain by holding off. Their travelers are now out with as fine an assortment of the "Jammet" gloves as was ever offered to the trade.

It has been a good season for ladies', gents', and children's underwear, but Brophy, Cains & Co. still have a well-assorted stock of these goods on hand.

Demand for black dress goods has been a leading feature with S. Greenshields, Son & Co. They have been sold away ahead of their stock several times during the past two months.

The demand for heavy tweeds have been felt very much by J. G. McKenzie & Co., and some fine lines of domestic goods which they have been handling have benefitted in consequence.

Mr. Thomas Brophy, of Brophy, Cains & Co., is at present in Europe looking out for the latest ideas in Spring goods.

A CHANGE OF PREMISES.

Preparations for a change of premises are steadily going forward with S. F. McKinnon & Co., and their removal sale has been a huge success. It was inaugurated on October 1st, and the trade soon discovered that the reduction in prices were not advertising dodges, but the genuine utterances of a reliable firm. As a consequence, the turnover for October was something enormous, and they have decided to make November an even busier month and have again inserted the knife into prices, so that this will be ensured.

Their stock is still well assorted, particularly in dress silk, silk velvets, velveteens, ribbons, dress trimming, mantle cloth and plushes. Every one of these lines contain an abundance of goods admirably suited for this season's trade and at the current prices are genuine bargains. A fresh shipment of mantles is on the way and will soon arrive, making their stock more complete in that line.

Their travelers are securing some large orders, but many dealers have taken advantage of the sale as an excuse to visit the warehouse and select personally from stock, which is, indeed, the more preferable way. In case of broken lots, remainders and other bargains, a personal inspection gives a better idea as to the value, and also finds many things which a traveler cannot lay before a customer. No doubt a large number of buyers will visit the city again this month, seeing that the bargains are as numerous as ever.

SEASONABLE GOODS.

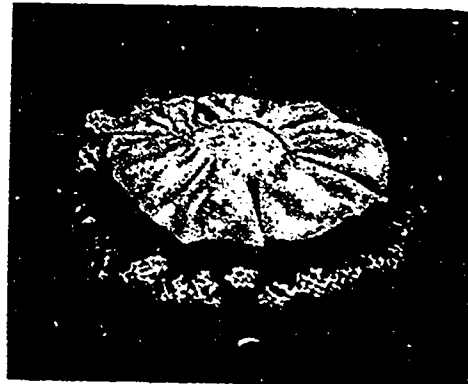
J. D. IVEY & CO. are showing some spring samples, but have, nevertheless, goods for the sorting trade, which still occupies their attention. Walking hats in both trimmed and untrimmed varieties are still shown, but they find, as the season advances, a taste for other goods. Cover velvets are now selling freely, showing that the made-up hats are ousting the walking shape in best winter hats. This is quite natural, as the walking shape at best was only a fad and never reached the best classes of the consuming public. The made hat is bound to remain in favor with fashionable people for winter headwear.

Ornaments, buckles, birds and ribbons are all selling freely. In ribbons, browns are the best colors. Bluets are good, but no stocks are held by wholesalers. The run on Cereise is dropping.

This firm show among their spring goods some handsome lines of infants' bonnets. Two of these are illustrated herewith. No. 655 is an ordinary bonnet shape made up in cream cashmere with embroidery and lace insertion trimming. It is a dainty thing. The other illustration shows a Tam O'Shanter, No. 899, with Irish lace trimming. The latter is of course the newer and has proved a most taking article.



No. 655—HOOB.



No. 899 TAM O'SHANTER.

WILLIAM BLACKLEY.

SUCCESS in very decent proportions has marked the life of William Blackley, of D. McCall & Co., whose portrait appears on this page. He is active, pushing and full of energy, and no matter what he undertakes, he has a knack of pushing to a successful issue. Not only is he highly respected in the millinery trade in which he is especially interested, his firm being one of the largest wholesale millinery businesses in Canada, but among business men generally his views on commercial matters carry great weight. He is well known in both Toronto and Montreal and has the confidence of the trade to which he caters.

Previous to his arrival in Canada in 1871, Mr. Blackley lived in his native town, Inverness, Scotland, and it was in that place that he gained his first knowledge of business, having served his five years apprenticeship in a drapery store. While doing this, he used his spare hours in acquiring a knowledge of Pitman's system of shorthand. With his characteristic energy and assiduity, he soon became an expert and had the honor of winning a prize given by Isaac Pitman to the fastest shorthand writer in Scotland.

When he first arrived in Canada, he secured a position as shorthand writer in the Grand Trunk offices in Montreal, and subsequently held a similar position with the Canada Paper Co. He came to Toronto to fill a position with the late firm of Hurd, Fyfe, Ross & Co., but soon after became office-manager for the firm of McKinnon, Proctor & McCall. When the latter firm dissolved, he and Mr. McCall formed a partnership and founded the business of which he is now the manager and which has had a phenomenal growth.



MR. WILLIAM BLACKLEY OF THE FIRM OF D. MCCALL & CO., TORONTO.

AN ATTRACTIVE WINDOW.

The head of the house had told the new clerk to try his hand at window-dressing.

"I want you to make every woman on the street look at that window," he said.

The clerk went at it. He made a curtain of solid black velvet and hung it close inside the plate glass.

"What on earth are you doing?" asked the senior member.

"Making a mirror of the window," said the clerk. "If the women won't look at that window they won't look at anything."

The clerk is a member of the firm now. —Brains.

THE TENDENCY OF IMPORTED GOODS.

SEVERAL of the Montreal buyers have already returned from European centres, and THE REVIEW had an interesting conversation with one or two of them the other day. The topic discussed was the effect of the changes in the American tariff on the course of trade at British and continental dry goods centres. As is generally known the expectation was that it would have an appreciable influence on values. So far, according to the opinions of the gentleman spoken to it has failed entirely in being of the radical nature that many expected. Indeed all the gentlemen agreed that though the tone of values were certainly firm they, at least, had succeeded in placing their orders on spring account on a basis very little different from

that which governed their purchases last year at the same time. For instance, the war between China and Japan was being felt to a considerable extent in France and Germany by the manufacture of cheap grades of woolen goods that usually found a market there, and this fact of course exerted a certain influence on other lines. At Bradford, Huddersfield and other centres in England, the manufacturers were experiencing a good demand on South American and Australian account, but so far the American buyer had not been much in evidence. The woolen clauses of the new American tariff did not of course go into effect until January 1st, but it was a question with many of the English manufacturers now whether the increase in the American demand would be as great as many people expected. The reason for this belief was the uncertainty in their mind of what effect free wool would have on the manufacture of home made American woolen fabrics.

All in all, the impression seems to be that though owing to the firm feeling in raw wool, prices will rule steady, there will not be the advance in value of imported fabrics that the trade at first anticipated as a result of the American tariff changes.

The trade generally will be glad to hear that values generally promise to be more steady, and that buying will be thus rendered less dangerous than it might be under other circumstances.

Changes of tariff have not much effect on prices, except when they are exceedingly sudden and no one could say that of the recent changes in the U. S. tariff. When not sudden, they are usually discounted before they are due.

TRADE CHAT.

W. P. MAHONEY, of Massachusetts, has replaced Mr. Saulnier in the firm of Craig & Saulnier, hat manufacturers, Truro. They are rebuilding after the fire and will have the factory in one place and the warehouse in another.

The Collingwood hose and stocking factory is being enlarged.

T. Miles Kensman, furnisher, Oshawa, Ont., lost severely by smoke and water on the 18th ult.

J. Hutcheson & Co., mantles and jackets, Victoria, B.C., have opened a branch in Vancouver.

C. Turnbull, woolen manufacturer, Galt, has been elected a member of the Toronto Board of Trade.

The general store at Inkerman, owned by W. B. Sweet, was unsuccessfully burglarized on the 18th ult.

James Madill, a well known employee of R. Simpson, Toronto, was married recently to a Brockville lady.

M. F. Crouse is at present on a visit to the Northwest in the interest of the Williams, Greene & Rome Co., of Berlin, Ont.

A. E. Fish & Co., furnishings, and Arthur McGie, tailor, Belleville, Ont., had their stock watered by a fire above them on 21st ult.

Mr. W. J. O'Malley, Montreal, manager for D. McCall & Co., Toronto, has been made a justice of the peace for the Province of Quebec.

Miss A. E. O'Neill, who does a very nice millinery business in St. Andrews, N. B., makes a trip to Boston twice a year to purchase novelties.

On October the 16th the tailoring establishment of John Reuttel, Kincardine, was damaged by fire to the extent of \$4,000. Insurance, \$1,700.

Two firms in Winnipeg seem to be hustling business in a wholesale way. They are John W. Perk & Co., and Donald Fraser & Co. Both deal in ready-to-wear clothing and also in some lines of furnishings.

J. Fred. Hume & Co., general merchants, Nelson, B.C., have retired from business. J. A. Turner and J. A. Kirkpatrick have bought their grocery and hardware business and Fred. Irvine & Co. their dry goods department.

The increase in the issue of Dominion notes authorized by the Act of last session has been approved of by the Governor-in-Council, with a proviso that dollar for dollar in gold shall be kept in the treasury for the new issue, in accordance with the resolution of last session, although the resolution was not embodied in the Act, owing to a clerical mistake.

Chas. Pickard, Sackville, N. B., while handling general dry goods, has found it more profitable to devote special attention to millinery, ladies' dress goods and men's furnishings, and has recently been doing so. He buys chiefly in London, Eng., though Ryland's, Manchester, have been getting a part of his orders. In these three lines he carries a well assorted stock.

After a two days' argument Chancellor Boyd has set aside as fraudulent and void the chattel mortgage which the Toronto Fringe and Tassel Co. made prior to their assignment, and which covered nearly all their available assets. The mortgage was for \$5,000, and was made to Druggist Alonzo M. Wright, Geo. Margolus and John F. Kurtz for money alleged to have been advanced by them. It has been set aside by Kerr, Bull &

Rowell at the instance of Belding, Paul & Co., and Henry Barber, who sued on behalf of all the creditors, whose liabilities approximate \$20,000.

A Sherbrooke, Que., despatch of October 22nd says "The announcement has been made by the officers of the Paton Manufacturing Co., that they are compelled for a time to lower wages 10 per cent. all round. They expressed the hope that this would only last for a few months, and that improvement in the business would, during that time, enable them to restore the old prices."

Morton & Co., Fort William, have hitherto carried dry goods, groceries, boots and shoes. On Oct. 12th. they began a slaughter sale of their dry goods and have sold a great deal of it. Any young man with a few thousand to invest could purchase the balance of the stock and do a good dry goods business in that town. Morton & Co. will continue to do a grocery and boot and shoe trade.

The British income tax returns show that only 255,000 possess an income of more than \$1,000 a year from trades and professions. Over 116,000 are returned as having incomes assessable on the \$1,500 standard. Only 5,000 persons admit having an income over \$25,000. It is said that figures cannot lie, but it is manifest that those who make them have considerable ability in that direction, as those returns are utterly incredible, but an income tax is notoriously one of the greatest provocatives of falsehood known.

The numerous business and personal friends throughout the Dominion of Mr. John P. Kerr, senior partner of the firm of the Kerr Thread Co., will regret to hear of his death, which occurred suddenly on the 13th inst., at his residence, Paisley, Scotland, after a few days' illness. Well-known all over this country, he was much esteemed by those having the privilege of his acquaintance. A man of wealth and of the highest business integrity. He was also a cultured Christian gentleman. He leaves one son, Mr. James Kerr, residing in Scotland, who will assume his father's place in the business, which will be carried on as usual.

At a meeting of the Quebec Board of Trade, on Oct. 16th, it was resolved to petition the Minister of Trade and Commerce that no duty be paid on merchandise of Canadian manufacture and sent out of the country if for any reason it had to be returned here in the same condition. Other boards will be asked to support this stand. It was ordered that a memorial be drafted endorsing the action of Mr. Huddart in connection with the proposed fast steamship line, and embodying opinions favorable to the same. The eternal matter of a railway bridge at or near Quebec was again mooted, and will be debated at the next meeting.

The annual report of the English Co-operative Wholesale Society for the quarter ending June 23rd, 1894, shows total sales in the distribution departments amounting to £2,272,946, as compared with £2,296,148 in the corresponding period of 1893, a decrease of one per cent., and net profits, after allowing for interest and depreciation, amounting to £28,583, as compared with £34,765 in 1893, a decrease of 17.5 per cent. In the manufacturing departments the sales amounted to £196,407, as compared with £175,929 in 1893. The output of boots and shoes from the society's factory at Leicester amounted during the quarter to £81,597, being the largest amount yet reached. During the quarter the society purchased a factory at Leeds, which it will utilize for the production of ready-made clothing, and has subscribed £500 to the Albion colliery relief fund.

SPRING MILINERY.

EVEN while retailers are making up fall and winter hats, manufacturers and jobbers are at work on spring stuff. The straw shapes for spring promise to be much like the felt shapes shown for fall and winter. Crowns appear to be medium size, brims broad, diversely curved and twisted. Bonnet shapes will be shown in fancy braids and in larger size than usual. Sailors shown to date baffle description, but the crown is decidedly larger; or perhaps fuller is the word to use.

A plate of spring shapes, as shown by Carruthers Bros., London, England, is shown here and shows distinctly the influence that the walking hat has had on spring shapes. Of course it is hard to tell so far ahead whether the shapes shown by the

taken over into the winter season as the new winter shades, and are now again included in all the spring collections. These shades are just beginning to find themselves at home in Germany, and, as they are in reality summer shades, will be much worn here next summer. Nevertheless, it is, of course, certain that by next summer these will not be the newest shades, for others will come out some time during next May.

"In the past few seasons it seems to have been the rule that there were no new winter shades, the latest summer shades, made darker, being introduced as the best thing for winter. New colors come out only once a year—in the second half of the spring. They are usually brought out in time for the Grand Prix and then start on their journey round the world.

"It seems certain that the new colors for next year will have



SPRING SHAPES—CARRUTHERS BROS.

Messrs. Carruthers will be "right," but as they are a reliable house their styles may be taken to indicate what manufacturers expect for spring.

As to colors, the Berlin correspondent of the Economist writes:

"In the last few years the experience has been that those shades which at the beginning of a season are called new cannot be much relied upon. The real novelties in colors appear only in the middle of the season, and whether they find ready acceptance or not, this happens only when manufacturers as such are no longer interested in the season.

"This has been the case with the new blues and the new violet-red shades which made their appearance in Paris in the middle of the spring season—in May—and which have been

as a basis the new blues and reds of this year. Prophets of fashion mention as the coming fashionable colors a bright pink, a light cherry red, old-rose and turquoise blue. These should be the really fashionable shades for next summer.

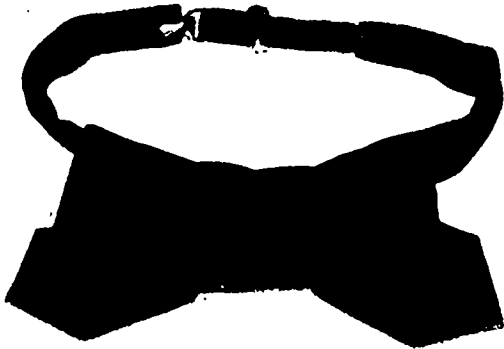
"Besides these are mentioned also light yellows, gold-beiges, sand yellows, and light suede leather. Light wood brown and hazelnut brown will also be included in the fashionable shades."

"Truly," said Witticus, when he saw oxtail soup and tongue on the free lunch counter, "extremes meet."

When a retired railroad magnate started in the men's furnishing goods business, it seemed second nature to him to announce a great run on ties.

MEN'S WEAR.

PERHAPS the greatest innovation in neckwear during the past year is the introduction of the buckle and ring at the back of the scarf, and the doing away with the old method of pushing the stiffened end of the band through the bow or knot and catching it (and you finger at the same time) on a pin



No. 131-E. & S. Currie.

which was fastened there for the purpose (or for both purposes). But now all is different and the new way is infinitely superior, especially with stand-up collars. The innovation that all good furnishers will make during the next year is to have their name stamped in gold leaf on the back of all their 50-cent ties. The best furnishers are already doing this, and find that it adds very materially to the selling quality of their wares. Messrs. E. & S. Currie have just received from Germany a machine which does the necessary work. The writer has seen it in operation and can recommend its results to the trade.

OUR ILLUSTRATIONS.

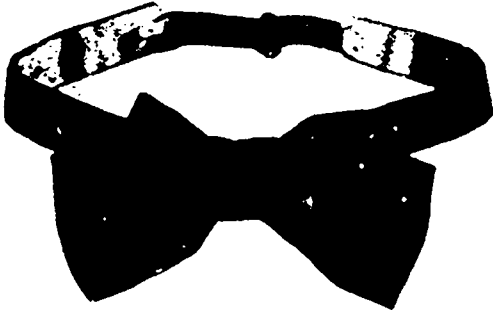


No. 135-E. & S. Currie.

lection and two from that of Glover & Brais.

No. 132 is a Clubhouse now of good proportions with pointed ends. It is shown in some very pretty small patterns and has proved a good seller. E. & S. Currie manufacture it.

No. 138 is another of the bows shown by E. & S. Currie, and is somewhat newer in that it has the fashionable tight crosspiece, now so popular. It is made in all light silks, fancy weaves and stripes, and is one of the most prominent styles of the season.



HAND TIE-GLOVER & BRAIS

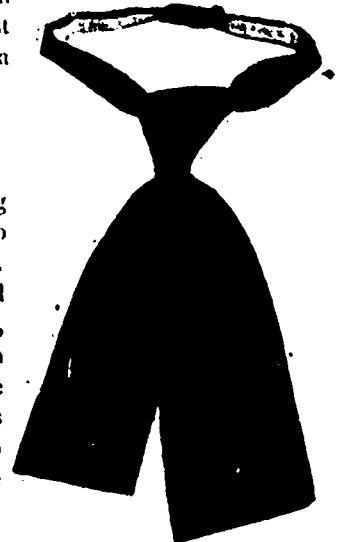
The third hand bow is a beauty from the collection of Glover & Brais who have an excellent range running from \$1.25 to \$4 per dozen and in a good display of patterns.

No. 139 is a graduated derby of which a cut is shown in E. & S. Currie's advertisement on page 21. This tie is made

extra length and with extra wide ends. It is a purely Christmas scarf and is made in fancy whites especially.

No. 136 is a natural knot, a good imitation of a tied flowing end. This scarf has the buckle and clasp at the back, and is finely finished. The quality of the stuffs used is excellent.

The Ibis is a neat knot scarf shown by Glover & Brais. This is a most charming tie and has proved to be a fast seller with the best trade.



No. 136-E. & S. Currie.

NOTES.

The "tight rolling" umbrella being shown by Irving & Co. are destined to be the coming article for men's wear. Being scarcely larger than a good sized walking stick they present a natty, neat appearance that is taking with any one aiming at "La Mode." The materials used are of the best, the ribs particularly being so constructed as to lock one within the other. These are quoted from \$13.50 to \$48 per dozen. They claim their value in wood and brown tubes at \$9 to \$11.50 cannot be equaled by any importer.

The Fawcett & Baker hat factory, Toronto Junction, Ont., which has been closed down for some time, will likely resume operations.

Mr. J. E. Mollur's new straw hat factory at St. John's, Que., is a large and substantial building, and is a fair indication of the activity and enterprise of the proprietor. The present hat factory is to be utilized as a woolen mill.

Irving & Co. are making their tight rollers into ladies' as well as men's goods, and the same neat effect is given. 'Twill silks of navy and also black mounted on ivory and colored imitation amethyst knobs are among the novelties. They will produce values in ladies' 21 1/2 and 23 inch at 60c., 75c., 95c., \$1.15, that importers cannot equal for value and finish.

Mr. R. J. Devlin, the well-known hatter of Ottawa, received a curious present from Jamaica a few days ago. Contained in a wooden case were two small animals, which looked something like enormous rats or weasels. Their fur was much longer and finer, however. They were nine or ten inches long, with furry tails of the same length. The cage bore the following inscription: "We are Mr. and Mrs. Mongoose, of Jamaica, going to Ottawa, Canada, for our health."



IBI-X-GLOVER & BRAIS

Joseph Saulnier, who was a partner in the Truro felt hat works, has started the manufacture of fur felt hats, soft and stiff in Truro. There is only one other manufactory of the kind in Canada, and as they have 30 per cent. protection against British and American manufacturers he should succeed by exercising very great caution. He learned his trade in the States, where he worked thirteen years. He had a factory at Brookville, Digby Co., N. S., for a couple of years.

Removal Sale

... **T**HE very large business which we have done since commencing our removal sale on the first of October is substantial proof that the trade realize that we are offering bargains in every department as advertised. Our October turnover was large and we are determined that November shall even be larger if it can be accomplished by offering our stock at what every buyer must acknowledge to be from fifteen to fifty per cent. under regular value. We never make claims which we cannot substantiate. It has cost us a season's profit to tell the trade this. It costs you nothing to find out whether we are correct or not in what we claim. We welcome you, Mr. Buyer, to look through our stock. You may command our time, assuring you that we take pleasure in showing our goods, so that there will be no long faces or disappointed salesmen if you do not buy. All our lines are deserving of your attention, but the following should be specially noted :

Dress Silks
Silk Velvets
Velveteens
Dress Trimmings
Ribbons
Millinery

Millinery Adornments
Mantle Cloths
Mantle Plushes
Mantle Velvets
Astrachan Curls and
Sealettes

Also our large and well assorted stock of German Jackets and Ulsters. We have a large shipment of Jackets on the way out which will put this stock in fine shape for November trade. It would pay any buyer to take one or two trips to the city this month, but if this cannot be conveniently done you can do just as well, as far as prices are concerned, with our travelers, only there are big snaps in broken and odd lots which cannot be sampled to advantage.

Samples mailed to any address for the trade when requested.

Faithfully yours,

S. F. McKINNON & CO.

Cor. Wellington and Jordan Sts..

TORONTO.

Offices: 35 Milk St.,

London, England.

FURS AND FURNISHINGS.

HATS have retired into the background for the time being, although orders for spring goods are being steadily sought for. Styles for spring vary very much, but were briefly indicated in last issue. The New York styles are described in another article.

Fur goods are booming even though October was an exceedingly mild month. Dealers are anticipating a good business in November, and cold weather is all that is needed to make it.

The indications just now are rather in favor of a flatter class of astrachans for ladies' capes. These furs are more like what is

known as moire astrachan, and have come to the front with those who desire to have the goods now that everybody will have a year from now. The lengths most popular are 24 and 30 inches, although a few longer ones have been sold.

Wool seal is still selling, but there is not the advanced craze for it that was so prominent last season. Wool or Greenland seal is an admirable fur in such a damp climate as that of England, but it is not so necessary in the beautiful dry winters with which Canada is favored.

Jackets are doing very well, and full sleeves and umbrella skirts are the features. These are shown principally in Persian lamb, fine Bocharin and fine astrachan. In spite of their lack of newness, astrachan



PERSIAN LAMB ETON WAIST.

jackets are selling well with the general public, as the cape is not really a cold weather garment. The close-fitting jacket may not be so stylish, but it is certainly the most comfortable.

Two illustrations of fur garments are shown here, which illustrate two of the advanced styles of the season. The military cape is shown by all dealers in various lengths and various furs. The Eton jacket is very natty, but very extreme. In some cases the sleeves are of silk, black moire predominating, and in other cases fur sleeves are used. Persian lamb is the fur most used, and the garments are made with or without the reverse collar.

U.S. STYLES AND COLORS.

The dullness of the retail trade since the output of the leading styles, says the October American Hatter, makes it difficult if not impossible to give any more definite ideas as to the tendency of city trade than were given last month.

The taper round crown still continues a favorite with country trade, and there is every reason to believe that it will last through the season. Heavy curls are popular with all styles of crowns, but it will probably be much lighter for spring.

The spring styles in stiff hats so far shown give no indication

of any very radical changes. There is a tendency to push the sharp square crown, and all manufacturers show this style in a variety of modifications. The square crown has been for some years past a semi-staple style, and thus it will probably remain for some years to come.

Tourist shapes are selling well, particularly in the medium and low grades. It is remarkable at what a low figure really attractive tourist hats, well lined and trimmed, can be sold, and there is little need for anyone to wear a bad hat nowadays.

A SPECIAL CHANCE.

Men's furnishers have a special chance in the new competition announced last month by THE DRY GOODS REVIEW. Three photographs have to be sent in, and the first prize is \$20. Two other cash prizes are offered. A furnishing window is easy to dress if proper appliances are used, and looks well when finished. Three windows must be dressed before January 1st, and a photograph of each sent in. THE REVIEW desires the co-operation of the trade in this matter, so that the discussion of the results and the publication of the photographs will be useful to all readers of this journal.

HERMAN S. SCHEYER.

Mr. Herman S. Scheyer, of Montreal, has just returned from Europe and is again hustling for business. He has laid in his usual stock of nutrias, persian lambs, seals, etc. In the latter fur he claims to have secured some specially valuable lines at close prices and will give his customers the benefit in turn. Some fur coats, manufactured by himself at his new premises, corner of St. Nicholas and St. Paul streets, are worthy the attention of buyers.

Mr. Scheyer will still continue to do a business in waterproof garments. However, he claims that the duty on waterproof cloth and the retaining of the old duty on manufactured goods compel him to have the garments made in England, where also labor is much cheaper. He will continue to import, and has the first consignment ready for delivery. The styles will be found to be up to date.



A MILITARY CAPE.—A. A. ALLAN & Co.

Wyld, Grasett & Darling

SPECIAL LINES SUITABLE FOR NOVEMBER TRADE

Leading lines in Flannelettes, large ranges of patterns.

Elderdowns, in Plain and Fancy Styles, also Napped, in Plain Colors.

Complete ranges of weights and sizes in White Union and All Wool, also Extra Super Blankets. Grey Union and All Wool Blankets. Horse Blankets.

Hosiery--Ladies' and Children's plain and ribbed, full range.

Ladies' and Children's Underwear in Natural Wool.

Mantlings, Beavers, Astrachans, Curls, Etc.

WYLD, GRASETT & DARLING

TORONTO.

Mantles ^{AND} Jackets

THE subscribers desire to call attention to their **MAGNIFICENT DISPLAY** of **NEW** and **STYLISH CREATIONS** for the **EARLY FALL** and **WINTER TRADE**.

Our "**PRINCESS ALIX**" Combination Jacket is a pronounced success. "**GOLF CAPES** a specialty.

INSPECTION SOLICITED.

Alexander & Anderson

MANTLE MANUFACTURERS

TORONTO

Ready for Spring Trade

Neatness
and
Economy
Combined.



Strength,
Durability
and a
Novelty.

The American Fashion for

LADIES AND GENTLEMEN

We claim that for the better class of trade our "Tight Rollers" will have preference over every other style.

SAMPLES NOW ON THE ROAD

Irving & Co.

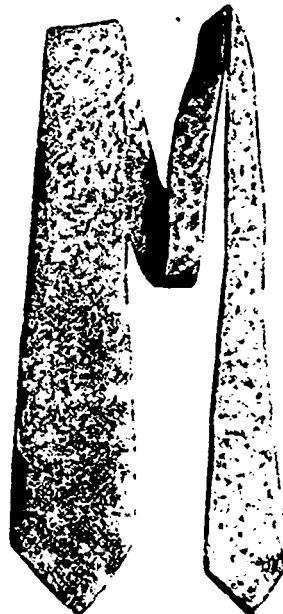
Cor. Yonge and Walton Sts.

TORONTO

MAKERS

Christmas Novelties

IN . .
NECKWEAR



Our travelers are now showing to the trade, new weaves in the latest combination of colorings, in novelty shapes and styles of ties, especially intended for the Christmas trade.

E. & S. CURRIE 64 BAY ST., TORONTO.

FOREIGN MARKETS.

THE industrial situation at Fall River has commanded the attention of the textile trade during the past month to a very great extent. Both sides, says the Manufacturers's Review, have maintained their positions firmly, and at the close of the month the probability of an immediate resumption of work was apparently as remote as at the beginning. The operatives insist that they will not return to work except at former rates, while the manufacturers are equally stubborn in their refusal to start their mills, except at the reduced schedule of wages, unless the market for print cloth should advance to 3½ cents. They are apparently prepared for an indefinite shut down so long as the present conditions prevail in the market, and in this respect they may be said to have had the best of the situation thus far, for business has been so dull of late that they have not been able to dispose of any large quantity of their surplus stock, even at current quotations.

SILKS AT CREFELD.

With reference to the condition of the Crefeld silk trade, it may be remarked that, generally speaking, the wholesale silk trade in Germany is a little quieter. The Jewish holidays, which fall between the last days of September and the first days of October, mark up to a certain point the close of the autumn trade, and the business picked up during succeeding weeks is gleanings merely. Retail sales are, however, satisfactory, considering the prudence that is shown generally. Business in articles suitable for wear at soirees has been very fair. Mantle linings have been less satisfactory this season, and the diminished inquiry from the Berlin market has extended to the chief provincial cities. Supplementary orders are only of small importance. The bulk of the hand-loomed work are engaged in the production of tie and umbrella silks and ribbons.

CHEMNITZ HOSIERY.

A report from Chemnitz, dated Monday, October 15th, states that the hosiery trade is looking up. Large orders have been booked for export, and manufacturers are now fully engaged for the next three months. Prices are advancing for the leading goods taken for America. The home trade still keeps on black goods in various styles, the cheaper makes meeting with much favor. In fancies prices are unsatisfactory. The stocks held here are in good hands, and the prospects are altogether better for a large trade after the turn of the year.

NEW YORK CLOAK TRADE.

The Dry Goods Economist of October 27th thus sums up the New York situation. All matters of minor importance are overshadowed in the cloak and suit trade this week by the continuance of the strike. While every house in the trade is slowly increasing its working force, the accessions are not numerous enough to make the output very much greater.

The determined stand taken by the operatives has been met by the manufacturers in a spirit of opposition and firmness entirely unexpected and hitherto deemed impossible. Fully seven-eighths of the cloak manufacturing capacity of New York city is represented in the organization formed last week. This organization is now about to be incorporated with a capitalization of half a million dollars. Nothing but a danger which threatened the very existence of the industry could have welded into an enthusiastic and harmonious body a membership whose usual relationship is divergent or belligerent. Personal differences have been forgotten and all are pulling together to maintain the supremacy of New York as a cloak and suit manufacturing city.

FANCY PARASOLS

Creams for summer trade are shown by Irving & Co. in advance of everything else, and in these very handsome but moderate-priced goods are produced. One made of cream Japanese silk, trimmed with cream chiffon gathered at the frill, giving a beautifully cool and summer look to it, is very striking. The same effect in this lace is produced in black of the Japanese silk. Some shot frills trimmed with chiffon of contrasting color, but shot to harmonize with the material are also shown. All are mounted on wood handles about twelve inches in length.

A WEDDING.

Mr. J. W. Mickleborough, city traveler for Messrs. Caldecott, Burton & Spence, was married last month to Miss Ruth Muldrew, eldest daughter of Mr. John Muldrew, of the firm of McMaster & Co. The two sisters of the bride acted as bridesmaids, and the ceremony was performed by Rev. D. J. Macdonnell. The wedding was a very quiet one, only the oldest friends of the family being present. The happy couple have gone East.

ARRIVALS IN ENGLAND.

The following buyers have arrived in England: Mr. R. E. Burns, (Messrs. Cornell, Spera & Co., Winnipeg); Mr. George Hyslop, (Messrs. Hyslop, Caulfeild & Co., Toronto); Mr. W. T. Minnes, (Messrs. Macnee & Minnes, Kingston); Mr. R. C. Struthers, (Messrs. R. C. Struthers & Co., London, Ont.); Mr. W. J. Nicholson, (Messrs. Robinson, Little & Co., London, Ont.); and Mr. G. H. Pack, (Messrs. S. F. McKinnon & Co. Toronto).

Do you import from EUROPE?

If you do you ought
to know

PITT & SCOTT

THE "PIONEER" SHIPPING AGENTS

FOR
CHEAP FREIGHTS

CHEAP INSURANCES

CHEAP SHIPPING CHARGES

And the Best of Attention.

We Do Everything to Please Our Clients.

OFFICES:

| | | | |
|----------------------------------|-------------------------------|------------------------|--------------------------|
| LONDON 23 Cannon St., E.C. | LIVERPOOL 7 South John St. | PARIS 7 Rue Scribe. | NEW YORK 39 Broadway. |
| West End. 25 Regent St., S.W. | | | |

FALL, 1894FALL, 1894

Samson, Kennedy & Co.

THE GREAT FANCY DRY GOODS HOUSE OF CANADA

And Importers of Irish Linens



MOTTO: "WE ALWAYS LEAD, WE NEVER FOLLOW."

(REGISTERED TRADE MARK.)

We have just received and passed into stock the last consignment of an immense purchase of

American Novelties for the Christmas Trade

Secured at a great reduction, and comprising an assortment too large to enumerate. Every live merchant should see this range.

SAMSON, KENNEDY & Co.

44, 46 and 48 Scott Street

15, 17 and 19 Colborne Street

TORONTO

And 25 Old 'Change, LONDON, ENGLAND.

A MODEL ADVERTISEMENT.

WHILE wandering through the Dry Goods Economist of last week, a person could hardly fail to be struck by a model advertisement which appeared therein and which is reproduced on this page.

It contains no specially new features, but it combines in a most taking way the leading characteristics of the best advertising of the day, set in striking type with admirable arrangement.

In the first place the heading of the advertisement, "Giving Good Value," represents an idea which has not been generally adopted by those who pay for advertisements in Canada or by those who form this advertisement in type. Nevertheless it is a useful part, giving as it does, a key note to the advertisement. The motto of a store man, be used there permanently.

Then the upper part, or introduction to the advertisement, is original, and is used as a "catch heading," a most essential feature in all dry goods advertising. Only two words stand out boldly, but the other words in black faced type are necessary explanations and adjuncts of these two. The ornaments are single and neat and not too profuse.

Then the body of the advertisement is set in small, readable type. Too many Canadian advertisers seem to retain the old idea, that an advertisement must be made up entirely of display type of greater or less proportions. This is a grievous error. With good display headings, the body of the advertisement may be put in the same type as the general matter of the newspaper, and it will

yet receive all the attention it would be favored with if set in type three times the size.

Then the body of this advertisement contains information. It is not a windy collection of balloon words. It is an array of facts, and as such is the sledge-hammer which convinces the reader while the iron of his understanding is heated and ready.

Again, prices are quoted. Of course, there are still a great many dry goods men in Canada who would feel horrified at such a procedure. But they are growing yearly smaller in numbers. Those who haven't failed have sold out, or are waiting for some fool, would-be merchant to come along and make them an offer for the wreck of their former greatness.

The name of the firm appears in bold, clear type, no fancy fixings or Louis XIV type, but plain and businesslike. Below it might have been put the address, but that is an easy addition.

The advertisement is supposed to occupy two columns in width in a newspaper. This width is desirable, if the advertisements are crowded. A single column is quite suitable when it is "next reading matter." The size of an advertisement must always depend on the quality and quantity of the matter of which it is composed. In this advertisement the quality is im-

portant and the quantity is large, thus justifying a two-column space. Many an advertisement has been put in a paper in double the space, with only one-half the matter that is here contained. The majority of advertisers have failed to grasp the secret of getting the most out of the space at their disposal. This model should help them a little.

Giving Good Value.

Receiving

MORE DRY GOODS FOR OUR MONEY THIS FALL THAN EVER, CONSEQUENTLY WE ARE

Giving

MORE DRY GOODS FOR THE MONEY THAN EVER!

These Offerings Prove It.

One case each grey and white Blankets, at 48c. per pair.

One case each scarlet and white Fine Wool Country Blankets, at \$2.95 per pair; worth \$4.00.

Ten cases of the celebrated St. Mary's Blankets, covering every shade, grade and size produced by this famous mill. We are sole selling agents for Wheeling.

All-wool striped Flannel Skirts, full lengths and widths, at 79c. As good as you ever had at \$1.

Silk and wool mixed Novelty Dress Goods, at 50c., that look when made up like the dollar kind.

Covert Cloths in many grades and colors, 50c. yard up.

Eight large Dress Goods Departments crowded with the best values we ever had.

New Moire, Novelty and Plain Silks. Velvete in all widths, shades and qualities; wear equal to velvet. Trimmings in Jet, Fur, Crochet, Silk, Beaver, etc. Points, Insertions, Edgings and Waist Sets. Artistic shapes in Buckles and large Buttons.

See some of our Trimmings in Market street window.

Double Napped Canton Flannel, 3 1/2 c. yd.

Real Turkey Red Prints, figured, 4c. yard.

Dress Prints, medium shades, 3 1/2 c. yard.

Extra quality 40-in. Muslin, 4 1/2 c. yard.

Very large Turkish Bath Towels, 10c.; worth 18c.

Glass linen Crashes, 6 1/2 c.; worth 9c. yard. Turkey Red Table Linen, 18c., 29c., 33c., 39c., etc.

India Linen Remnants; another lot at half price.

Curtain Ends, at 19c., 29c. and 39c. each.

Gloria Silk Umbrellas, paragon frames, Weichsel and Acacia handles, \$1.39; worth \$2. A finer grade at \$1.79; worth \$2.50.

Ladies' fine Seamless Fast Black Hose, Hermsdorf dye, 21c. a pair.

Ladies' Silk Plated Hose, 49c. pair; worth 75c.

Ladies' Hose, Hermsdorf dye, prime quality, 12 1/2 c. pair.

Ladies' Black Seamless Wool Hose, ribbed tops, 25c. pair.

Men's Seamless Half-hose that give solid wear, four pair, 25c.

Fast Black Seamless Hose for children, 12 1/2 c. pair.

At 50c. and 69c. we sell Jersey ribbed Underwear for ladies; worth fully one-fourth more.

The new style Jersey Ribbed Union Suits on sale.

Fibre Chammois, the new interlining. We have it.

Feather and Fur Boas and Collars just in

GEO. M. SNOOK & CO.

A. A. ALLAN & CO.

John D. Ivey & Co.



For the assorting season
we keep our stock

Well assorted

... IN ...

Each Department

by the use of the cable, so
the trade can always de-
pend on getting the very
latest novelties.

SEND FOR SAMPLE ORDERS

WHOLESALE

**Hats, Caps, Furs,
Robes and Straw Goods**

CAP DEPARTMENT ... Manufacturers of
*Railway, Firemen's, Police, Band, Baseball,
Lacrosse, Cricket and Society Caps. Also
Tourist and Yachting Caps.*

Elegant Designs. All Prices. Orders Solicited.

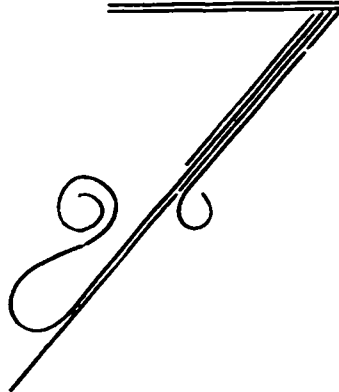
A. A. Allan & Co.

51 Bay Street, TORONTO.

John D. Ivey & Co.

Write for Prices
of the

“MANCHESTER”



**Odorless
Waterproof
Garments**

To the Manufacturers

FOR LADIES AND GENTLEMEN

THE DUMARESQ CO.

GENERAL DRY GOODS JOBBERS

368 and 370 St. Paul Street

MONTREAL

SECOND PRIZE ESSAY.

HOW TO DRAW AND KEEP TRADE.

By JOHN J. MASON, BOWMANVILLE.



N considering this subject we will confine our remarks to such means and methods as apply equally to each phase of the subject, viz., Drawing Trade and Keeping Trade, presuming that to be the intention of the question, rather than the discussion of each separately. It seems necessary, also, to say that the subject is looked at from a general standpoint, and some of the points given below may not apply as fully to city retail stores.

The first consideration should be given to the goods offered for sale.

KEEP A WELL-ASSORTED STOCK.

People prefer to do their purchasing at a store where all their wants are readily supplied in detail, rather than where they are constantly met with the reply, "We are out of that shade or number; won't something else do as well?" It should be the business of the merchant to know the requirements of the public, and be able to supply them. By some systematic method, never allow the stock to run down in assortment. A store of which the public say "I can always get just what I want there" has such a start in the race for trade that success is almost sure.

SHOW FASHIONABLE GOODS.

Be the first to exhibit new designs in style, color, texture, etc.; for even the people who do not buy "the very latest," like to see the new goods, and are drawn to the store that has the reputation of always keeping them.

Following this thought, and closely allied to it, we would suggest,

AVOID OVERSTOCKING IN MARKED LINES.

Customers seeing the same patterns staring them in the face week after week get the impression that the stock is old, thus making it much more difficult to sell to such persons or retain them as permanent customers. Even though a pattern sells well, it is not always wise to repeat it. Discretion and judgment should be used here.

SELL RELIABLE GOODS.

In selecting your stock, exercise the greatest care to purchase only such goods as will give perfect satisfaction to your customers. While it is necessary to keep different qualities to suit different classes of trade, it is better to lose a sale to the person who is looking for the "cheap" article, than to sell anything that will be disappointing to the purchaser. People often forget the price they pay, and judge the store by the wearing qualities of the articles purchased.

With these suggestions regarding the stock, our minds naturally turn to the place of business.

MAKE THE STORE ATTRACTIVE.

Presuming its location wisely chosen, be ever active in your efforts to improve its appearance. Our space will permit merely a few hints in this direction: Neatness, cleanness, varied displays of goods, beautiful blending of colors, frequent changing of position of articles, etc. Remember, an attractive store is inviting, and assists materially in drawing and helping trade.

Attention should be given in arranging the store, to provide for the comfort and convenience of customers. There are numerous matters, each of which might be considered trifling in itself, but taken as a whole are important and greatly appreciated by the trading public. To be practical in developing this thought, and in more fully illustrating our meaning, we will mention a few of these details: Comfortable seats for those who may be waiting, or a waiting room with toilet requisites; proper degree of heat in winter, cool as possible in summer, proper ventilation, and a hundred and one other things, varying according to circumstances, which will suggest themselves to the mind of the merchant who undertakes in earnest to use this means of drawing trade.

Have the store arranged so that customers may be served expeditiously. In carrying out these ideas allow nothing to interfere with the store having a business appearance.

People come to buy goods, not to visit, and the object should not be to entertain but to make them comfortable while doing their buying. In connection with the thought of store attractions, special mention must be made of

FRONT AND WINDOW DISPLAY.

This method of drawing trade is almost universally adopted, and certainly assists in accomplishing that purpose.

The use of price tickets neatly arranged so as to attract attention helps to make the display more interesting, and sales are often the direct result. There is a possibility, however, of this being overdone and defeating the object intended by causing confusion, and giving the impression that nothing is special.

ADVERTISING METHODS.

This is one of the most prominent features in connection with this subject, and if properly treated would occupy sufficient space for an entire essay; but as one of the means of drawing trade we shall endeavor to outline a few rules regarding it. Advertise freely but judiciously. Hundreds of dollars are thrown away in advertising because the advertiser does not use proper judgment. Adopt different methods. Newspaper, circular, handbill, etc., are all good and useful if used at the right time and in the proper way. Send samples of new and fashionable goods or staples of extra value by mail to prominent people, accompanied with descriptive letter and an invitation to call at the store. Make your newspaper advertisement readable and interesting, but ever bear in mind that the object of the "ad." is to bring purchasers to your store, and not merely to figure as a contribution to the comic column of the paper. Take a high stand, emphasize the quality of your goods. Avoid statements that are misleading; they may bring people to your store, but the bad impression made by the disappointment will react against you. Avoid exaggeration, state facts, and let the public know by experience that you always mean what you say. Make your salesmen acquainted with what you say in your advertisements, so that they may be careful to see that everything is fully substantiated to everyone who calls.

The greatest care should be exercised in selecting

COMPETENT SALESMEN.

They should be possessed of an agreeable manner, neat in appearance, interested in their work, and have natural ability for it. Then be very sure to see that the following qualities characterize their treatment of customers:

ABSOLUTE TRUTHFULNESS.

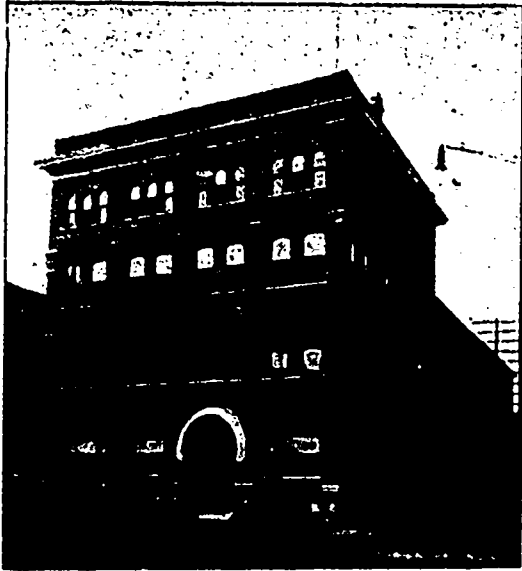
In the most minute details absolute candor and honesty of statement should be insisted on. This always creates a feeling

EAGLE KNITTING CO.,
HAMILTON,

MANUFACTURERS OF **HYGEIAN** BRAND OF CHILDREN'S AND LADIES' THE CELEBRATED

Vests, Drawers and Combinations

Our goods are superior to all others for quality and finish, being the oldest and largest manufacturers of ribbed goods in the Dominion.



WARNING—Any manufacturer or dealer offering for sale any Drawers or Tights made of tubular elastic ribbed knitted material that is an infringement of our patented Hygeian Drawers will be prosecuted according to law. Our patent applies to all tubular knitted ribbed Drawers or Tights of any shape or pattern, open or closed, plain goods or finished.

Thibaudéau 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

CHRISTMAS NECKWEAR

Bronze and Myrtle Shades

Self Figured Blacks

Endless Variety in Fancies

Spring Underwear

Half Hose . . .

Balbriggans,
Natural Wool,
English Merinos,
Blue and White Spots,
Tan and Black Spots,
Lisle Thread and Silk.



Write for samples of our low flannellette shirts

Hermsdorf Black Cotton,
Tan Shades from \$1.00 up,
Fancy Silk Embroidered and
Pin Dots,
Blue and White Spots,
Tan and White Spots,
Lisles and Silk in all prices.

GLOVER & BRAIS,

184 McGill Street . . .

MONTREAL

of confidence on the part of customers, which leads them to recommend their friends to patronize the store in which they were never deceived. Do not allow trickery or anything approaching a fraud to be tolerated for an instant. A sale may often be made through misrepresentation, but at the cost of losing a regular customer, together with their influence. To carry the idea even further, see that the actions of all employees are honorable. You would insure the good-will and patronage of the community through the knowledge that honor and uprightness is the motto of the store.

COURTESY, POLITENESS, CIVILITY.

Let this be done naturally, avoiding that disgusting superfluous gush or affectation which repulses rather than attracts. Without sacrificing a dignified business deportment show customers that it is a pleasure to see them, and that it is your desire to supply their wants. Let this service be prompt and unhesitating; no one likes to wait, and people will shun stores in which they have been kept waiting on previous occasions. It is desirable to cultivate an aptitude for remembering the names of each individual customer. Do not talk too much or suggest by your manner that you consider your judgment better than the customer's. Agreeableness is an important factor in this connection, making slight concessions where reasonable in order to avoid argument. Avoid sarcasm, it may display sharp wit, but will positively not assist in drawing or keeping trade. Avail yourself of every opportunity of showing something new, in fashion, quality or design; not with the express object of selling (although having that in view), but rather to interest and give the impression that you consider the person a good judge of such things. This and other methods of indirect flattery are legitimate means of keeping good customers and, through their influence, drawing others.

AVOID PARTIALITY OR FAVORITISM.

Unless the same attention is given to the humblest customer as is shown to the most aristocratic, offence is almost sure to be given, followed by loss of trade. Let an air of cheerfulness exist with which customers will become infected, and cause them to remember with increasing pleasure each visit to your store. We have dealt with this feature of the subject at considerable length, because we believe the treatment the public receive when visiting the store a most important feature in drawing and keeping trade.

AVOID MISTAKES.

The greatest dissatisfaction and loss of customers is often caused by blunders which might easily be avoided if proper care was exercised. We refer to such things as errors in measurement, omitting any small articles of purchase when making up a parcel, making change, summing up bills of purchase, matching samples sent by children, putting in wrong sizes, etc. Special care is necessary when charging goods to credit customers as the lapse of time before settling the account makes it much more difficult to effect any satisfactory settlement where errors have occurred.

In rendering accounts be very careful not to violate any arrangements previously made regarding time or mode of payment. Excuses and apologies seriously militate against drawing and keeping trade.

AVOID MISUNDERSTANDINGS.

When making any agreement with a customer the greatest care should be exercised to be perfectly explicit in every detail. Be certain that you know perfectly what the customer intends,

and that the customer understands perfectly what you mean, for even though your after concessions may meet his views of the agreement still there will not be the same satisfaction had no difference in the conception of the agreement existed, and instead of the beneficial influence of a satisfied customer we have the deleterious influence of a dissatisfied one.

LOW PRICES

play no unimportant part in drawing and keeping trade, and of course presuppose low buying. While profit must be made, and we recognize that the object of doing business is to make money, it is a penny wise and pound foolish policy to mark goods at too high a price. The custom of people in comparing goods and prices is carried to such an extent, that low price and good value speak emphatically in favor of the store where they are found to exist, and the extra trade which they attract will more than repay any apparent loss in marking goods low. This is especially applicable to leading staples and marked lines, and while we deprecate carrying this to the extreme of selling several lines below cost, we positively say that leading lines at very low prices is one of the best means of drawing trade.

GOOD SOCIAL QUALITIES.

We consider the social relations of the merchant outside of the store of considerable importance as bearing on this subject.

The more numerous his connections (if they are honorable) and of a nature to induce friendships the better. His circle of acquaintances can scarcely be too large and should be made a study as part of the work of successfully conducting the business. By keeping posted in the social affairs of the community he will thus be able to make enquiries regarding the health of a sick friend or absent relative which pleases almost everyone and thereby makes it much more likely to produce profitable and enduring business relations. The merchant cannot be too well (if honorably) known; consequently being frequently seen in public in connection with worthy objects will indirectly promote trade. Care should be taken to avoid politics and matters of a controversial nature.

GIFT SCHEMES.

We think the practice of giving away pictures, silverware, enlarging photographs, paying railway fares of customers, guessing competitions, etc., may all be properly classed under this head. These special attractions and inducements are effective at first, but are short-lived, unstable, not founded on correct principles, and are liable to react injuriously. All such plans tend to arouse suspicion on the part of the public, and unless very carefully managed, have the opposite effect from that intended. If used at all, should be offered as a discount to cash customers, explaining that the use of the money is worth to the merchant what he pays for it in this matter.

USING AGENTS.

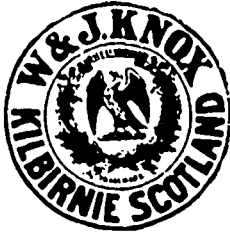
Persons such as dressmakers, custom tailors, etc., may for a consideration, such as a liberal discount on goods for themselves, be induced to recommend a particular store to persons with whom they come in contact, and through their influence considerable trade may be secured. We scarcely approve of this method, and would not recommend it unless under very favorable circumstances, and when used by others in same town.

A BARGAIN COUNTER

Is appreciated by a very large class of the community, and it is a good drawing means. All the goods shown as bargains should be extra value, and though some money may be lost in this

Established 1792

KNOX'S



Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS

BY THE

Best Tailors
Throughout the World

DEMAND **KNOX'S** AND TAKE NO OTHER

A Carpet Trade

WITHOUT STOCK

Not a difficult matter, when you know us. You do know how difficult it is—practically impossible in nine cases out of ten—to carry a stock of carpets of sufficient size and variety to enable you to please your customers with any degree of satisfaction—if at all.

Beyond any doubt we carry the largest assortment of carpets, linoleums and oilcloths in the Dominion. You can arrange with us to secure samples of the most sure selling lines. From out of these you will, invariably, be able to make a sale. Ascertain how many yards are needed and despatch us the order. The goods will go to you by return freight or express. Good scheme—isn't it?



John Kay, Son & Co.

34 King Street West,

— TORONTO.

EMPIRE CARPET WORKS...

St. Catharines
ONTARIO

MANUFACTURERS OF

Ingrain Carpets

Our Samples are in the hands of our travelers, who cover the ground from Halifax to Vancouver.

... Emblematic Designs a Specialty.

Will call or forward samples on application.

We make UNIONS
in six grades.

Fine Wools, 3 ply Wools,
Extra Super Wools,
Art Squares in Union
and Wool. . . .

PATTERNS AND COLORINGS
IN NEWEST DESIGNS.

JAMES H. ETHERINGTON

PROPRIETOR

St. Catharines

way, it pays indirectly. While numerous ideas of a more theoretical nature might be mentioned, our intention in this paper has been to confine our remarks to sound, practical, workable methods, hoping they may prove of benefit to the general retail trade.

DRESS GOODS.

THE DRUMMER AND HIS GRIP.

Though the rain and sleet are falling,
And the roads are "awful muddy,"
Though all men "hard times" are bawling,
Though a fellow's nose gets ruddy,
Though the rivers may be frozen,
And the frost may bite and nip,
They can never stop the advent
Of the drummer and his grip.

Though the trains may all be smashing,
Though the horses all go lame,
The drummer, like the bedbug,
Will get there just the same.

And, when his time is over,
Will come smiling from his trip,
For he always "makes connection,"
Does the drummer with his grip.

Ah, he teaches us a lesson,
With his energy and grit,
Things that "paralyze" most people
Don't astonish him a bit.

And he's ever bright and cheerful,
And a smile is on his lip;
He's a daisy from away back,
Is the drummer with his grip.

Give him a kind word always,
He'll give you back the same;
For the doings of some "black sheep"
Don't give the whole tribe the blame.

For down, clear down to Hades,
Some so-called "good men" slip,
While along the road to Heaven
Goes the drummer (with his grip).

A NOVEL IN ONE CHAPTER.

Beneath the dazzling brilliancy of the electric lights she looked to be of almost supernatural beauty. In her hands were clutched a collection of various colored bits of silks, laces and other fabrics.

The girl seemed to be in distress, and Ernst paused before her a moment and raising his hat fully five inches from his head, asked with true D'Armore courtesy and a look of almost human intelligence: "Can I be of any assistance to you, madam?"

The girl burst into a passionate fit of sobbing. Then she approached nearer and said, impressively:

"I am looking for the way to the land of the ostrich, where the Prince of Wales plumes grow upon the trees and paradise aigrettes wave in the breeze. I can see it now. There is a river of sparkling gelatine spangles, with hills of mirror green velvet and clouds of chiffon and point d'espirit. There are

mountains of steel filagree and jet and golden cabachons which shine in the sunlight. Can you not see the cascades of accordion plaiting rippling into a lake of rhine stones?" "See! See!" and she clutched Ernst's arm wildly. "See those brown satin roses and velvet violets, those black poppies and green carnations, and those rows of grinning mink heads, with their beady eyes and sharp white teeth. Save me, oh! save me from them!"

In a moment Ernst realized what had occurred. She had been to eight fall millinery openings in one afternoon, and her mind had given way.

SITUATION WANTED.

TO HOUSES STOCKING SWISS EMBROIDERIES, having already, or wishing to open a branch office in St. Gall. Smart, energetic and pushing young man with intimate knowledge of the embroidery trade, gained through 15 years' practical experience in all its branches, is open to accept engagement as Manager of same. Expenses very small. A 1 references. Address Y. M., Dry Goods Economist, New York City. (11)



Kantopen Spring Hook

This is the best thing on the market and we make a special proposition this month to send for 2 gross cards, prepaid, which can be returned to us, all or part, at our expense, in 60 days, if not satisfactory.

THE CANADIAN NEEDLE CO.
15 Victoria Square - 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 400,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



TWELVE FIRST MEDALS.

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

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

"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.

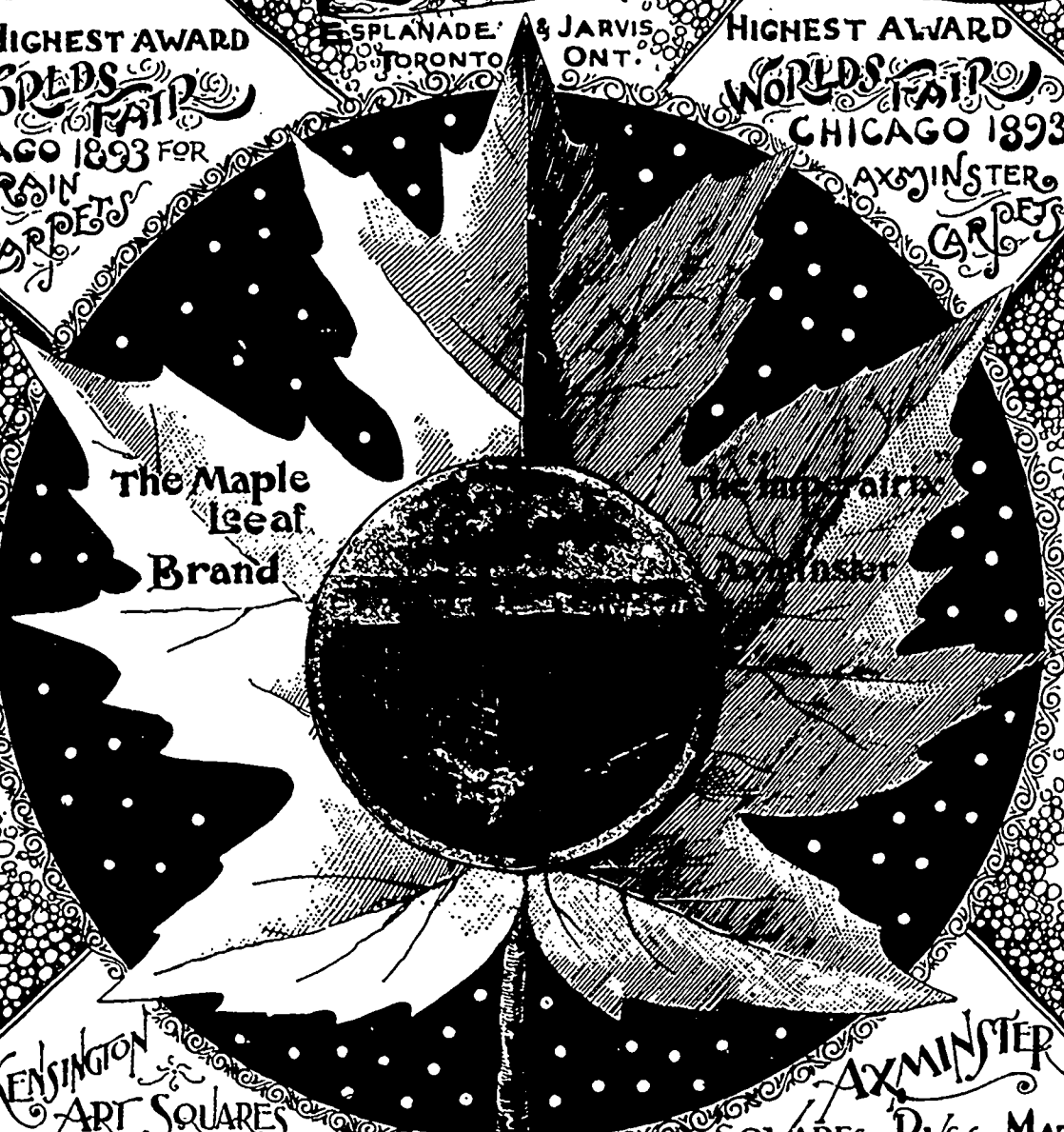
SALE OVER ONE MILLION PAIRS ANNUALLY.

TORONTO CARPET MFG CO LIMITED

ESPLANADE & JARVIS
TORONTO ONT.

HIGHEST AWARD
WORLDS FAIR
CHICAGO 1893 FOR
INGRAIN
CARPETS

HIGHEST AWARD
WORLDS FAIR
CHICAGO 1893 FOR
AXMINSTER
CARPETS



The Maple
Leaf
Brand

The Imperial
Axminster

KENSINGTON
ART SQUARES
IN ALL SIZES
INGRAIN CARPETS
IN ALL
QUALITIES

Received the only medal
for Carpet at
TORONTO EXHIBITIONS
1892 - 1893

AXMINSTER
SQUARES, RUGS, MATS,
BODIES
BORDERS
STAIRS

TORONTO CARPET MFG CO. LTD.

A. B. MITCHELL'S

RUBBERINE AND WATERPROOF LINEN

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

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

MOULTON & CO.,

10 St. Peter Street, MONTREAL,

MANUFACTURERS OF

CORDS, TASSELS, ORNAMENTS, BARREL BUTTONS, ETC.

Agent for Ontario { **BEN ALLEN,**
32 Colborne Street, TORONTO

PERRIN'S
PERRIN'S
PERRIN'S

PERRIN FRERES et CIE.

GLOVES

ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.

7 Victoria Square, Corner St. James St.,
MONTREAL.



"MALTESE CROSS"
MACKINTOSHES

Sold by all leading Wholesale Houses.

 **Fac-Simile of our Woven Silk Label.**

Latest patterns in English and Scotch Tweeds, Paramattas and Worsteds now ready.

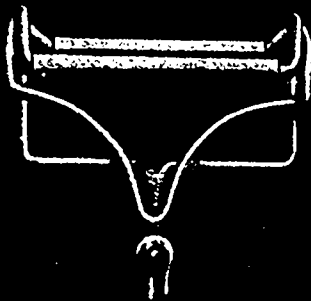
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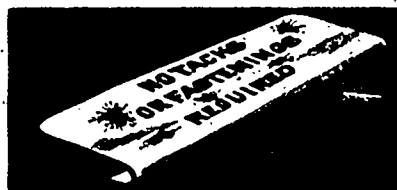
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