

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured covers/  
Couverture de couleur

Covers damaged/  
Couverture endommagée

Covers restored and/or laminated/  
Couverture restaurée et/ou pelliculée

Cover title missing/  
Le titre de couverture manque

Coloured maps/  
Cartes géographiques en couleur

Coloured ink (i.e. other than blue or black)/  
Encre de couleur (i.e. autre que bleue ou noire)

Coloured plates and/or illustrations/  
Planches et/ou illustrations en couleur

Bound with other material/  
Relié avec d'autres documents

Tight binding may cause shadows or distortion along interior margin/  
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/  
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Additional comments:/  
Commentaires supplémentaires:

Coloured pages/  
Pages de couleur

Pages damaged/  
Pages endommagées

Pages restored and/or laminated/  
Pages restaurées et/ou pelliculées

Pages discoloured, stained or foxed/  
Pages décolorées, tachetées ou piquées

Pages detached/  
Pages détachées

Showthrough/  
Transparence

Quality of print varies/  
Qualité inégale de l'impression

Continuous pagination/  
Pagination continue

Includes index(es)/  
Comprend un (des) index

Title on header taken from:/  
Le titre de l'en-tête provient:

Title page of issue/  
Page de titre de la livraison

Caption of issue/  
Titre de départ de la livraison

Masthead/  
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/  
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

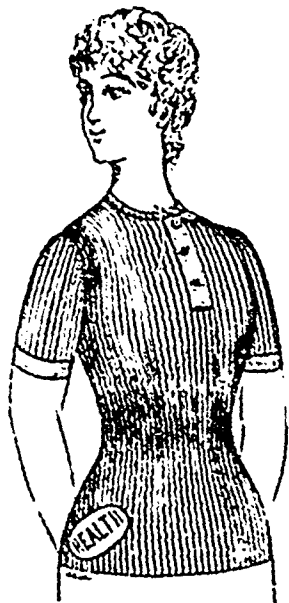
JANUARY, 1893.

THE CANADIAN

# Millinery

HATS, CAPS & FURS.  
Millinery & Clothing.

# REVIEW.



If you . . .  
have not

done as much business as you consider you ought to have done in the year 1892, our advice to you is: - - - -

- Have you carried a sufficiently assorted stock?
- Have you sent customers away without getting what they wanted?
- Have you advertised?
- Have you sold too cheap?
- Have you sold too dear?
- Have you carried a full range of

"Health Brand" Undervests

Think it  
over . . .



Leaving you to answer these questions and wishing you a happy and prosperous '93 . . .

**The Montreal  
Silk Mills Co.**

MONTREAL

# Dress Goods SPRING AND SUMMER.. 1893

When selecting your Dress Goods Stock do not fail to examine our High Class and exclusive Novelties as well as our Staple Lines.

N.B.—An exceptionally favorable purchase enables us to quote our well known numbers 115, 116 and 117 Black Cashmeres, blue black and jet, at 60, 55 and 50 cents. We will be compelled to withdraw these prices when present contract is used up.

There are few retailers who do not know these Standard Cloths. If you have not handled them send for sample pieces. Apart from being a fabric the best value in the market they are unequalled for beauty of finish and color.

## GORDON MACKAY & CO. COR. FRONT AND BAY STREETS Toronto

**THE BOYD, BOWER & BRUMELL CO., LTD.**  
3 Wellington St. West, TORONTO.  
IMPORTERS OF Fancy Dry Goods, Ribbons, Laces, Smallwares, Berlin Wools, Fingering Yarns, Gords, Tassels, Stamped Linen Goods, Novelties in Art Needle Work.

We are now showing novelties for the Holiday trade in Fancy Enameled Wooden goods, Plush Boxes, Celluloid Goods, Silk Head Rests, Hand painted Silk Ties, Hand-painted Glass Bottles, Baskets, Japanese Goods, etc. We are also showing many novelties only to be seen at our warehouse.

Perforated Stamping Patterns—We show the largest range in the trade. We carry everything that is required in the Fancy Goods Business.

Write for Prices and Samples.

Letter Orders Solicited--Which will receive prompt attention.

BOYD, BOWER & BRUMELL CO., LTD.

## THE C. TURNBULL CO., Ltd. OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full Fashioned Underwear in all Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

## CANADIANS! MILES & CO. TAILORS

Have removed from 21 Old Bond St. to  
4 Sackville St., London  
Best Scotch Tweed  
and Angola Suits  
FROM £3 15s.

THE CELEBRATED  
GUINEA TROUSERS, Etc.

## STEWART & McDONALD, GLASGOW.

Toronto Agency: 30 Wellington St. East.

Special lines of Linens always in stock.

Close buyers would do well to inspect our samples.

**W. MOWAT.**

## R. Parker & Co., Dyers and Finishers.

ALL WOOL AND UNION DRESS GOODS Dyed and Finished, guaranteeing no shrinkage in the width.  
RIBBONS, SILK AND UNION, Dyed, Finished and reblocked.  
BRAIDS, Dyed and made up in gross and One dozen Bunches  
OSTRICH PLUMES, Cleaned, Dyed and Curled, in the Best Styles.  
FINGERING YARNS, Berlin Wools, Dyed and made up.

Send for Wholesale Price List.

Works and Head Office:  
787 to 791 Yonge Street.

**R. PARKER & CO., TORONTO, ONT.**

## —WOOLLENS AND TAILORS' TRIMMINGS— JOHN FISHER, SON & CO.,

Balmoral Buildings,  
Montreal,  
Canada.



Huddersfield,  
England.

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issue of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

### SITUATION WANTED.

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

# CANADIAN GOODS DRY REVIEW

Vol. III.

TORONTO, JANUARY, 1893.

No. 1.

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

Trade Journal Publishers.

AND

Fine Magazine Printers.

10 FRONT ST. EAST, TORONTO.

J. B. McLEAN,  
PRESIDENT.

HUGH G. McLEAN,  
MANAGER.

SUBSCRIPTION \$2.00.

#### BRANCH OFFICES:

MONTREAL, 140 ST. JAMES STREET.  
E. Desbarats, Manager.  
NEW YORK, ROOM 41, TIMES BUILDING.  
Canadian Government Offices,  
LONDON, ENG., 17 Victoria St., LONDON, S W  
R. Hargreaves, Manager.

#### REAPING TIME.



REAPING time to the agriculturist means a time of happy gathering in of the golden sheaves, the product of what he had sown and guarded. The past month has been a reaping time to the great body of retail dry goods men throughout the broad Dominion of Canada. From all over the banner province of Ontario comes the report of a strong holiday trade, from the provinces down by the sea and that of our French Canadian brethren the same news has arrived, and from Winnipeg to Victoria it is the same story—a fair holiday trade. In some sections the weather was unsuitable and trade slackened, in other sections it was all that could be desired—cold and clear—and all kinds of stocks were well broken. Furs, clothing, heavy underwear, dress tweeds and the long list of cold-weather goods moved out fairly.

But when we come to consider the holiday trade from a purely holiday standpoint, we find that there is a gradual drifting of the holiday trade into the hands of the dry goods dealers. They are not, perhaps, beating out the boot and shoe dealers, nor the grocers, but they are encroaching fairly and squarely on the trade previously held by the jeweller and the fancy goods

dealer. This is a result of the combination of two causes. In the first place the ordinary dry goods merchant is carrying more novelties in fancy goods than ever has been known in the history of the trade, and these he sells at closer margins than other dealers, and thus secures the trade. Moreover, people will not buy in two stores when they can get all they want in one. This is the first reason—a sort of double-barrelled one—why the dry goods stores are gaining a larger share of the holiday trade. Another is the fact, patent to all, that the complexion of the holiday trade is changing. The demand for useless toys and trivial novelties is being replaced by useful presentation goods, such as furs, umbrellas, handkerchiefs, ties, art goods, fancy handkerchiefs, linen novelties, etc. This variation in the demand carries the buying public still further in the direction of the dry goods store. In the towns it is increasing the volume of business done by the latter. In the cities it is helping the growth of the departmental stores. Truly this is a harvest time—a reaping time for dry goods merchants.

Will this be to the advantage of the trade? is the next natural question. We believe it will. If they will but take the Shakesperian advice concerning the tide in the affairs of men which, if taken at the flood, lead on to brighter fields of conquest, there may be a happy time in store for the retail dry goods dealers. This change will not revolutionize matters, but it will have an elevating influence on the trade in general. It will lead out the best men into larger business transactions and to a greater volume of profits corresponding to the increased volume of trade. It will stimulate activity in many ways. It will in fact introduce the reaping time of the trade. If it could but be accompanied by a shortening of credits and a slight improvement in some of the methods of doing business employed by the trade, much more good would be accomplished. But perhaps we hope for too much. Yet no thoughtful man can ever hope for anything which will counterbalance the degrading influence of the long credit system. It is disastrous in its influence on the financing of all kinds of dealers, and the reaping time cannot be fully realized until an improvement is brought about in the dry goods credit system. Perhaps the new year that has just dawned will see a change—the long-looked-for and much-to-be-desired change—and the reaping time be fully and freely enjoyed.

If the year 1893 witnesses the same measure of advancement as has obtained in 1892, the dry goods trade will be in a higher sphere of prosperity than ever before. But it must be remembered that the features of business to-day are narrow margins and a large turn-over of goods. The day of high profits is gone, people have become too generally informed to be imposed on. The postoffice, the newspaper and the railroad train have introduced a new era.

## ENDMENTS AND ODDMENTS.

It is with a certain degree of pride that we appear before our mercantile audience in our new gown. It is not an indication of good luck or happy accident. Our new dress indicates that the dry goods merchants of Canada have decided that THE REVIEW contains information which they cannot do without. Moreover, it indicates that we are prepared to go on improving this journal until it stands at the head of trade journalism in Canada, and on a par with the leading trade journals of the world. There is no reason why this should not be accomplished with hard work on our part and with warm-hearted approval from the trade. Trade journals are here to stay. Their sphere is their own creating, and one from which no usurper can ever oust them. They have a place to-day in the machinery of commerce, which if they were to vacate, could not be filled with any substitute which would cause this complicated machine to move with equal ease and rapidity. We have a high calling to fill, but our watchword is "Excelsior."

Though an influential deputation of Montreal merchants last week waited on the Provincial Government again to ask the remission of the heavy tax that has been laid upon the commerce of that city, it is pretty certain they will be granted no relief. The deputation included the President of the Board of Trade, the president of the Chambre de Commerce, the president of the Corn Exchange, as well as other members of these bodies and of the committee appointed by a general meeting of the merchants to deal with this subject of taxation. The Provincial Treasurer, Hon. Mr. Hall, pointed out the necessity of meeting the province's temporary loan on the 16th July. A tax upon real estate was impracticable. The tax on personal property was likewise out of the question. The Government had at last to take to a tax levied on the rental value of business places. He showed that Montreal was paying less than half of the real estate tax, three-fifths of the license tax, and five-sixths of the commercial corporations tax. The deputation claimed that the rental tax should be collected from professional as well as business men. The taxes they considered unfairly distributed, and they would rather pay two years' taxes in one to tide the Government through its financial difficulty than to pay more than their fair proportion. The premier promised that the measure would be amended, but that the present year's taxes would have to be paid.

The Ontario Government has appointed a preliminary commission to "collect for the consideration of His Honor in Council, and otherwise all such facts, obtainable without an oral examination of witnesses, as bear on the several questions which have arisen with respect to direct taxation for municipal and other purposes, and its incidence, and all present and proposed exemptions from taxation, including in regard to all such particulars a comparison of the laws and practice of this province with the laws and practice of Great Britain, the other provinces of the Empire, the United States and elsewhere." The commissioners are John R. Cartwright, chairman; Hon. T. W. Anglin, and E. Saunders, secretary. The appointment of this commission will be a pleasing thing to those members of the dry goods section of the Board of Trade who have labored long and faithfully for it, and to the tax reformers of this and other

provinces in the Dominion who have been indefatigable workers for juster methods in taxation. Throughout Canada the men who are unselfish enough to take part of their precious time to study municipal and social questions, have, when they turned their minds to the question of the defects in our present system of taxation, been appalled to discover the apathy which has taken hold of those who should have tried to remove these defects. The thanks of the Dry Goods Section of the Board of Trade and of all broad-minded merchants should be freely given to Sir Oliver Mowat and his colleagues for their prompt compliance with a reasonable request. The information which will be collected will be invaluable in all future discussions concerning municipal and provincial systems of taxation. It is one of the most difficult problems with which we have to grapple, and one on which a great deal of our commercial prosperity depends.

"The dry goods men are making a huge mistake in shipping their spring goods to retailers before February 4th," remarked one of the veterans in the trade to the writer. He seemed to think that there was no necessity of running the risk of having a merchant fail with a fresh shipment in the storeroom. There is a great deal of wisdom in his spoken thought. February fourth will weed out a few of the weak ones who have stood former tests. They have nearly all been eradicated, but nevertheless a few more are likely to succumb to the evil results of heavy buying, bad management or the credit system, and if a wholesale house has shipped these men their spring goods, there will be a double loss, which the wholesalers can ill afford. Moreover there seems no necessity for such early shipments. If the retailer opens spring goods in February, he makes a huge mistake. People see them, and their taking freshness and attractive novelty is destroyed when the goods come to be actually sold in March and April.

But no serious trouble is anticipated this year, and the risk adopted by the wholesalers may not be as great as it seemed. The trade has been very healthy, and indications seem to point to the fact that engagements will be well met on February fourth. Assets in general are much lower than in previous years. Buying from hand to mouth has caused a very favorable effect on the amount of stocks carried by the retailers, and this has left them much less cramped for cash.

## AN ADVANCE IN COTTONS.

Despite vague rumors that were floating over the market, and the assertions of sundry persons interested, cotton goods have advanced but slightly. As was pointed out last month, prices in Canada has reached a notch beyond which it would not be safe for general prices to rise.

The Montreal Cotton Co. advanced the prices of cantons and linings, two lines which are not made by the Canadian Colored Cotton Mills Co. The advance was considerable, but not more than was justified by the recent advance in raw cotton. On the 12th, D. Morrice, Sons & Co., agents for the Canadian Colored Cotton Co., in Montreal and Toronto, advanced the prices of six numbers of Bengal grey cottons one-half cent per yard. These are fine grey cottons, and if the quality is preserved the advance will not be unjust. Nevertheless, some of the buyers declare that most of these numbers represent a lower grade than was the case before the syndicate was formed. Others are fully satisfied with the qualities turned out. The fol-

# KNOX, MORGAN & CO.

## WHOLESALE DRY GOODS IMPORTERS

See Domestic and Imported Samples for Spring  
in our Travellers' Hands

# Hamilton, Ont.

Following are the numbers of Bengal greys which have advanced, and the jobbers prices:

No.	Old Price,	New Price,
45	5½	6
50	6	6½
60	6¾	7¼
70	7¼	7¾
A.D.	7½	7¾
80	7¾	8¼

It is probable that there will be other slight advances in the near future, but of these nothing can be said.

With regard to the complaints mentioned above concerning a deterioration in the quality, it is hard to judge as to its justness. The Bengal greys now turned out run fair weights. The number 45 when estimated by the pound is sold at the mills, under the advanced prices at about 25¾c. per pound. This seems high enough but not too high when the high price of raw cotton is considered and also the fineness of the thread required to make these goods.

Some dealers are complaining that the company is slow in delivery some lines of colored cottons such as cottonades, and there is no doubt that some of the houses have been put to a great deal of inconvenience. But everything considered, there seems to be a feeling that the cotton trade is being well managed by the persons who control the bulk of it. Nevertheless they are being watched with close attention.

### COTTONS IN MONTREAL.

Cottons and their possibilities have been interesting the trade exceedingly during the month. Everyone has been expecting further advances and talking that way, but although the tone of values is remarkably strong, no change is to note on the position now last month. It looks though from the better orders that are coming in that buyers now realize that it is useless to hold back in the expectation of better terms, manufacturers reporting

a good demand for grey and white cottons. The jobbers report a good sorting trade also in prints, cottonades, grey cottons and gingham. They also anticipate a good business in Oxford sheetings, and there are some handsome patterns in checks now being received. An interesting feature in connection with cotton goods also is the fact that some English lines can be brought in and laid down here inside the limit on which the domestic articles are sold since prices on the latter have advanced. The fact, no doubt, will lead to larger imports owing to this: in fact, we saw quite a stock of them during a tour around the ware houses.

### PROPER FIXTURES.

The expense attached to fitting up the window with proper fixtures comes up so often in the discussion of store management and facilities, that a question or two may be helpful. This subject, like all others, must be argued on its merits, which, of course, boil down to this: What will it accomplish?

What is the difference between the usefulness of the window as a general salesman and those of the stock salesman?

What salary are you willing to pay the window?

Every cent you expend on the window you can call salary, and be sure that the public gets a service fully in accord with said salary.

What can be more useful in assisting general results than first impressions of your store and stock?

Is there any difference between what is gained by the use of proper fixtures and present results without them?

There is a chance to use all your experience to good advantage in having fixtures made.

The side of street your store is on, the nature of your store, the size and shape of your windows, must all be well considered before deciding finally on what to have made for fixtures. Don't neglect this subject, as it is of vital importance. Economist.

## THE DRY GOODS SECTION.

THE dry goods section of the Toronto Board of Trade met Mr. N. Clarke Wallace, comptroller of customs, in the city on the 12th inst., and in a friendly way talked over with him the various difficulties experienced by merchants in dealing with the local customs authorities. There was a very large attendance of members, perhaps the largest at any meeting since the formation of the section. Those present were: Messrs. Stapleton Caldecott, chairman, J. Shortt McMaster, Fred. Wyld, P. H. Burton, C. Cockshutt, T. Eaton, R. H. Gray, John Drynan, J. D. Ivey, A. A. Allan, G. B. Smith, M.P.P., Thomas Dunnet, C. Reid, A. Crawford, H. C. Dixon, T. O. Anderson, Warring Kennedy, W. Blackley, John Dick and Mr. Morgan, of Knox, Morgan & Co., Hamilton. Mr. Wallace was accorded a warm welcome. The chairman in referring to the recent appointment of Mr. Wallace expressed the sentiments of all present when he said that they were pleased to be enabled to deal in matters of the kind to be considered with a merchant who, from his own mercantile experience, was able to sympathise with and understand the difficulties that importers had to contend with. Addresses were afterwards delivered by Messrs. Wyld, Anderson, Dunnett, J. S. McMaster, T. Eaton, and others, in which a number of matters, which it is claimed required adjustment, were brought forward. One of the most important points was that there should be a uniform appraisement, and that each article of the same value should pay the same customs duty at the different ports of the Dominion. Mr. T. Eaton drew attention to the case in which he imported some goods, and that in his opinion belonged to a certain class, whilst the appraiser decided they belonged to another class. Another complaint was that duty was often exacted upon portfolios and cards of samples because the particular class of sample had not been enumerated in the customs list, although obviously the intention was that the portfolio or sample card should pass free of duty. Another difficulty mentioned was this: A merchant might have a small enclosure in a case without his being aware of it, and because he had failed to put that upon his declaration it would, upon discovery, be seized, as if the merchant had been wilfully seeking to defraud the customs. A third complaint was that the custom house entry clerks upon becoming aware of the incorrectness in certain particulars of an entry presented to the custom house, would allow the merchant to put through the entry and draw attention to the mistake only when the entry had been completed, whereas by calling attention to the mistake upon its discovery the merchant would be in a position to amend the entry, and the necessity for a seizure would be obviated. A number of other instances of what appeared to be red-tapeism were mentioned. Mr. Wallace said that he had listened with a great deal of interest to the various complaints made by the merchants, and it would be his own fault if he did not improve the occasion. Upon going back to Ottawa it would be his earnest desire, while protecting the revenues of the country, as was his duty, to do it with as little friction as possible with the merchants, whom he regarded in the light of partners from whom the country derived the larger portion of its revenue. It was his wish in all his dealings with the merchants of the country to treat them in a sympathetic and a conciliatory manner, and it would be his endeavor, so far as lay in his power, to remove any difficulties from their path such as those which had been enumerated. In order to keep himself in touch with the great trade interests of Toronto, he would fre-

quently visit this city, and would have an office set apart in the custom house here for the purpose of meeting such merchants as choose to come and see him, and any grievances which they might have would receive careful consideration at his hands. He was pleased at having had this conference, as it had afforded him much valuable information.

## THOSE CARTAGE CHARGES.

Some time ago this journal referred to the imposition of the cartage tax by the railroad companies, and predicted that it would be certain to create dissatisfaction; but that kicking was not likely to have any effect with the railway people. This was demonstrated plainly at Montreal recently, when a deputation of the Montreal Board of Trade consisting of R. L. Gault, Jas. Slesor, P. P. Martin, waited on General Traffic Manager Olds, of the C.P.R., and General Freight Agent Burton of the G.T.R., in reference to the matter. The deputation explained that the recent separation of the cartage from the freight in the railroad accounts compelled them to pay cartage to their warehouses upon goods bought freight prepaid in the West, and they asked that the railroads should return to the old system under which the freight was included in the one charge, and the goods delivered free at their own doors.

In reply Messrs Olds and Burton stated that freight rates had been steadily declining for some time back, while the cartage rates were the same as ever. Hence they were unable to include the cartage in the freight rates without advancing the latter. This course was impossible because the tariff sheets and schedules were already printed and could not be altered at present.

Under these circumstances therefore only one course is open to merchants purchasing goods prepaid anywhere that is to pay the freight and cartage themselves and charge back the amount against the invoice. In this way the goods will be practically delivered free at their warehouse doors as heretofore. This of course is a round-about of getting at the point, but it is the only one available although it will create considerable extra trouble.

**For Sale** A well assorted stock of Ready-made Clothing about \$6000.00 will be sold "en bloc," also a stock of Hats and Caps about \$2000.00 will be sold together or singly. Good reasons for selling out.

Apply to Box 583

PORT HOPE, - - - Ontario

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

CINCINNAMAS, ZEYPHYRS, CRAVENNETTES, BEDFORD CORDS, CHEVROT SUITINGS, FLAMMELETTES, DRESS GOODS, SKIRTINGS, OXFORDS, SUITINGS, COTTONADES, AWNINGS, TICKINGS, ETC.

New Ready Large Range and Better Styles than ever. See Samples in Wholesale Houses

**D. MORRICE SONS, & CO. AGENTS** MONTREAL and TORONTO

# WYLD, GRASETT & DARLING.

## NOVELTIES

A fine range of the latest styles and shapes in Men's Neckwear—Four-in-hand, Derbys and Knots, Fine Umbrellas, Waterproofs, Underwear, Hosiery, Collars, Gloves, Braces, etc., Silk Handkerchiefs—Initialed, etc.

ORDERS SOLICITED. INSPECTION OF STOCK INVITED.

WYLD, GRASETT & DARLING.

### THE RELIABLE SUSPENDER.

This is back view, showing method of fastening webs without sewing. Trimmings are of strong, light, nickel chain, with button loops which will not slip off, but are easily opened by pressing the balls together.



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

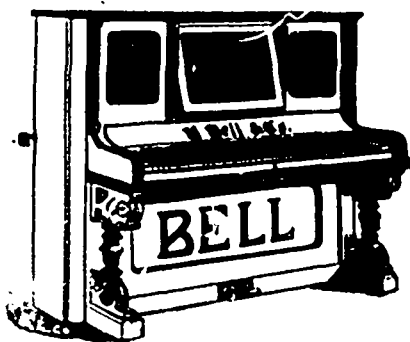
G. N. VROOM, Sole Manufacturer, ST. STEPHEN, N. B.

### Alexander AND Anderson

ON the second of this Month our travellers started out on the respective routes with a magnificent range of **New Spring Samples** and so far the results have been most gratifying and encouraging, we would direct special attention to our Specialties, viz: Dress Goods, Silks, Prints, Plaines, Lawns, Muslins, Mantlings, Hosiery, Gloves, Parasols, Laces, Ribbons, Frillings, Etc., Etc.

**Our Staple Department** is replete with all the most desirable lines, which we are offering at close prices, we solicit orders, and our best services are at the command of our customers.

### Alexander AND Anderson



# Bell Pianos.

THE BEST THAT CAN BE PRODUCED.

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

Send for Catalogue to THE BELL ORGAN AND PIANO CO., Ltd., Guelph, Ont.

BRANCH WAREROOMS:

TORONTO, ONT.  
70 King St. West.

LONDON, ONT.,  
211 Dundas St.

HAMILTON, ONT  
44 James St. North.



## ADVERTISING ADVICE.

## A PLAIN CHAT.

YOU are a dry goods dealer or else you carry some special line; now listen, while the chat goes on. It will be rather one-sided, but perhaps all the better on that account, because you cannot contradict, nor eject words which would throw doubt on the veracity of the chatter. You have started out on a new year, and the only resolution you have made is that you are going to make more money than you did last year. All right. Now you are going to advertise. You will make contracts with the papers in your town for so many columns for a year; if you don't, but let the amount of the space used be totalled up at the end of the year and charged to you at regular rates, it will cost you much more than by the former plan. Tally one.

Again, you are going to advertise in all the mediums which reach the people you wish to sell to. You will advertise most in the best papers; but still you will not refuse to advertise in a Conservative paper because you are a Reformer. That would be foolish. Because the editor of a paper or his advertising man buys five dollars worth of goods a month from your store and charges them, you are not going to give him all your advertising. No, not even if he has a front pew in the church you attend—sometimes. You will spread your advertising through all the mediums at hand according to their merit. Tally another.

Again, you are going to write advertisements this year; you are going to write striking advertisements; they will embody features never seen before in your town. They will be fresh, witty, pointed and impressive. You will invent one or two of these ideas, and where will you get the rest? You will steal them. But of course if you read this page in this journal carefully once a month, your conscience will be easier—because then you will only be the receiver of stolen goods. Nevertheless, if you expect to write advertisements all out of your own head, and do it successfully, then you are a talented individual, and you are foolish to waste your time selling dry goods. There are higher spheres for you. But if you are an ordinary individual you will see that you take in once and a while, and not be giving out all the time. You must keep putting coal in the stove, to continue getting out heat. Tally another.

Advice is cheap, but the chatter's advice is to go slow—if you are swift; to go fast—if you are slow. That is, try to strike a medium. Don't waste all your money—or your credit—in advertising; but do all you can consistent with a good return. Make advertising pay; just as you would any line of goods you sell. It must, can and should be done. Create a little hum of your own; and don't be always travelling with somebody else's brass band. Be a somebody—an individual. Be swift to become energetic. This is a swift continent we are living on, and the best advertiser is—in mercantile business—the man who has the largest rating with the Commercial Agencies. Good-day.

## A GREETING.

Here is a specimen of a New Year's greeting from an Ontario merchant. It was set up in a liberal space in pica type. A generous border of space made it striking and catchy. If it had been set up by an artistic printer he would have added a neatly turned rule or a small ornament, but it was set up in a country printing office. Yet it seemed a letter from a straightforward

and energetic business man, clothed in plain yet pithy language, and as such admirable indeed.

DESERONTO, Dec. 30, 1892.

To the Public:

LADIES AND GENTLEMEN, Another year is drawing to a close. We have much to be thankful for—liberal patronage an increasing trade, etc. Much has been, much more might have been. Hope centres in what is to be. We beg to assure you that during the new year no effort shall be wanting on our part to make it happy and prosperous in our own walk of life, viz., Dry Goods. We intend to push our business with more energy and vim than ever during the new year.

Thanking you for the liberal patronage bestowed on us during the past six years, and wishing you all a happy and prosperous new year, we are,

Yours truly;

WIMS & Co.

## A RETAILER'S OPINION.

A merchant writes to the Chicago Dry Goods Reporter as follows: The window advertisement is all right for those who happen to pass, but the newspaper goes out into the city and the surrounding county and brings people to your store who might never go within a mile of it were it not for the paper. When I began storekeeping some years ago I was a firm believer in newspaper advertising, but had very little money. The publisher of a local paper called on me and I told him I would do some business with him in a short time. I got his rates and found out what different spaces would cost, and began deliberately to set aside an advertising fund. As soon as I could I had a talk with him and said I would take a card of a certain size and in a certain space, and I also told him that I must change my card every day. He was inclined to demur, but I simply said it was that or nothing, because I meant to have my advertisement pay. So I secured a column card, three inches, top of column next to reading matter for one month, and that was the smallest as well as the first advertising contract I ever made. I want to say right here that cheap advertising is no good. It's shoddy and won't wear. Advertise in good papers and take the trouble to have it read right and look right. There is another point. Have your advertisement set as you want it. I never pay for an advertisement that is not set according to orders, and of which I have not seen a proof. Just put it in your contract and you will have no trouble. When I write my ads, I only put in one or two articles that I want to sell, and I try to write them just as if I was going into a house and talk it. I vary my style as much as I can, and I always put at the bottom in a distinct type:

“I Buy and Sell for Cash Only.”

“I want that understood. I tried various plans, but this I have finally adopted.”

**WINDOW DRESSING** . FOR DRY GOODS  
 Your Name and Address on a Postal and I'll do the rest

**HARRY HARMAN** .

**WINDOW DRESSING SUPPLIES** . . . . .

Room 1104 The Temple CHICAGO, Ill.

FREE sample of New Show Window Cleaner on application

## WINDOW DRESSING.

## TAILORS' WINDOWS.

It is disgusting to notice the dust which gathers in the windows of many tailoring establishments. The trade possesses many slovenly members and these can be readily selected by a glance at their store windows. Occasionally they make an effort and broom down the cobwebs; order the spiders to get a hustle on; and make the windows glitter like the windows of heaven on one of these bright starry nights. But only the best tailors make a regular thing of window-dressing. When spasmodic it is almost useless, because, like advertising, it must be regular and continuous, otherwise regular customers will not be gained to any great extent.

A tailor has no very showy goods, nor can he manufacture any complicated design from his goods. He can, of course make the attractive displays, say, of Santa Claus at Christmas time, or a toboggan slide with a few dolls on small toboggans, and a sign "Down go our Prices," or such similar displays. But these do not show goods of particular kinds. For this purpose the dealer must use only his latest goods. For instance: when friezes began to take for overcoatings with the great mass of men, the tailor who made extensive displays of friezes gathered in most orders. When brown tweeds took an extra spurt for winter suitings, the hustling tailor displayed his browns, terra cottas, and similar shades in great variety. When cheviots were leading, he displayed the finest range of cheviots to be seen around.

The favorite way to display tweeds is to set the piece on end, supported in some hidden way, with the outer folds thrown over the roll in some way which will display the pattern to advantage. A small window would require, say, a dozen of these pieces stood at an angle of 120 degrees with the window and sloping back from the window glass, if the floor of the window is low. These pieces must not be crowded; and must be well combined as to colors. If all the pieces shown comprise one range, then one placard only should be used, which should have a phrase of explanation, and the price. If the dozen pieces are all at one price, a placard with, "Choice of these suitings for \$22," or, "Our Range of \$5 Pantings," will be suitable if varied to fit the goods in the window. If a few nobby pieces of different classes are exhibited, a small placard about 5 by 7 inches should be used. The window should disseminate information concerning your goods, and in order to do this successfully it must be continually varying. You would not like to read the same edition of Grip or Puck or Judge every week in the year; nor even for two consecutive weeks. To change a window once or twice a week means considerable work, but it is work which pays; and profitable work should be pleasure to every clerk and every employer.

## INTERIOR DECORATIONS.

Customers prefer to buy in a store which is neatly decorated in all its departments. Everything must have its place, and a place must be occupied by the proper article. Neatly arranged shelves, counters and tables are striking and easily appreciated. Goods of all kinds must be arranged systematically and kept according to this system. This is easy. It requires a plan, and an adherence to that plan. It simply means a certain amount of mechanical work.

But more than this is required. When a lady enters a store to buy a piece of dress goods, she has certain ideas as to what she would like, and these are not affected by piles of neatly rolled

dress goods. Her choice is necessarily determined to a great extent, by the way these goods are shown to her by the clerk, but of this it is not the purpose of this article to speak. Her choice may also be determined by the artistic display of a certain piece of dress goods standing on its end and gracefully draped in some imposing and characteristic manner. She cannot resist the impression which this makes on her. So also the tasteful display of a certain line of handkerchiefs impresses her with the idea that she needs a few of these to add to the grace of her wardrobe. True there may be more handsome handkerchiefs in stock; but these seem pretty, because shown in this striking way. In the centre of the store she notices a long pole, suspended from the ceiling by two lengths of course knotted cord, and upon it hangs in straight folds a plain gray shawl, a few pairs of hose, and an open silk handkerchief. A mere glance is enough to catch all the beauty in that display. But perhaps instead of this she finds suspended from one point in the ceiling several lengths of light colored silk goods tastefully combined, with due regard to the juxtaposition of colors, and falls on the top of a pile of prints in graceful folds. This is a simple decoration but it demands more than passing attention. The colorings must be admired, and the quality and price inspected. No sale perhaps, but a good impression is the result. On the hosiery counter she finds a huge mound of hosiery, built up into an imposing and substantial pile. Here and there, all over this somewhat pyramidal pile are loose pairs of hose inviting inspection, while a neatly printed card adds to her stock of information. When she reaches the mantle tables, all are piled up neatly, wrong side out, and nothing catches her eyes until at the end she discovers a half a dozen dummies each covered by a sample of the latest styles in mantles. A neat light colored silk neck kerchief neatly folded around the neck of the dummy brings out in strong relief the darker color and warm, comfortable and nobby appearance of the jacket or mantle. Passing on she walks under an archway stretching from counter to counter. It is covered with goods different from those she saw there when last she visited the store. She must needs stop to see if anything there catches her eye, and if the prominent price tickets tell of any bargains. Then she comes to a curtain display. Several pairs of curtains are suspended from the ceiling or beautiful poles and caught up artistically in a way which arouses her feminine envy. She has seen new ways of displaying old goods, and she has had strong impressions concerning the newest goods and some of the merchant's bargains. She does not recognize that the clerks have been exercising their ingenuity in displaying goods in striking novel and uncommon ways. She simply knows she was pleased and is satisfied that everything is not the same as it was last month. Will it pay?

## DESCRIPTION OF A RIBBON WINDOW.

The size of window is 6x8 feet and 3 feet deep; the back ground and floor are of black goods. I put two short curtain poles from the two front corners of the glass, meeting at the back; then I hung the ribbon over the poles commencing at the front next the glass, the first roll of ribbon coming down to the floor; the next was about the size of a bolt of ribbon shorter, and so on, each succeeding one shorter until the back of the window was reached. I made the other side just like the first, forming a kind of wide V; the ribbon was left on the bolts and on the paper, as the diagram shows, the end of ribbon being pinned around the bottom of the bolt of ribbon; when that was complete I made a rough frame of wood, representing a harp, and covered it with cream cheese cloth, making the strings out of ribbon; then I borrowed some artificial flowers from a millinery store and twined them around the frame of the harp. That completed the window, I received several complimentary notices from the newspapers.—Chronicle.

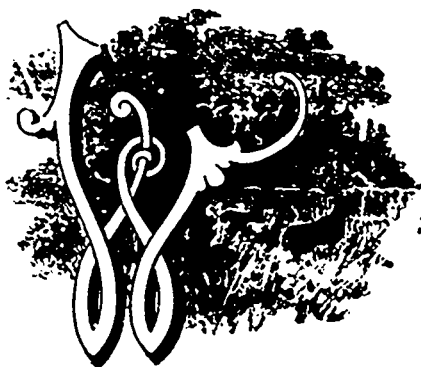


WHIPPING THE STREAM.

Engraved by The Man



# A Thing of Beauty and a Joy Forever . . .



WILL be the Spring Number of THE DRY GOODS REVIEW for 1893. Every dealer in Dry Goods, Clothing, Hats and Caps, and Millinery in Canada will receive a copy, and no doubt read it, as it will contain matter of great interest and value to the retail dealer found no where else outside of Webster.

Do you want to sell spring goods, or any other kind of goods? Then advertise them in THE REVIEW! Retail buyers are often busy when your travellers call, and have no time to view samples. With THE REVIEW it is different. Our subscribers read it at a time when its contents can be properly digested, and at a time when they usually decide on what lines to buy, and from whom. You never hesitate to invest money in business and take big chances. You take no chances by advertising in THE DRY GOODS REVIEW. As a proof of this, look at our ever increasing advertising pages. Don't take our word for it, see for yourself.

This Spring Number will be issued about the middle of February. Do not miss it! Put the date down in the tablets of your memory, and have copy in plenty of time to secure good position.



## THE MILLINERY TRADE.

## SPRING CHIRPINGS.

WINTER millinery is nearly all made, and in the process of being destroyed by its fair wearers. All thoughts are turned towards spring. Speculation is rife, but that is about the sum and substance of the present knowledge as to fashions. Stocks are beginning to arrive at the Toronto millinery houses, but these are no criterion of what the public will buy most.

Small capotes will still be worn to a great extent. Velvet trimmed hats will hold favor with a great part of the rural and cheaper trade, perhaps to some extent with the better trade.



FIG. 1.

Crowns will be small and either very low or tapering. Brims will be medium, narrow brims being less in favor than wide. There is a tendency in shapes to a turning up of the back of the brim in a wavy manner, which relieves the plainness of the shape. Straws are going to be of many varieties of fancy plaited designs, with medium brims and almost crownless, or with a fancy built crown. Black will be a strong favorite in the colors of straws; but there will also be a variety of gaily colored summer straws. Chips promise to run strong during the coming season.

Still all this is merely speculative, although it is not guess work by any means. It cannot be said what will be the favorites in any class of hats, but there is no doubt that fancy and fashion will strike somewhat along the lines here laid down.

## SPRING RIBBONS.

The Toronto millinery houses have begun to receive ship-



FIG. 2.

ments of their spring ribbons, and piles of boxes containing fresh-looking ribbons of all widths and hues are in stock, though not yet displayed. By the end of the month nearly all the shipments will be in and a large quantity of the goods reshipped.

Last year's favorites will still maintain their places in most cases. Failles, Faille Francais, and double satins will keep the lead along with plain satins and velvets. The Ottoman has again come to the front, and is being lavishly displayed in plains and fancies. It is some years since this ribbon was popular, but fashion, like the ostrich, travels in circles, and milliners will again gush over on the merits of this heavy corded ribbon. Broche ribbons, which are much like the old pompadour ribbons, promise to be a new feature for the coming season. Their fancy patterns and corded edges will no doubt be much appreciated. Tinsel mixes will also run strong. A great many thought that tinsels of all kinds, both in ribbons and dress trimmings, would be forgotten this year, but the very contrary is indicated at present. In fancy patterns, figures seem more prevalent than stripes. A few plaids, polka dots and nondescripts are shown.

The advance in price of silk has of course made the prices of ribbons about ten per cent. higher than previously. Blacks especially are much higher than last season. The advance will



FIG. 3.

fall more heavily on the jobber than on the retailers or consumer. There is no doubt that the quantity of ribbons consumed in this country is steadily increasing, and the spring trade will be slightly heavier than that of previous seasons.

## IN MONTREAL.

The millinery houses present bare shelves at the moment, and nothing very interesting is to be written of it until the first week of February, for there is nothing to look at in the ware houses.

It is understood that some changes will take place in a lead

ing millinery firm here shortly, that of Caverhill, Kissock and Bamore.

Ribbons and silks are firm at an advance of 15 to 20 per cent. and quite a lot of new importations are near at hand and will be offering shortly.

#### TORONTO MILLINERY HOUSES.

S. F. McKinnon & Co., have issued their Spring circular, wishing their customers a happy and prosperous New Year, and giving a few general pointers as to spring fancies and follies. They have three foreign buyers at work, and expect, that these three persons will secure everything suitable for the coming season of the Canadian millinery trade. In their straw hat department they carry over 250 samples, the description of which is postponed. In ornaments of all kinds, they have an especially large range, among which flowers predominate. In silks, ribbons and novelties, they carry the latest importations, and a well chosen range. This house carries an enormous stock, and employ one of the largest and most efficient staffs to be found in Canada.

W. Munns, representing James Ellis & Son, manufacturers and importers of straw and felt goods, London, Eng., who has an office at 78 Bay St., is showing an extensive line of straw goods, and expects shortly a large line of felt goods for the fall trade. All buyers who deal in these classes of goods would do well to call and examine the samples from this famous firm. Mr. Munns is a genial and courteous gentleman, and a visit to his office will be both pleasant and profitable.

A most artistic spring circular has been issued by D. McColl & Co., Toronto and Montreal, and the temptation to quote from it is too strong to be resisted. They say:—In mercantile life, it seems hard to learn from experience of others, so as to avoid the sunken rocks on which many bright hopes have been wrecked in their business career. Warnings and experiences often retold have been thrown aside, and the very course, over which so many have made shipwreck, has been taken with same results. It may be of some interest and profit to expose a few of the hidden rocks fatal to so many in their business career, to avoid which is to succeed—and to rush against which is to fail: viz.: 1st. Insufficient capital in starting; 2nd. Overestimating requirements (overbuying); 3rd. Deception under cover of notes (renewals); 4th. Inattention to business; 5th. Unthinkingly giving accommodation paper; 6th. Insufficient fire insurance on stock.

They have made very extensive arrangements for the spring trade, and their stock will undoubtedly be equal to the best in the market. They are an old established house and need no further recommendation than acquaintance.

#### DESCRIPTION OF MILLINERY ILLUSTRATIONS.

Fig. 1 represents a frame covered smoothly with velvet and folds and a torsade around the crown: black guipure lace is then arranged as a frill over the brim, being very full in front and made into a large fan on the left, with two erect ostrich tips behind it.

Fig. 2 illustrates a coquettish shape arranged in flutes in the front, with a narrow back and the right side turned up against the crown. The velvet is set off with loops of gold embroidered

or spangled lace over the top from the back and left side and two gold-dotted quills pointing toward the back.

Fig. 3 illustrates a flaring shape that will be worn off and on through all seasons by young ladies. It is shown in violet felt having a tiny piping of darker velvet on the edge and a torsage of velvet on the left side, with a steel buckle. Six feathers, pompons and aigrettes, ornament the front and right side of the hat, the feathers shading from violet to pale green in the now reviving ombre effects that promise to be with us in straws and feathers during the coming season.

#### TOOKE BROS.

On Jan. 5th the machinery of Tooke Bros' new factory, 63, 65, 67 and 69 Latour street, Montreal, was started, the occasion being one of great rejoicing among the many employes. Immediately after the engine had been started by Miss Mary Tooke, Mr. B. Tooke was requested to meet the managers of the different departments and all the hands in the general stock room, where Mr. McConnell read an address, and made a presentation of an office desk and chair from the employes.

Mr. Tooke replied in suitable terms, thanking the employes for their thoughtfulness and generosity. He said he considered the presentation one of great value, not for its intrinsic worth, but as an evidence of the good feeling that has always existed between them and him. He was also satisfied that to the interest shown by the employes generally in the advancement of the firm's work was to be attributed to a very great extent the high position Tooke Bros. hold to-day in the trade.

The factory is one of the largest and most perfectly equipped shirt and collar factories in the Dominion. The flats, four in number, in addition to the basement, are 85x125 feet, lighted on three sides. The engine is a 100 horse power by Laurie, the boilers, 2 in number, 70 horse power, manufactured by W. C. White. The building is lighted throughout by electricity, the firm owning their own plant, supplied by the Royal Electric Company. This plant not only lights the building, but furnishes heat to nearly all their laundry irons, and will eventually to their machinery when heat is required. Many improvements and devices have been introduced, thereby rendering the cost of production as economical as possible, and at the same time regularity of finish to the goods produced.

The firm's celebrated "iron frame linen" shirts, collars and cuffs are well and favorably known from the Atlantic to the Pacific, and the increased volume of business they are doing bespeaks for Tooke Bros. a still further increase to their already prosperous business.

#### IMITATIONS ABROAD.

The Amazon velvet skirt facing is well known in Canada, and attempts are being made to imitate it. These imitations are of a lower quality and especially of a narrower width. The Amazon facings are all made 1 $\frac{1}{4}$  inches wide, and a narrower width will not answer the purpose.

This facing is now made in four and a half yard lengths for bell skirts, and in reels of eighteen yards for dressmakers. This latter length is preferred by the dressmakers in Great Britain, and will doubtless be appreciated here as soon as its advantages are recognized. Dealers should be careful to handle only the genuine article.



**TRADE CHAT.**

**M**R. JOHN ALLAN is an energetic hatter and furnisher in Montreal. He believes in a liberal use of printers' ink, and has the happy art of writing a readable advertisement. His holiday speech in the Daily Witness and the Daily Star was an exceedingly taking thing, and shows Mr. Allan to be alive to the methods of modern business. His place of business is on the corner of Craig and Bleury streets.

When three years ago the Parks Cotton Mill, St. John, N.B., was placed in liquidation Judge Palmer took the mills under his personal supervision and appointed a receiver, but actually took personal management, buying raw cotton himself and selling the goods by direction to the receiver. On Dec. 28th, when the Equity Court sat, Hon. Wm. Pugsley, counsel for Parks & Son in their suit with the Bank of Montreal, the chief creditors, rose and made a statement. The company, he said, was now in a position to pay off all overdue accounts, including that of the Bank of Montreal and an old claim of Miss Parks of \$8,000. His statement of accounts, which the firm was in a position to pay, included unsecured as well as secured debts, and after the accounts were all settled and costs paid, there would be ample working capital. The mills, he said, were \$150,000 better off than when the suit began, this being the amount of profit realized during the few years when the property was under control of the court.

Mr. James Bonner, the well-known dealer in men's furnishings, on Yonge street, Toronto, was the victim of sharp practice the other day. It is a rule with him not to cash checks, but on the occasion referred to he did so to oblige a young man who had made a small purchase, and who professed to be a clerk in the bank with which Mr. Bonner does business. "I often make up your book," he said. When Mr. Bonner presented the check at the bank he found that it was worthless, and that the young man in question had been discharged some weeks previously. It was also learned that he was not the only victim. The perpetrator of the fraud cannot be found. Mr. Bonner keeps the check in his cash drawer as a memento of the result of a broken rule and a reminder never to do it again.

Fire was discovered in Leatroyd's dry goods store, Strathroy, on the 11th inst. The flames made rapid headway, the entire inside being totally destroyed. By the prompt attention of the fire brigade the fire was confined to the one building. Loss, \$500; insured for \$3,500 in London and Lancashire, Phoenix, and Sun. Origin of fire a mystery.

A disastrous fire was discovered on the 11th inst. in the cellar of J. C. Turnbull's dry goods establishment, Peterboro, Ont. The cellar was filled with Canadian cotton goods and tweeds, and the smoke was so dense that the firemen had difficulty in locating the fire. After a hard fight in the bitter cold the brigade were successful. The damage will be thousands, as all the goods in the cellar will be almost a total loss, while the goods in the main store are badly damaged by smoke and water. The loss is covered by insurance. Origin unknown.

Mr. E. B. Greenshields, the president of the Montreal Board of Trade, who was waited on a few days ago by an influential deputation of that body requesting that he should allow himself

to be nominated for a second term, definitely stated that he declined the honor. Mr. Greenshields, in a letter to the Hon. George A. Drummond, thanked the deputation for the honor they conferred upon him, and stated that owing to the time occupied with the duties which the presidency involves, he was obliged to neglect other matters which he had to attend to, and this year his business required his entire attention. Mr. Greenshields in his letter also suggested that, as the presidency of the Board of Trade is the most honorable position in the gift of the merchants of Montreal, and considering the growth in the membership of late, the time had come when the presidency should not be held for more than a year by any one member, so that as many as possible might share in the honor.

Hyslop Caulfield & Co. were mortgagees of the Ewing building on Front street west Toronto, which was sold lately under a first mortgage to Harvey & Van-Norman, the present occupants. Hyslop Caulfield & Co., who have a \$1,500 claim, are now suing Harvey & Van-Norman for ejectment, and for payments of the \$1,500. There was a long argument in Chambers recently on a motion to strike out the statement of claim. Judgment was reserved.

A fire started in one of the wood storehouses belonging to the Waterloo Woollen Manufacturing Company on the 18th inst. As no fire or light was used in the building, it was in all probability caused by spontaneous combustion. The building was only slightly damaged. The loss on stock will be about \$3,000; covered by insurance.

Messrs. J. & J. Lugsdin, furriers, 101 Yonge-street, Toronto, entertained their large staff of hands on New Year's Eve to an annual supper in one of their spacious rooms above the store. After all had been well supplied with good things the covers were removed. Speeches and songs were given by many present, and the Messrs. Lugsdin wishing all a very happy new year.

A very sudden death took place at Hamilton on the 5th inst. Mr. A. W. Small was being assisted down stairs by his two daughters, when he expired in their arms. He had been ill but a few days, and it was thought that his illness amounted to nothing more than a bad cold. He had been employed in the wholesale house of Knox, Morgan & Co. for a great many years. He leaves a widow, two sons, and three daughters. His sons were both away from home at the time.

Messrs. G. C. Kenfrew & Co., of Quebec, will make an exhibit of furs in Chicago equal to the handsome exhibit they had in London in 1886 on the condition that the Government would provide stuffed specimens of certain animals with which to decorate their proposed fur kiosk. Mr. Dimock said: "It is the very thing we want, and I believe the Hon. Mr. Angers, when he returns to Ottawa, will order the specimens asked for by this enterprising firm, whose exhibit par excellence was one great attraction at the Colonial and Indian Exhibition in 1886."

A coal stove in Bernstein's clothing house, Kingston, fell recently and ignited the clothing of a boy. The men on the premises suppressed the blaze. It was fortunate the accident took place while the hands were at work.

Mr. J. W. Mills, of the late firm of Mills & McDougall, and Mr. A. T. Galt, son of Sir Alex. T. Galt, have formed a partnership under the firm name of Mills & Galt, to carry on a wholesale business in Canadian woollens, Montreal, a branch of home industry with the development of which Mr. Mills, the senior

partner, has been closely identified for thirty years. Mr. Galt has been for some years in the service of the Bank of Montreal there and at New York. The new firm's place of business is at 152 McGill street.

Now that the great banquet is over the members of the Toronto Board of Trade are beginning to talk of the approaching elections. These will take place on the 26th inst., nominations being made a week earlier. Many names are canvassed in connection with the several offices, but at present no very definite prophecies are ventured upon as to the outcome of the balloting.

Mr. P. W. King, manager of the Oriental Traders' Co., limited, has returned from a six weeks' business trip, during which he visited Montreal, Toronto, London, Hamilton, Winnipeg, and other leading cities. Mr. King reports business as good in the east, and he succeeded in taking several orders for teas, silks and other Oriental merchandise. Everywhere Mr. King was asked numerous questions about Vancouver, and a great deal of interest is taken in the east in the progress of the Terminal City. As is well known here Mr. King is an ardent Imperial Federationist and conversed on this subject with several leading business men in the east, and found that Imperial Federation is gaining ground there. Vancouver News Advertiser.

In our advertising columns will be found information concerning the sale of a large stock of clothing, hats and caps, at Port Hope, Ont. This is said to be offered at prices which will afford wide margins to the purchaser of the whole stock or of part of it.

Walter H. Hamson, for some years connected with the mantle department of the dry goods house of A. Murray & Co., Hamilton, and one of the leading shots in the 13th Battalion, cannot be found. About a month or so ago he resigned his position and said he was going west. He mentioned Detroit and Chicago, and said he had secured a situation, but when asked the name of the firm he always evaded the question. He went away from the city and has not since been heard of. His wife has made all the enquiries possible, but has not been able even to discover which way he went.

Some months ago D. W. Dulmage opened out a bankrupt stock of dry goods in Petrolia, Ont. Not long after he was brought before Mayor Simmons, who ordered that he should take out a transient trader's license. Mr. Dulmage intrusted the case to S. F. Griffiths, who brought it before Judge Rose, Toronto, recently, and had the conviction quashed, with costs to be paid by the town. The Judge rested his decision on the simple ground that there was no evidence given to show the defendant's name was not entered upon the roll for the "then current year."

James. A. Cantlie & Co., manufacturer's agents, Toronto and Montreal, have been presenting the buyers with whom they came in contact in business, with a neat pocket diary, on the outside cover of which their name is stamped in gold.

#### THE LINING OF THE HAT.

A deputation of hat manufacturers, consisting of Messrs. Robert Cream, Toronto; Guillet, of Marieville, and Edgar and Agnew, of Montreal, was introduced recently to the Hon. Clarke Wallace, comptroller of customs, by Hon. Solicitor-General Curran, and had a conference as to the interpretation of the order-in-council admitting hat bindings free of duty. The trouble is as to what are hat bindings. For years the trade has

been importing a special sort of soft ribbon in lengths of about 25 yards, and using it in binding hats, the binding being done by a machine which feeds from a web. A Customs appraiser has, however, discovered, or thinks he has discovered, that hat bindings ought to be cut in lengths just long enough to go around a hat in order to secure free admission and that when imported in long lengths it is subject to duty. The matter was talked over very fully, Assistant Commissioner Watters and Appraiser Jessop being present, and a decision was promised at an early day. The deputation was particularly pleased with the business like way Mr. Wallace took hold of the subject and the ease with which he became thoroughly conversant with it.

#### A NEAT ADVERTISEMENT.

Some leading dressmakers and merchants who have dress-making in connection with their business have been put on a novel scheme of advertising by John Macdonald & Co. They are handling a new line of skirt waist beltings which are very pop-

## A. R. Kerr & Co.



MILLINERS, DRESS & MANTLE MAKERS  
HAMILTON.

ular, and they have cuts made for their customers, two of which the Review is allowed to reproduce. These cuts are used to print on the back of the belting, one impression on every twenty seven inches, the amount allowed for each skirt. Then on the inside of each skirt band is placed a permanent and neat adver-

## M<sup>rs</sup> Junor,

131. WELLINGTON ST. W  
TORONTO

tisement, stamped in gold. It is much the same in principle as the woven tabs or hangers used by the leading tailors or other garment makers.

#### SOME NEW DRUMMERS.

Mr. W. A. Denton, who has been in the haberdashery department of John Macdonald & Co.'s warehouse for many years, has been entrusted with a line of furnishings and haberdashery from his own department and now travels in Northern Ontario.

James Foy, formerly in business at Port Hope, and later at Brighton, takes the ground lately covered by James Irwin, for S. F. McKinnon & Co.

Mr. Luke, who has been city traveller for John Macdonald & Co.'s woollen department, now represents the men's furnishing department of that house in Western Ontario.

Malcolm Lamont, having disposed of his stock of millinery has returned to the employment of selling millinery for S. F. McKinnon & Co. He again takes the route through Western Ontario from Toronto to Windsor, and has been warmly welcomed by his old friends on this route.

J. R. Cox, formerly with Flett, Lowndes & Co., now travels east from Toronto for S. F. McKinnon. Mr. Alexander, who formerly had this ground, has gone with Lonstale, Reid & Co., Montreal.



**BUSINESS CHANGES.****ONTARIO.**

**H**OUSEN & RITZER, merchant tailors, Windsor, have compromised and dissolved partnership. Mr. Ritzer continues.

F. Lindsay and J. J. Smith, tailors, Hagersville, both suffered by a recent fire in that town.

Robt. Weatherill, dry goods, Oil City, has assigned to Alfred Robinson.

Byrnes & Co., millinery, Campbellford, have assigned to Thomas McAvoy.

C. W. Brownell, dry goods, Cornwall, has assigned to D. E. McIntyre.

Best & Stone, merchant tailors, Toronto, are in difficulties.

Matthew Vise, merchant tailor, Toronto, has assigned to Hector Lamont.

The firm of Richmond, Orr & Co., is now Richmond & Co., Mr. John Orr having retired.

McArthur & McEwan, dry goods, Cornwall, are about dissolving partnership, the former to continue.

Stephen W. Giles, clothing, Hamilton, has assigned to Wm. H. Lamont.

Fry & Co., fancy goods, Brantford, have assigned to John McClung.

Robt. Weatherill, Oil City, has sold his stock of dry goods.

Reid & Co., dry goods, Belleville, have suffered from a neighboring fire.

R. W. House, tailor, Woodville, has sold out to E. Edwards.

The stock of Tolton Bros., men's furnishings, Stratford, has been sold.

**QUEBEC.**

Mr. T. E. Martin has retired from the firm of Fee & Martin, carpets, Montreal.

A. H. Latour, dry goods, Montreal, sold to Alphonse David.

A. Prevost, dry goods, Montreal, has sold out at 63 $\frac{3}{4}$  cents on the dollar to a new firm, A. Lalonde & Co.

M. S. Superior, clothing, Montreal, has been asked to assign.

A. Sasseville, hatter, Montreal, has been partly burnt out. Insured.

The Royal Corset Co., of Sherbrooke, have obtained a charter of incorporation, with a capital of \$20,000.

J. P. Larivel, hats and furs, has assigned, and the stock was sold on the 5th.

Harries & Co., dry goods, Montreal, are liquidating and retiring from business.

Kortosk & Co., wholesale hats and furs, Montreal, are offering to compromise at 15 cents on the dollar.

Blagdon & Paradis, dry goods, Montreal, have assigned Assets and liabilities both nominally about \$9,000.

M. Boucher & Co., hats and furs, Montreal, have got into difficulty.

D. Hart & Co., hats and caps, Montreal, had their stock on Notre Dame Street damaged by a recent fire.

Mrs. W. Villeneuve, millinery, Montreal, has assigned to Bilodeau & Renaud.

Bedard & Lefebvre, tailors, St. Hyacinthe, have dissolved.

L. P. Pleau, hats and furs, Three Rivers, has assigned.

The creditors of A. Brahadi, hat and furs, Montreal, have had a meeting.

Frederick Binmore has retired from the wholesale millinery firm of Caverhill, Kissock & Binmore, Montreal.

Francoeur & St. Marie, hatters and furriers, Montreal, are preparing statement of affairs.

M. Jodoin, dry goods, Montreal, has assigned.

Lorge & Co., hatters, etc., Montreal, have dissolved: A. Derouin retires: J. B. Lorge continues under supervision of a receiver.

Samuel Mills, hats and caps, Montreal, is offering to compromise at 50 cents on the dollar.

Villeneuve, Lalonde & Co., dry goods, Montreal, have assigned.

**MARITIME PROVINCES.**

J. J. Simpson, tailor, New Glasgow, N. S. has assigned.

W. J. Kennedy, clothing, Halifax, N. S., has sold out his retail business to R. R. Kennedy, and will continue in the jobbing trade.

A. J. Morrison has sold his tailoring business at Bridgetown, N. S., to Shaffner & Butte.

J. B. McDonald, dry goods, Charlottetown, P. E. I., has been burnt out.

Mrs. E. Decker, dry goods, Campbellton, N. B., is out of business.

**MANITOBA AND THE WEST.**

W. A. Sprinkling, merchant tailor, Victoria, B. C., has assigned to Chas. S. Godson.

Albert & Tredman, tailors, Vancouver, B. C., have dissolved.

Haley & Sutton, dry goods, Vancouver, B. C., have sold out.

W. J. Quinn, tailor, Vancouver, B. C., is closing out his stock.

J. B. Johnson, clothing, New Westminster, has assigned to R. G. Gordon, and the stock is advertised for sale.

**THE SECRET OF SUCCESSFUL ADVERTISING DISCOVERED.**

The following from the Petrolia Advertiser is peculiar, out worth considering. The editor says: "The Xmas trade of Petrolia has been very satisfactory all round, and more especially is this so with those who have freely used the columns of the newspapers to advertise their wares. Several of our most prominent advertisers have been good enough to express their satisfaction to us personally of the good results of advertising in the Advertiser. It is very gratifying to us, more especially as we have been the direct means of our patrons paying that strict attention to the wording and the frequent changing of their advertisements, without which attention advertising is next to useless. Some merchants will decide to try advertising for a few months send in a hastily written copy, leave it standing an age without change, and then come to the conclusion that advertising don't pay. Advertisements must be attractive, both in manner and typographical appearance.

**CORRESPONDENCE.**

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

**"FITS LIKE A GLOVE"**  
**THOMSON'S**  
ENGLISH MADE.  
Glove-Fitting. Long Waisted. TRADE MARK.



**CORSETS**

At Popular Prices.  
The Perfection of Shape,  
Finish and Durability.  
APPROVED by the  
whole polite world.

SALE OVER  
ONE MILLION PAIRS  
ANNUALLY.

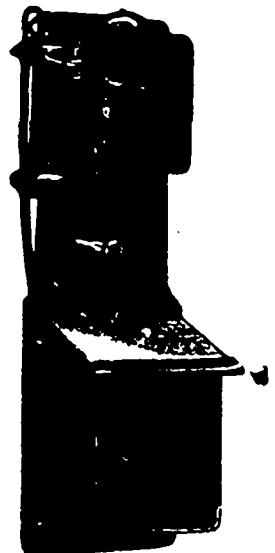
A large stock of these  
GOOD VALUE Corsets  
always on hand at

**JOHN MACDONALD & CO'S, TORONTO.**  
MANUFACTURERS:

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

**OFFICE TELEPHONE**  
For Offices, Warehouses and Factories.

The latest improved and the best system of communication for large places of business yet offered to the Public.



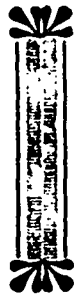
**C. A. MARTIN & CO.**

Designers and Manufacturers of Electrical Specialties, Telephones, Call Bells and all other Electrical apparatus and supplies, 785 Craig street, Montreal.

# THE WORSTED AND BRAID CO. OF TORONTO (LIMITED)



SOLICIT TRIAL ORDERS FOR ANY AND



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

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

Send for Samples and get Quotations

**The Worsted and  
Braid Co. (Ltd.)**  
TORONTO JUNCTION

We beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers :

Lincoln, Bennett & Co.,  
Wilkinson & Co.,  
and J. E. Mills,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.

**B. Levin & Co.**  
491 and 493 ST. PAUL STREET,  
MONTREAL, P. Q.

## GORDON MACKAY & CO.

COR. FRONT AND BAY STREETS . . TORONTO

### Departments

Staples	Woollens
Linens	Tailors' Trimmings
Dress Goods	Tailors' Sundries
Silks	(Shears Suqures Straight Edges, Etc.)
Ribbons	Mantle Cloths
Velvets	Mens' Furnishings
White Goods	Hosiery
Embroideries	Gloves
Laces	Small Wares
Lace Curtains	Haberdashery

**Gordon, Mackay & Co.**

## OBITUARY.

## MR. JAMES IRWIN.

On December third, Mr. James Irwin, a well known member of the Commercial Travellers' Association, succumbed to that fatal malady, congestion of the brain. Deceased, at the time of his death, was in the employ of S. F. McKinnon & Co., wholesale millinery dealers. He had been on the road for over twenty years, and was exceedingly well known to Ontario dry goods merchants. He was at one time in the employ of the old McMaster firm, and afterwards travelled for Caldecott, Burton & Spence. He had been on S. F. McKinnon & Co's staff of travellers for about six years, and was considered one of the best salesmen in the house. His route was through Northern Ontario to Owen Sound, Barrie, Collingwood and adjacent towns. Among the merchants in this district he was exceedingly popular; and trusted, and respected in all kinds of dealings. He had a place in the affections of all with whom he ever came in contact, and his death is deeply mourned by those who knew him best. He was about forty eight years of age at the time of his death.

## WILLIAM MCAULEY.

One of the saddest events of the year took place on the 22nd ult., in the suicide of Mr. William McAulay, wholesale woolen goods merchant, of Hamilton, Ont., and the city has lost one of its most highly respected business men.

For a long time Mr. McAulay had been in poor health. A year and a half ago he went to the Old Country, and while there had a very severe attack of rheumatic fever. For months it affected him, and he has never since been the same. After returning he was troubled with constant and intense pain in his left hand, just at the top of the thumb, and this growing worse rendered two or three operations necessary, and the final cutting out of the bone.

The intense and continued suffering wrought seriously upon his mind, and his friends were always anxious on his behalf, he having intimated that death was preferable to such a state, when there was no hope for ultimate recovery. His friends saw that it was necessary that he should go to more suitable climates, and for some time have been busy in making arrangements to wind up the business.

The day previous to his death Mr. Seneca Jones completed all arrangements for the sale of the business to Toronto parties, and the sale was considered very satisfactory. In a few days had he preserved his mental force, he would have been freed of business cares and would probably have gotten relief from his physical infirmities too.

Mr. McAulay was 52 years of age. He was formerly a traveller for Messrs. Knox, Morgan & Co., and afterwards went into business in the firm of McAulay, Robertson & Munro. A little over two years ago he and Mr. Pratt started the wholesale business, which he has been carrying on alone for over a year. He was energetic and ambitious and a much respected citizen of the Mountain City.

## GEORGE L. JACKSON.

One of the most popular young men in the Toronto wholesale houses has passed away. Mr. George L. Jackson was a kind, obliging and friendly young man who had just attained his majority, and who no doubt looked forward to a long merchantile career with a laudable ambition. He was a salesman in the woollens department of W. R. Brock & Co., and here he was very popu-

lar, having been in the house for several years. He died on the 30th ult. after an illness of two weeks; his disease being typhoid fever. He was a leading member of the football team of the house; played lacrosse with the "Athletics" of this city and was interested in manly sport of all kinds. He had a host of friends, who mourn his untimely death.

## THE MONTREAL WATERPROOF CO.

Most of the readers of THE DRY GOODS REVIEW are familiar with at least the name of the Montreal Waterproof Co., of which Mr. Hermann S. Scheyer is sole owner. This firm has been established in Canada for the last twelve years, and last spring was forced, owing to the large increase in their business, to move into the extensive premises they now occupy. Its warehouses extend from street to street, being Nos. 149 Le Royer street, 20 De Bresoles street, and 39, 41 and 43 St. Sulpice street; are five stories high, and are among the finest in Montreal.

Besides importing extensively from European markets, furs, silks, furniture plushes, glove leather, and other special lines, they also represent as sole agents several of the largest and best manufacturers of mufflers and handkerchiefs, French woven corsets and other specialties. In 1891, in addition to his other lines, he began the manufacture of waterproof garments for ladies and gentlemen. Using only the best vulcanized and odorless materials, proofed by well-tried waterproofers in England, and exercising the greatest care in the make up of their goods, both as to style, finish and perfect fit, they succeeded in producing an article fully equal to the best imported English waterproofs, in which they were not a little helped by the fact that their foreman and almost all those under him in the manufacturing department are old and experienced English workmen, trained in the best English factories.

We are glad to notice and to chronicle the success of this firm which by its push and energy, as well as by its honest dealings with its customers, has worked up for itself one of the largest and best businesses of its class in the Dominion. From the very start Mr. Scheyer saw the necessity of periodical trips to Europe, and so year after year he visits the manufacturing districts and also the great fur markets, as Leipzig and London, thus keeping his business well abreast of the times and being in a position to share with his customers the knowledge he thus acquired, and to put them in a better position to meet and cope with modern competition.

Mr. Scheyer is not a native Canadian, being a Berliner by birth, but for the last twelve years Canada has been his home and he is a naturalized British subject. He is a member of the Montreal Board of Trade, and is a notable addition to the list of useful and distinguished citizens of Canada for which we have to thank old Germany. It is such men as these who by bringing into the country their capital, as well as their energies, help in the development of our resources and in the building up of Canada's general prosperity. We wish Mr. Scheyer the continued success which his close attention to business well deserves, and trust that his next European trip, which we understand he is about to start on, will be a pleasant as well as a successful one.

Fire broke out in Worrell & Graham's tailoring establishment, Belleville, on the 15th, caused by the upsetting of a lamp. The goods were damaged to the extent of \$400 by fire and smoke. The loss is covered by insurance of \$2,000 in the Royal company.

## FANCY GOODS.

THE great trade in fancy goods during the holidays has come and gone. It was not very different from its predecessor in point of volume, but was slightly better in regard to profit. The wholesalers nearly all report an increased trade in all lines. During the past year the wholesale trade was much affected by the slaughtering which was done in regard to the stock of Hickson, Duncan & Co., in Toronto, and that of Holland & Co., in Montreal. But in spite of this, the year's volume of trade has been larger than last year. The failures so far have been very few, although a few losses will be experienced during the next few months, as two or three meetings of creditors have been already called.

When the position of the retail trade is considered it will be found that the situation is not so favorable as in previous years. This is due in a great measure to the hold obtained by the dry goods dealers on the fancy goods trade. In the city the small fancy goods store is a thing of the past. The departmental stores have cleared these out, and the few that are left will be gone inside of twelve months. In Toronto they are being exterminated by the ruthless onslaught of the big dry goods stores. In Montreal the same state of affairs obtains. People now flock to the toy department or the fancy goods department of the big dry goods store, and there secure a variety to choose from, which they could not obtain by visiting a half dozen of smaller stores. Mr. Harris Fudger has placed a stock of fancy goods in a departmental store in Toronto and sells these there while he does a wholesale business at his own warehouse. He can hardly be blamed in one way, because he acted on the maxim, "If I don't, somebody else will." Nevertheless, it opens up a huge possibility. If goods can be sold retail in the city departmental stores at wholesale prices, why can not the same thing be done in smaller towns? It will perhaps force the wholesale men to establish branch stores in the leading towns, and there sell retail at wholesale prices. This is not visionary, it has been in actual contemplation. The middleman's profit is getting to be too large. Some of the retail fancy goods men are avoiding it by going to the big manufacturing centres and buying direct. But this cannot be done to any great extent. If the retail fancy goods dealers of this country want to preserve the present mode of doing business, they must prevent the wholesalers selling at retail. Otherwise a change will gradually be made; and some day the ants in the business will wake up under an avalanche from which they cannot possibly escape.

The past season has witnessed a continuation of the demand for cheap plush goods, and as far as can be learned no substitute has been found for the coming season. Plush can be secured which will make a neat and showy article at a price which cannot be touched with any other material. This year will again see a large demand for cheap plush goods. In better goods, leather and natural wood will be leaders. Wood can be made into so many designs and patterns that it offers great variety to the buyer, and consequently will remain in favor. Leather goods come high, but the better class of customers demand them. They will continue strong in albums, handkerchief and glove sets, companions, music rolls, etc.

There is one contingency which may affect the cheap plush trade. If cholera rages in Europe these goods cannot be imported. But it is doubtful if this will occur in such a way as to block the trade entirely. Still it is a factor which cannot be overlooked.

Albums have had a better trade this past season than in the

two former seasons, as photo holders were less in favor. This season will see some pretty albums in combinations of natural wood and plush or metal and plush. Some American varieties shown this past season had a solid metal front cover neatly engraved with a floral or other design. Bright silver ornamentations will again be prevalent.

Collar and cuff boxes, glove and handkerchief boxes and folders, manicure sets will all be good stock for next season. Brush, comb and mirror sets are nearly run out, except in the more durable class of goods, such as silver backed goods.

Fancy novelties, such as match safes, pin holders, watch cases, and the like, are not so much in demand as formerly. They are not sufficiently useful to catch the trade. An article must be useful as well as ornamental—in fact, must be personal rather than general in order to retain a place in the tastes of practical people.—BOOKS AND NOTIONS.

There is a growing disposition, says the American Stationer, on the part of the importers and jobbers of fancy goods to handle more articles of stationery than formerly. Time was when the latter lines were confined almost to a few specialties, but of late years staples and sundries have occupied a distinguished place among the importations and have been placed in competition with those goods sold by the regular dealers. There does not appear to be any special opposition to this method of rivalry. The regular stationer knows from experience that the lines which divided one business from another years ago are not so sharply defined in these days. The dry goods houses have their stationery and fancy goods departments, and although the fancy goods houses have not as yet made a specialty of dry goods, the conclusion that their displays may in the future include even these goods is perhaps not violent. The truth is there is no business quite safe from the intrusion of other lines apparently foreign to it. The "cobbler" no longer "sticks to his last." Old fashioned business ways no longer obtain. Where the dollar is there will the enterprising man be found. There is a tinge of sadness perhaps in this breaking up of old and well understood customs where each man followed a distinctive calling. Modern methods, however, are considered the more progressive and must therefore in a great measure supplant the old. It would be interesting to know just what this progress and these methods will develop in the course of the next twenty years. The great trouble is that the dry goods houses undersell the regular stationery trade, sometimes going to the extreme of low prices, marking goods down to or under cost, so that they may attract customers who, tempted by the surroundings, will be led to buy in other lines. We cannot too strongly deprecate this mode of doing business. Manufacturers who sell to such houses are responsible to this extent for the low prices against which they make so frequent outcry.

Articles in tortoise shell are very popular, and the multitude of ideas expressed surpasses anything for years. Numerous articles heretofore fashioned out of more or less valuable metals are now passed over for those made of tortoise shell. Formerly the chief use of tortoise shell was for making combs and fans, but now combs and fans are only a small portion of the goods made from this remarkable and beautiful product. Lorgnettes, opera glasses, covers for books, hand mirror frames, manicure sets are among the leading ideas of the day, but besides these are lots of things turned out of tortoise shell, some solid and others in combination with silver and gold.

## TAILORING AND FURNISHING CLEANINGS.

## THE DIFFICULTY.

QUITE recently, a buyer for the men's furnishing department of one of the big wholesale houses remarked, "It is hard work to buy ties for the Canadian market. It has caused me much anxiety for several years in this way. You see, I go to England and the continent, via New York. I take a walk among the principal stores on Broadway, sixth Avenue, and the other leading streets and see what they are displaying. Then I imagine I have all their ideas, and they seem to knock my own all out. I go over to Europe and buy those goods, the same styles, patterns, etc., and come back to Canada with my advance samples, believing that I have got the best novelties in neck wear in the world. But when the travellers come to sell them they send me in orders and letters which cause cold chills around my backbone, the goods are not selling. Of course we have to sell them some how and we stick to it, and do our best. Occasionally a new line of neckwear takes well; but ranges of the stable type are the best sellers for Canada. The extreme fashions won't go. The people are not fast enough for them.

## UNADORNED GARMENTS.

Speaking of the tendency to plainness in custom-made clothes, The Clothier and Furnisher says:—As an instance of this adept quelling of all garnishment; upon the new single-breasted, long-tailed frock, there is not a button visible on the coat—it being fly-front to the waist-line, and having crowsfeet at the junction of the tails with the waist-line at the back, and the usual buttons absent from the coat sleeve. Similar illustration of this severity in finish is in examples of the long single-breasted fly-front outer-coats of dark kerseys when but one pocket is discernable that for the handkerchief—located at the usual place, upon the upper left side. There are, of course, other pockets made—but inside the coat—but of them the small change receptacle is the only one much used. The long-tailed cutaway frocks have been made with trousers and waistcoat to match, out of fine striped trousering cloth, which realizes the ideal mixed suitings now to be had from all high grade clothiers. This latter phase in suitings, moreover, is a positive boon to the men of dressy inclinations, for the solid clothes are sombre and the plaids that are to be had are in trite designs.

## THE NECKWEAR TRADE.

Manufacturers, says the New York Economist, are now busied chiefly in getting out samples of new work for the men who are about to start on the road or in providing fresh lines for those who have already partially completed their journeys. Soft materials seem to be the favorites for the coming season, a flowing, unstudied effect being sought in place of the somewhat stiffer patterns that have recently obtained. The small-knot Teck, with white ends, is about the most popular thing in made-up goods and is having a very large sale. As a rule, however, there is but little change in styles for the coming season.

One thing to be noticed nowadays is the increased quantity of medium-grade scarfs of the "tie-yourself" variety. It is not so long since medium grades were almost confined to made-up styles, and for some time past the quantity of "made-ups" sold in moderate priced goods was clearly in the majority over those to be tied by the wearer. But each season sees the proportion gradually changing and the general public are beginning more and more to acquire the accomplishment of tying the cravat, and

in this respect are following more closely in the lines of the finer trade.

There is a strong tendency towards plaid effects at present and their introduction will work a pleasing change, stripes having had the call for a long time. Of course, the fine flowered effects, including Persians, continue in good demand, and it will be some time before their popularity will begin to wane.

## MISCELLANY.

One would think that \$8.00 per annum for a trade paper would be a luxury which few merchants could afford. Yet the Sartorial Art Journal, published by Jno. J. Mitchell, New York, is taken by all the leading tailors in America. If there is a Canadian tailor who doesn't take this elegant journal he should subscribe at once, even if he has to go without cigars for two weeks, to save money enough to buy it. It is an art journal in appearance, and in purpose a journal of art. Its columns are full of valuable information, while its plates are a necessity to every tailor in America.

In New York the long De Joinville scarf has been selling well, and large orders have been placed for spring delivery. When properly tied they make a flowing end four-in-hand, which is now so popular over there. Others of the latter class are made of rich brocaded silk and Persian effects. Foulards are expected to run again next season. Soft knots, tied from four-in-hands, well pulled down, forming a round compressed appearance, are all the style.

The clothing man thought that he'd be funny and original in his advertisements, so he put a number of pairs of trousers in his windows and labeled them variously: Admission, \$3, \$4, \$5, \$7, according to quality.

After a time a seedy looking citizen came by and, after looking at the display, stepped inside.

"Whose idea is that?" he asked solemnly, as he jerked his thumb over his shoulder toward the window.

"Mine; entirely my own," responded the pleased dealer.

"Very good; very good," said the solemn man chuckling. "Can't get in without paying the price; that's the idea, eh? Very good; very good, indeed."

The dealer rubbed his sides and laughed a low laugh of delight.

"I thought it excellent," he said, "and am glad you appreciate it."

"Yes I do; yes I do," assented the solemn man. "By the way, do you charge anything extra for reserved seats?"

Then he went out, and somehow after that the dealer lost confidence in it.

The furnishing department of John Macdonald & Co. are now showing some neat lines in summer shirts. The large sale will undoubtedly be in unlaundried bosoms, with starched collars and cuffs on the shirt, and they show a suitable variety of these. The sales so far indicate a tendency to quiet patterns. In regatta shirts, with two collars and separate cuffs, they show a neat variety in vertical and horizontal stripes. Some grey, pink and blue grounds are exhibited, and also a few spots. In Ceylons and in silk shirts, with and without attached collar, they are showing some new varieties which should be taking. Novel-

ties in dress ties are also shown in embroidered tips or cross bands, and in satin bound varieties.

\* \* \*

The manager of the woollen department of Gordon, Mackay & Co.'s warehouse claims that they have the neatest collection of twills for spring and summer wear, ever shown in Toronto. They have a large variety of both plain and over-check. He is confident that they will be popular with the trade during the coming season. In their furnishing department their "Crest" brand of white dress shirts is always kept in full stock. This line is becoming celebrated with the trade for style, fit and wear, and is carried in all prices. They are also carrying a long range of men's braces in domestic, American and English manufacture. They claim that they are selling these at prices which enable them to compete successfully with the so-called manufacturers who are drumming up the retail trade.

Two special lines of unlaundried shirts that can be retailed at 50 and 75 cents are being offered by W. R. Brock & Co. Extraordinary circumstances allowed the purchase of these lines at a price which makes them it is claimed, better value than has ever been shown before. Their sale is very rapid in lots of ten to twenty-five dozen.

John Macdonald & Co. are receiving large shipments of their spring wollens. Their range this year in both domestic and imported is ahead of previous season. Serges in hop-sack and diagonal weaves will be very fashionable this season. They are making a specialty of black worsteds in all the best makes, and they aim to have a full stock of these goods all the year through. Their stock of tailors' trimmings is also very complete at present; everything in this line that can possibly be required is being shown. They carry a neat range of mantlings for the spring trade, in serges, box-cloths, fancy brocades, in all the latest colorings.

Messrs. Miller Bros. & Co., 30 Dowd st., Montreal, tell us that they have suffered but little delay by the fire in their premises last month, and that they are now once again in full working order, and have on hand full supplies of different lines of faced collars, cuffs etc.

Mr. A. J. Johnston, the buyer for the woollen department of Wyld, Grasett & Darling, is away on his semi-annual trip to Great Britain to purchase fall stock.

Mufflers have sold well this season. Dark patterns took the lead, with a tendency towards a better class of goods.

Wyld, Grasett & Darling are showing some special lines in negligé shirts. These come in flannelettes of lowest grades; very effective patterns in Bedford cords, and silk striped Madras shirts. In regatta shirts they have some neat lines including short stiff bosoms, with attached collars; soft bosoms with stiff collar and cuffs, colored pique bosoms with soft white body, as well as the staple lines. They have received another very large shipment of neckwear. This about completes their original purchase of neckwear for the spring and summer trade. They claim to show very special value in block neckwear of all kinds, and carry a well assorted stock. They are showing a line of English braces with saddler's ends, a feature which makes them very strong and durable without losing the stylish appearance.

Mr. Begg, buyer of the woollen department of John Macdonald & Co., sailed on the 13th for Great Britain. His mission is, to find the leading lines and patterns for the fall trade.

#### WOOLLENS IN MONTREAL.

The turnover of woollen underwear has been large this year, the remarkably cold weather being set down as the incentive for the increased business. Orders for ladies woollen underwear have filled a lot of the space in the order books and the stocks here are worked down to a pretty low basis. The same applies to gentlemen's underwear.

There has been a brisk demand for blankets also, some large orders being reported on western account. In fact we know of several different lot of 1,000 pairs having been sent up that way.

The new supplies of tweeds are now being received and most of the houses are busy at work unpacking. Orders in this connection are good, and the indications point to a good spring trade. Serges and worsted coatings are on the rise according to advice, but the stocks here are pretty large and the change may not be felt here for some time. It is rather early in the day to speak of next fall's possibilities, but the fact is interesting nevertheless. Mr. McIntyre, of Messrs. Hodgson, Sumner & Co., who has just returned from England, says that plain meltons are going to be the thing there, and that he anticipates a large trade and has provided for it ahead. For suits next spring the old reliable serge is still to be the go if the new goods coming in are to be a criterion. A heavy rough finished twilled serge is likely to be the favorite in blue, blue-black and black. It will be run hard, however, by some tweeds and finer serges in quiet shades of blue, grey and black. Some of these look in the web as if they would be very handsome made up.

The clothing houses have wound up their Maritime Province and British Columbia spring business, and report the average less than last year. In Ontario and Quebec, however, which their travellers are now working, the indications are good if the business done so far is a criterion. In fact they hope to pull up the difference out of these to sections sufficient to offset the loss in relation with the districts mentioned above.

A pleasant event took place recently at the residence of Mrs. Joseph Ironside, Hamilton, being the marriage of Miss Jessie Gordon and Thomas D. Lawrason, of the well known dry goods firm of Campbell & Pentecost. The young couple have the best wishes of a large circle of friends.

## THE LEE SPOOL

—TOOK THE—

- Gold Medal at the Jamaica Exhibition -

—AS THE—

Best Sewing Cotton for Hand or  
Machine Work.

**CALDECOTT, BURTON & SPENCE,**

Wholesale Selling Agents,

46 and 48 Bay St.,

Toronto.

**FOREIGN CORRESPONDENCE.**

Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

## CARPETS AND CURTAINS.

**D**URING January the trade among the carpet jobbers and manufacturers has not been very brisk. The spring delivery orders have been all taken and manufacturers are busy executing these. In a short time sorting orders will begin to come in; but in the mean time trade will be slow.

The curtain trade continues fair. Jobbers are hunting up numerous orders; and placing large quantities of goods. Nottingham goods have commenced to arrive in the cities, and soon they will be distributed through the country to the great body of retailers.

Oileths and linoleums are very quiet just now. Some of the jobbers have been replenishing their stocks from the mills; but otherwise the movement is slow.

## AN ADVANCE IN JUTE.

The recent advance of £2 per ton on raw jute, reported from Dundee, Scotland, will have a strong effect on repeat orders of carpets and on purchases for the fall trade. Nearly all lines of imported carpets will undoubtedly be appreciated in price on account of this advance, especially when it is combined with the advance in the other raw materials, viz., wool and cotton. The effect of these advances will not be felt until stocks among the jobbers here are cleaned up. Competition is too strong to allow these dealers to advance prices at present.

Most of the jute comes from India to Dundee in a partially manufactured state. The crop has not been good and the demand keeping up has caused the present appreciation of price. The year before last saw a great famine in jute and no stocks were carried over to 1892, and the product of last year was no more than average, hence the scarcity. Jute is coming to play a great part in all the textile manufactures of the day, but in none more so than in carpet making.

## THE ENGLISH CARPET TRADE.

Under date of December 24th, the Textile Mercury says: The carpet trade has been dull for such a considerable time that an enquiry into the causes which have brought about such a result may not be out of place. The foreign demand for carpets has shrunk considerably during the past few years, and in the home trade many complaints are heard as to the unremunerative character of the business. Carpet manufacturers, more, perhaps, than any other class, appear determined to reform the ordinary methods of distribution by going direct to the retail purchaser and passing over the wholesale merchant. The policy is one which may have certain advantages, although it cannot be denied that in many respects the system of direct trading is a source of extra expense and loss by bad debts. The matter is, however, one which carpet manufacturers have a right to decide for themselves. Some of them, at any rate, have not found it necessary to visit individual retailers, and pass over the merchant. The changes that have affected the carpet trade during the past few years have compelled manufacturers to adopt many fresh suggestions which otherwise might not have been received with attention. Perhaps the tendency to trade direct is one of them. We are sorry to notice that last month's exports of carpets were smaller than for some time past, the value being £50,279 against £66,301 last year, and £68,009 in 1890. The shrinkage in the foreign outlets is due in part to the same causes which have operated at home. The extended use of squares cannot be said to have benefited the trade. It has, on

the contrary, helped to reduce the consumption, for people now use a few squares where formerly they would have the whole floor covered with carpet. The improvements in linoleum designs have also been injurious to the carpet trade. Linoleums have increased their hold in public favor enormously of late, and the trade is rapidly developing.

## DISJOINTED FACTS.

The East India Trading Co., Portland, Or., are recent beginners selling China mattings, goat rugs, and other Japanese and Chinese goods. I. A. Yerex, the manager, was formerly with a company of the same name at Vancouver, B. C., who do one of the largest businesses of this kind in Canada.

Probably the costliest piece of textile fabric on sale in New York is exhibited in a Broadway store window. It is a small Turkish rug only 3 feet 10 inches wide by 4 feet 8 inches long. It will cover a small centre table. Its price is \$3,200. Rugs worth \$5,000 may be purchased, but they are very large.

John Macdonald & Co., Wellington St., are opening up their spring stock of lace curtains. They have an immense range from thirty cents per pair up to six dollars. These are Nottingham goods, and comprises the latest novelties and newest designs.

It is satisfactory says the Draper's Record, at a time when public platforms are ringing with the cry of depression in trade—a cry, it must be admitted, which is not altogether groundless—to discover even one industry in a condition that admits of rejoicing. This is especially welcome when this particular industry has been openly threatened with annihilation by emigrant rivals. Not only is the Nottingham lace trade holding its own against foreign competition, but it is actually better, as far as foreign trade is concerned, than it has been for five years past, tested by the corresponding months of November. The actual figures, as given by the Board of Trade returns, are: Value of cotton lace and patent net exported in November last, £143,854; value of silk lace exported, £22,338; or a total for the month of £166,192. This is £31,972 better than the combined exports of silk and cotton lace in the same month last year, and over £22,000 better than November, 1890. The increase in the value is in both cotton and silk lace, the exports of the latter leaping up from £15,247 in November, 1891, to over £22,000 last November. When we compare the results of the eleven months' trading, there is still a large increase, but it is not quite so marked. The total value of the cotton and silk lace sent out of the country during the eleven months of the present year is £2,173,481, as compared with £1,863,336 in the same period of last year, and £2,058,535 in the corresponding period of 1890, which approaches nearest of any of the last five years to the business done during the present year.

Ox gall, three gills to a pail of water, well rubbed into a carpet with a brush and then wiped off with clear water, will, it is claimed, make an old carpet look like new.

John Macdonald & Co., the well known carpet jobbers of this city, have just passed into stock two hundred and fifty bales of carpets, comprising new patterns in tapestries, Brussels and

# MILLINERY

WHOLESALE  
SORTING UP TRADE.

WEEKLY SHIPMENTS OF  
**NOVELTIES**

ARRIVING.

Everything New and Fashionable found in our  
Departments.

ORDERS SOLICITED.

## D. McCall & Co.,

12 and 14 Wellington St., East, Toronto.  
1831 Notre Dame St., Montreal.



— THE —  
**AMAZON**  
VELVET SKIRT FACING

A NEW FABRIC FOR FACING AND BINDING SKIRTS

**ADVANTAGES:**

**DURABILITY**—Will outwear a dozen old-fashioned braids.

**NEATNESS**—The Pile of the Velvet gives a smart finish to the bottom of the skirt. Being cut on the bias it does not ravel and does not injure the shoes.

**ECONOMY**—Being done up in continuous lengths of 3, 4 and 18 yards.

**ALL FASHIONABLE DRESS SHADES.**

MANUFACTURED BY

**MEYERHOF, MARX & SIMONSON, MANCHESTER.**

Representative: FRED KING, 61 Piccadilly, Manchester.

**WHOLESALE ONLY.**

Wiltons. These are extremely nice goods, and considerable care and tact has been exercised to secure goods suitable for the various requirements of the trade. They have also opened up three hundred pieces of domestic wool carpets. The patterns are new and designs much superior to the domestic make of former seasons. This shipment comprises a strong selection from all the leading manufacturers, and is sufficiently well as sorted to give any dealer a sufficient choice. They have also passed into stock a big range of domestic oilcloths, both floor and table, including the newest designs in each.

\* \* \*  
That man is a good enough Christian,  
And of grace has no stinted share,  
Who can put up the curtain fixtures  
In his home and never swear.  
\* \* \*

THE MONTREAL MARKET.

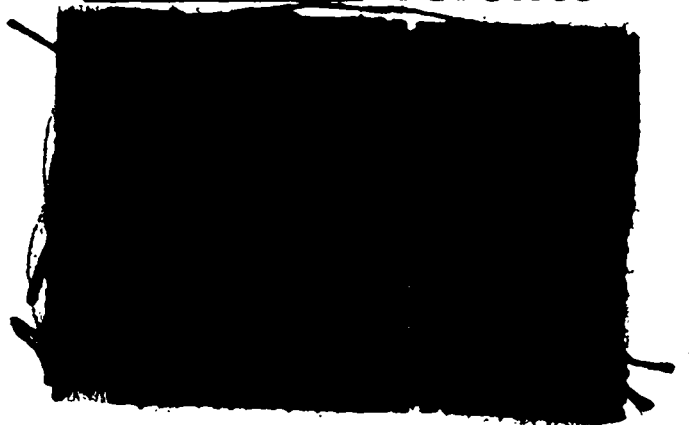
The trade in this branch promises to be fair, and it is interesting to note how American curtains are forcing out the German article more and more. The Yonkers patterns in chenilles are brighter and not so subdued as the German, but they seem to take better, and the consequence is that very light stocks of the latter are carried this spring.

Fair orders are reported for carpets, but it is expected to widen out a little more shortly.

R. R. Stevenson, of Stevenson & Blackadder, cotton lining manufacturers, Montreal, was in Toronto recently. He says they propose to increase the capacity of their factory at Valleyfield by thirty per cent. He has been over a good part of the Dominion, and says the business outlook was never so bright.

# GORDON MACKAY & Co.

COR. FRONT AND BAY STS. Toronto



Above Sample represents a Clearing Line of 27  
inch Combination Suitings, Checks and  
Stripes, 1000 pieces, 20 patterns.

Price 7¼ cents.

Terms Nett 60 days

**GORDON MACKAY & Co.**



## THE MONTH'S TRADE.

THERE are times when the wholesale houses relapse into almost hibernating quietness. The past three weeks has seen very few buyers in the city, and the consequence is that trade seems very quiet. Nevertheless, one is soon undeceived, when the shipping department is visited. Large quantities of goods are going out, and larger quantities are coming in. Cases, large and small, are tumbled in and out, showing that in time of peace dry goods men prepare for war.

But in spite of this apparent quietness the movement in repeats for woollens and other heavy winter goods has been sufficient to lighten stocks very materially. Heavy mitts and gloves, heavy underwear, hosiery, overcoatings of all kinds and heavy suitings and dress goods have all moved out well. The fur dealers during the week ending December 24th did a huge trade, and were lifted out of the slough of despond into which they had gone a short distance. Travellers are again on the road with full lines of spring samples, and soon shipments of these will commence.

Brooks spools have dropped from \$3.20 to \$3. This makes this the lowest priced 200 yards, 6 cord spool in the market. This is due to the arrangement in the Central Agency which has been described often in these columns.

Belding, Paul & Co. and The Corticelli Silk Co., have come to an agreement regarding the prices of sewing silk and twists. We understand that there are no material changes in prices, but the old trade discount has been done away with. This change will do away with the old under bidding by means of discounts and make only one price whether goods are bought from the wholesalers or the manufacturers. Belding, Paul & Co. have issued a circular which reads as follows: Owing to the large advance in raw silk, we have reduced discounts to the trade. In consequence of this, we beg to notify you that from this date, you are requested to sell our silk threads, art silks, etc., at list prices, less 5 per cent. cash only. Any house not adhering to this contract will forfeit trade discount.

The weather has been very favorable to retailers during the past month. All over Ontario, and, in fact, throughout the whole of Canada, the weather has been fairly severe, accompanied by a small amount of snow, but still sufficient to afford good sleighing. This has quickened the movement of grain and produce, and also the movement of heavy winter goods. When the retailers unload their winter goods well they are always in better spirits for spring buying, and many dealers will not buy spring goods till the middle of January.

Remittances are fairly good. They are better than at the close of the year and are fully up to the average for this time of the year. The Northwest and British Columbia, which were slow in December, were very good the first ten days of the new year, but they are slacking off again.

Chadwick's spool cotton has advanced another 10c. to \$3.40 for regular and \$3.50 for special labels. It is not improbable that there will be advances in other makes in the near future. The Chadwick spooling factory in Montreal, though running night and day, is unable to catch up with their orders, the demand being so large and increasing.

Some makers of Canadian braces have advanced 20 per cent. on the figures at which they sold in November last.

A number of agents selling Japanese goods have been on the Toronto and Montreal markets this month showing novelties in embroidered, initialed, and hem-stitched handkerchiefs. Prices

will be lower than last year, owing to our increasing trade with Japan. One agent came direct from Tokio, Japan; he is a gentleman of German birth, but has lived in Japan for twenty years.

## AMONG TORONTO JOBBERS.

Alexander & Anderson are in receipt of their shipments of spring prints in domestic and imported. They claim that the variety show is fully up to that shown by the average dry goods house, and includes the newest designs on the market. Domestic and imported flannelettes are coming to hand, and the range shown at present is very extensive.

Gordon, Mackay & Co. have secured one thousand pieces of combination suitings. These plaid goods are much used by ladies for dresses, morning wrappers, skirts, etc., and are rapidly becoming popular. They are selling these goods at  $2\frac{1}{4}$  cents less than the regular price. This of course is due to the large quantity taken by the house, the entire stock of the manufacturer having been secured. The patterns are twenty in number, and were never shown before this season. In parasols their stock is now complete in all lines. The feature of their stock is a choice assortment of handles in natural, ebony, celluloid, sterling silver mounted, and other lines. The prevailing color in fancy parasols is cardinal.

Caldecott, Burton & Spence are busily engaged cutting their spring dress tweeds. The demand for these domestic goods has been quite equal to former seasons. These goods will probably hold for another season. They are moving out their spring lines of hosiery, underwear and topshirts. Staples are in good active demand in the house at present. Prints, flannelettes, shirtings, cottonades, dress linings, ginghams, and teazel cloths are moving lively.

W. R. Brock & Co. are showing a long range of art muslins, for curtains and draperies, in all the leading colorings and designs. These goods can be retailed all the way from 7 to 25 cents a yard. The prices are low, although repeats can only be secured at an advanced price, due to the higher price of raw cotton. A shipment of frillings, veilings and complexion nets in the newest shades has just been passed into stock. A case of infants' bibs has just been opened up. These goods are new in design and pattern.

John Macdonald & Co., have just received a large shipment of mottled carpets. This line was bought at a special low price, and will be sold to the retail trade at 20 cents per yard, which is considerably lower than any carpet hitherto offered. Moreover, American quotations on this line of carpet show an advance this week of  $2\frac{1}{2}$  cents per yard, and it is hardly likely that the line will be duplicated. In their linen department they are doing a huge trade in ginghams, napkins, towellings, hessians, etc. The strong demand for these goods has necessitated the forwarding of repeat orders. In the haberdashery department they have just opened a shipment of seam bindings, bone casings, satin ottomons and linen beltings. These are new goods in this market, and can be obtained from this house only. Seven cases of Austrian pearl buttons have been opened up. All sizes are kept in a bewildering variety of design. They have now in stock a full line of their celebrated "Sphinx" linen thread, manufactured by Wm. Barbour & Sons, Lisbon Island, Ireland. In belts they are showing a long range of new styles for spring in fancies, selfs, and club colors. The widths are from 2 to 3 inches, the  $2\frac{1}{2}$  and 3 inch widths being in favor.

John Macdonald & Co. are showing a new line of 20 inch tartan surah in tartans Macdonald, clan Alpine, Ferguson, Mc-

Laughlin, Mackinnon, Robertson, Macfarlane, Royal Stewart, Campbell, Breadalbane, Macintosh, and the Victoria. These are the newest thing in the silk market to-day, and ladies are using them for blouses and dress trimmings. The effect is very handsome. They have also received a shipment of Swiss muslin and cambrie embroideries and insertions; widths run from one-half to 40 inches. They are being sold at special job prices. A new range of 14-inch complexion nets is also to hand; these are popular goods at present. There is a big demand for satin checked apron muslins, and this house carries a large stock. They are shown in checks from the pin check to the largest plaid.

An entirely new collection, for the coming season, of metal hair and hat pins is shown in the haberdashery department of John Macdonald & Co. These comprise imitation amethyst, pearls, rubies, diamonds and jets; also oxydized novelties of various kinds. They are showing also excellent imitations of floral goods, in pansies, daises, etc. For milliners, they are showing a large range of brooches and stick pins. In Chenille cards, pompons, tassels and tinsels, they carry a great variety, and find a steady demand for these goods. The styles change slightly, but not to any very great extent. All that is necessary is simply attention towards keeping the stock fresh.

Gordon, Mackay & Co. are receiving their spring goods. In the staple department they are showing new lines in prints, teale cloths, flannelettes, shaker flannels, American indigo prints, sateens and plushes. These lines include all the latest varieties and the best qualities from the leading manufacturers domestic and foreign. In their dress goods department they are showing a new thing in skirtings. This is a marine shot effect which is of heavy quality and comes in 38-inch widths. It will be very popular on account of the neat effect it makes whenever lifted slightly or moved quickly, and also on account of the rich appearance secured for a very moderate price.

Wyld, Grasett & Darling have had a strong run on their men's winter gloves. Their experience has been that buyers wait until the last minute to purchase these goods, and the consequence was that some were too late to secure some of their leading lines, as the big demand depleted the stock of the best lines during the latter half of December. Their trade in neckwear during the past three weeks has been of enormous volume, and surpasses anything in the history of the house. The stock is still well assorted, and more shipments are expected next week.

John Macdonald & Co. have laid in a large stock of buttons, consisting of pearlletas in all sizes and shapes, fancy metals, combinations of metal and ivorines, silk covered buttons, jets, gilts, silvers, and other leading novelties. Their staple lines of pearls are also in complete shape at present. They expect a strong demand for buttons this spring. They will be much used for trimmings. Buckles will also be in good demand, and they are prepared for this with a long range of oxydized, gilts, silvers and pearls in new shapes and at moderate prices. The Empire dresses will be ornamented with these buckles. They have a line of black corsets which are in good demand just now. It is called the B. B.

#### IN MONTREAL.

The indications seem to be all in the way of a good spring trade, the returns so far being encouraging. The mild weather of the latter part of December interfered with the sorting up trade to a certain extent, and the want of good country

roads was another drawback, but it was obviated by the good snowfall which followed, and now business has been satisfying all round. There have been better returns from the West, especially on lines of cotton goods, the strength of which has induced a very free demand. In fact a strong feeling pervades the entire list of dry goods with the single exception of linen goods, and the tendency on them is expected to strengthen shortly. The feeling on the whole is hopeful, and all the houses speak in cheerful terms of the outlook.

A special meeting of the Wholesale Drygoods Association was held during the month. Mr. R. L. Gault, president, occupied the chair and the other members present were Messrs. E. B. Greenshields, Wm. Ried, James Slessor, Thos. Brophy, Wm. Kiskock, Jas. R. Cleghorn, A. Racine, Jonathan Hodgson and A. Leclaire. The constitution and by laws were so altered as to open the Association to wholesale clothiers, wholesale dealers in furs and gentlemen's furnishings, agents of Canadian manufactories, and manufacturers' agents who deal with the wholesale trade only. After the adoption of the amendments six firms were proposed for membership, and will stand for election at the next meeting.

For the ladies as well as the gentlemen it looks as though serges were to be "the thing." Some nice lines of Bradford goods will be offered. Plain and diagonal lines in white, cream and black will also be the proper caper. There are some nice patterns in printed French delaines that should catch the popular fancy also. Cashmeres are moving very slowly, in fact they seem to have dropped out of the fancy of the public in favor of the serge.

Linens seem to be the only line which do not show an advancing tendency, but the trade are expecting an advance in Belfast and Scotch dress goods.

For ladies spring mantles this year, a material that is taking is a heavy twilled, rough finished serge, used for men's suits, and the orders on the former account are said to be considerable.

Quite a lot of new and attractive dress trimmings are now being received and a good business is anticipated, for the fashion promises to run more that way than usual this spring. Lines of braid ornaments for the breasts of ladies jackets and spring cloaks are expected to be "a go." Some attractive lines of feather trimmings are also among the new lines that will be offered for the temptation of the fair sex.

Subscription to THE DRY GOODS REVIEW, \$2.00 per year.

### Toronto Fringe and Tassel Company

Manufacturers of

FRINGES, CORDS, POMPONS,  
TASSELS, DRESS UPHOLSTERY, and  
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

### MILLER BRO. & CO. MONTREAL

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

COMET OPERA HANLAN  
'76 ORO MARQUIS  
MOZART CUFFS  
RAPHAEL AGELO

Reversible Linen  
Collars & Cuffs

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

**FRENCH COMPETITION.**

**A**LL of us are more or less given to extol the excellence of French goods says the Textile Mercury, (Manchester), the design is declared to be more apt, the colorings more harmonious, the finish softer and more in accordance with requirements. At one time these observations were no doubt true, but we very much doubt whether such is the case to day. We have recently had the opportunity of viewing considerable quantities of French goods and although in some few cases the beauty of the design was unsurpassable, yet on the average we have no hesitation in saying that the goods are equalled, and often excelled, by those of English manufacture. A few observations upon each section of the trade may not be out of place, particularly as our remarks are based upon the contrast between English and French manufactures.

The coating or heavy goods trade shall first be considered. Here was distinctly observable, as in the case of samples of English manufacture, a wide difference in individual merit, some of the cloths were really excellent, while others were at the least defective if not abominable. Weave effects as used by the English manufacturer, and likewise utilized here, and perhaps with rather more harmony between colour and weave; but for this latter combination we should certainly say the Englishman carries off the palm in knowledge of weave structures.

In colour one expects the French to be very strong, and in certain respects undoubtedly are, but we very much question whether on the average they excel Englishmen, still less Scotchmen. We say, "on the average" advisedly, since our observations tended to demonstrate that in some few individual cases supreme excellence was attained, we naturally endeavored to account for this soaring of the individual above the common crowd, and our thoughts resolved themselves into a solution very readily, which was again and again confirmed. It has often been questioned whether the designing for English firms is in the right hands.

The necessity of a combination of practical knowledge in cloth structure, colouring, and design, along with the necessarily origina- tive and consequently theoretical mind, presents a difficulty, which only education in its most highly organized form can overcome, and in the meantime practical knowledge places the possessor in the mill as designer or in some similar capacity, while the origina- tive faculty urges the artist on into the production of pictures. Now the man who can never excel as an artist might become of great value as a designer, he is usually far above the ordinary designer in methodical work, in colour perception and in the rendering of form, and yet he suffers disappointment after disappointment, in striving after a position he is incapable of filling, while a more lucrative and more suitable calling is neglected. The French having realized this, and it seems to us, in looking over the goods, that the best examples were the production of a more highly finished mind, that while knowledge was no more evident here than in English goods, culture placed an unmistakable stamp upon the goods, we wish would-be artists would take this to heart, more refinement, more subtlety, are wanted in designs, and we do not hesitate to say that many earning a miserable pittance, or nothing at all, in the picture line, might with a little application excel as designers for textile fabrics. The French have realized this, and the result is manifest in their production.

In the soft goods dress trade we noticed many exceedingly beautiful colour combinations, produced by the free use of solids

mixtures and twists. Of noteworthy excellence were the crammed stripe goods, usually consisting of a worsted ground with silk cram, often in a distinct, but most harmonious colour. We also noticed some excellent double plain styles, which in tailor-made dresses would leave nothing to be desired, but their weight precludes their use in other forms.

Manufacturers who want a good line to work upon cannot do better than manufacture silk plush stripe cloths; from what we have seen in the metropolis of fashion it would appear that a type of stripe corduroy silk plush in greys is going to be in great demand, and if the beauty of the fabric is to be a gauge of the demand for it, then there is no mistake about the demand—it should be very great indeed. In the harder dress goods some few alpacas were exhibited, but the like or even better have been seen for some time in England, and therefore claim no comment. In cotton goods, however, we have something to learn, and particularly in the combination of cotton with silk. In ordinary cotton goods the use of colour was again noteworthy, the introduction of single or double threads of a distinct colour and worked independently being well worth further development at our hands.

In striped goods, cotton grounds and silk figures were well represented, and as a rule a most harmonious contrast between the colour of the silk and cotton resulted in very beautiful fabrics.

More particular reference shall be made to the above-mentioned goods later.

**DRY GOODS BUSINESS HOURS.**

In these days of strikes for shorter hours of labor, higher wages, etc., and of the passage of laws limiting the laboring man's working time to eight hours, has it ever crossed the mind of the average thinking man or woman that the dry goods clerk of either sex is to-day working longer hours to earn his or her daily bread than almost any other class of wage earners?

Our large city retail establishments says the Dry Goods Chronicle of New York, open their doors for business promptly at 8 o'clock in the morning and remain open to all comers until 6 P. M., making ten working hours, but they are in a very small minority as compared with the smaller retailers of the principal cities and the general country stores scattered all over the Union, who take down the shutters at 7 A. M. or earlier in some instances, and never think of closing until 8 o'clock, and often 9 or 10 P. M. twelve to fourteen hours at a stretch without intermission, except just time enough to snatch two hasty meals and back to the counter again to the old grind, day in and day out and no complaints, notwithstanding the exhausting nature of the work at which they are engaged.

In the exercise of a dry goods clerk's duties, he or she, as as the case may be, is of necessity confined to a position behind the counter, where the brain is most actively employed at all times. The stock must be looked after constantly, staple lines must never be allowed to run out, customers require attention every few moments, and must have it, or the business suffers, and an endless amount of minor details, which are part and parcel of the dry goods business, is their portion day in and day out.

Yet, from these same clerkships have developed many of the master minds in the worlds of commerce, finance, manufacturing and trade generally.

The dry goods store is an excellent training school, and there is no better stepping stone to future greatness than the thorough business education which the thoughtful and painstaking clerk can gain in such surroundings and associations.

The clerks that do not count the minutes and hours they work are the ones that succeed, and the ones of whom, after they have succeeded, we hear said, "What a lucky fellow," etc.

FOR THE SPRING  
SEASON OF . . . 1893

# W. R. BROCK & CO.

**H**AVE received the bulk of their Imported and Canadian Woollens, and on Monday, 16th January, will offer a very large and attractive stock to the trade.

Buyers when visiting this market are invited to inspect our specialties and novelties. In soliciting a continued share of business, we assure our customers that no effort on our part will be spared to serve them to advantage.

**Tailors' Trimmings. New Stock Complete** in Printed Satins; Black and Colored Italians and Serges; French Canvas; Hair Cloth; Pocketings; Silk Serges; Fancy Silk Sleeve Linings; Braids; Buttons; Buckles; Sewings; Etc.

W. R. BROCK                      ANDREW DRAWFORD                      T. O. JERMYN  
COR. BAY AND WELLINGTON STS. TORONTO

# JOHN F. POWER,

Freight and Forwarding Agent,

20 and 23 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

Goods examined, packed, shipped, etc., at the lowest possible rates, and which will be found to be **considerably below** those now charged by other firms. Large packing floors, hydraulic machinery, telephones to all Depots and Docks, also to Northern towns.

CABLE ADDRESS: **Mehalah, London.**

TELEPHONES: London 58, 58 P;  
Birmingham, 322.

AGENCY IN CANADA:

L. Trotter, 13 St. John Street, Montreal.

## PERRIN FRERES et CIE.

PERRIN'S  
PERRIN'S  
PERRIN'S

# GLOVES

ARE THE BEST.  
ARE THE CHEAPEST.  
ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

## MONTREAL

### BUYERS WILL DO THE RIGHT THING

When ordering **LAMA BRAID** if they order it put up in rolls and see that this label is on the cover of each box. We put 3 or 3 1-2 yds. on each roll as required.



Prices on . .  
the Advance

TO THE  
• **TRADE**



At the present time dry goods have an upward tendency. Manufacturers have already advanced some of their prices. To buy profitably in such a market is to buy early. Having made the filling of letter orders a specialty you can save time and expense by placing your orders with us. Our stocks are being fully assorted by daily shipments and all orders can be filled with the promptest despatch. We solicit your orders. We mention a few of our leading lines: Latest Novelties in German, French, and British Dress Goods, Black and Colored Henriettas, Wool Delaines, Moreen Skirtings, Cashmere and Cotton Hosiery, Black and Colored Dress Silks, Ribbons, Victoria Lawns, and Fancy Muslins; Millinery, Irish Point, Chantilly, Real Torchon, Etc., Etc., Laces, Embroideries, Flouncings, Ladies Umbrellas and Parasols, Lace and Chanille Curtains, Piano Felts, White and Colored Quilts, Brussels, Tapestry and Wool Carpets, Rugs and Mats, Smallwares, Fancy Goods, Gent's Furnishings, Linens, Prints, Cottons, Sheetings, Shirtings, Flannelettes, Worssed and Tweed Suitings, Pantings, Overcoating, Tailors' Trimmings.

# John Macdonald & Co.

**FILLING  
LETTER  
ORDERS  
SOLICITED**

WELLINGTON AND . . **Toronto**  
FRONT STREETS EAST



TRADE MARK

## THE BRITISH AMERICAN WATERPROOF CO.

HERMANN S. SCHEYER, Sole Owner,

Manufacturers and Patentees of Ladies' and Gentlemens' Odorless Steam Vulcanized

### WATERPROOF GARMENTS.

IMPORT AND COMMISSION IN ALL KINDS OF FURS, Glove Leathers, Plushes,  
Corsets, Silks, Etc.

## HERMANN S. SCHEYER

Special Attention paid to mail orders.  
Perfect fit guaranteed.

39, 41 and 43 St. Sulpice **MONTREAL**  
27 de Bresoles St. 149 Le Royer St.