

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

THE CANADIAN DRY GOODS REVIEW

MARCH

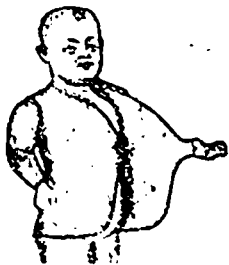
One of our New Features for Fall, '00.

The "RUBENS INFANT" Shirt

(PATENTED)

Has created a sensation wherever shown, and all the prominent under wear buyers of America pronounce it the most excellent infants' garment ever placed before the public.

Made in sizes of 1 to 6, which will fit children from birth up to six years.



**NO BUTTONS
NO TROUBLE**



Mothers gladly adopt it on account of its meritorious features, and the most eminent physicians recommend it as a protection to the chest and abdomen of children. It is a perfect fitting garment, as it is adjustable, and has only one fastening, which cannot come loose.

Now manufactured by

**THE MONTREAL
SILK MILLS CO., Ltd.**
OF MONTREAL

Also makers of . . .

✦ The "HEALTH BRAND"

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

Established 1792

... **KNOX'S**
Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR

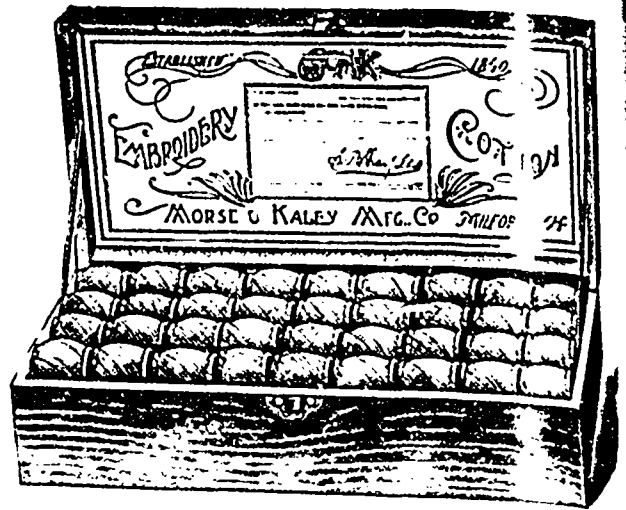
.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors
Throughout the World

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

ESTABLISHED IN 1840.



Your smallware department is not up-to-date unless you have a stock of the *Morse & Kaley*

TURKEY RED EMBROIDERY COTTON

It is wound on spools and packed in Handsome Wood Cases containing 12 Gross Assortment, No. 8 to 18, also packed in 1 1/2 Gross Paper Bars. This brand has been in the market for years and is well cited in quality and color. Ask your jobber for it.

ROBERT HENDERSON & CO.

SOLE AGENTS
FOR CANADA.

323 St James Street.

Montreal

ASK THE WHOLESALE HOUSES FOR

- LISTER'S Rainproof Sealettes
- LISTER'S Black and Colored Velvets
- LISTER'S 32-inch Velours du Nord
- LISTER'S Dress Plush
- LISTER'S Printed Art Velvets
- LISTER'S Silk and Mohair Plush For Upholstery
... Purposes.

THEY ARE UNEQUALLED

S. Greenshields, Son & Co.

MONTREAL, March 10th, 1896.

The success which has attended our control of the production of Messrs. Briggs Priestley & Sons, of Bradford, has encouraged us to adopt a very material extension of the arrangement regarded at the start as a new departure in the trade.

In order to be able to develop the original idea to the fullest extent, we have opened, under special management, a Dress Goods Import Department, which will represent a number of manufacturers of the first rank in the different markets of Europe.

The function of this department will be to establish a more intimate relation between good Canadian buyers and bona fide makers in Europe, to operate this relation at the least possible cost to all parties, to cultivate economical methods generally, and, above all, to avoid preparations that would overcrowd the market and at a later date affect injuriously the interests of those who had confided to us the details of their importing business.

That nothing may be wanting to meet the requirements of the time, Buyers wishing to visit the Continent will be provided with facilities to make their own selections at headquarters.

As the samples of each season will contain nothing but the newest styles, and as new goods require from ten to twelve weeks to make and get round for seasonable delivery, full collections will be early in the hands of Travellers, and intending Importers are earnestly requested to give their orders as early as convenient.

From the nature of this business it is evident that no opportunity will be left for going over the grounds a second time, and the scale of profits will preclude the department from carrying any stock. The new department will be conducted on the lines of discretion and judgment, and with a proper sense of the needs and peculiarities of the Canadian market.

A complete collection of samples from the various manufacturers will be submitted at an early date. Meantime, we solicit from you, in anticipation, the favor of an inspection before placing orders, which will much oblige,

Yours very truly,

S. Greenshields, Son & Co.

The . . .

Berlin Suspender ^{AND} Button Co.

MANUFACTURERS

Trade

“BERLIN”

Mark

Grip Back Brace and Tailors' Buttons

. . . OUR SPECIALTIES . . .

Travelers now on the road for *Spring Trade*. Reserve orders till you see our samples.
None superior to our make and satisfaction guaranteed.

The . . .

Dominion
Oil-Cloth Co.

MONTREAL



Specially invite the attention of the Trade to the Great Improvement
in Style, Quality and Finish of their

FLOOR AND TABLE OIL-CLOTHS

FOR THE PRESENT SEASON

All the leading Wholesale Dry Goods Houses
handle our goods and are now showing

Spring Patterns

In Good Time



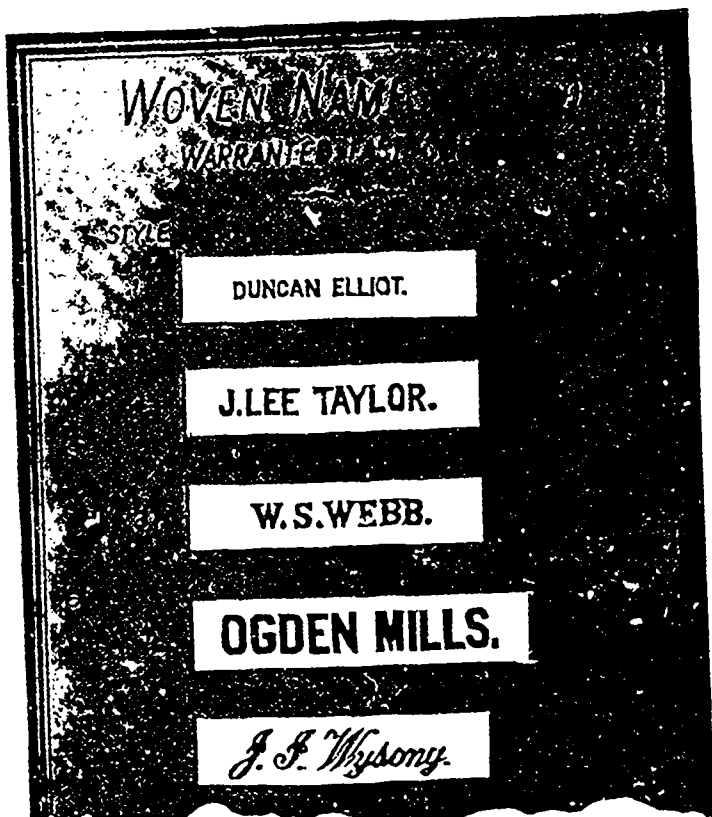
We will wait upon you with a full range of Samples for the Fall Season.

It will amply repay you to reserve your orders for us.

Stewart & McDonald

Offices :
MONTREAL and TORONTO.

GLASGOW.



What's His Name?

We have opened a special department for the manufacture of

“INDIVIDUAL NAMES”

on **WOVEN LABELS**, in quantities of **ONE GROSS**. By bringing this new feature to the notice of your customers, you will secure their orders for individual names on labels at a moderate cost and add considerably to your business.

We will, on application, supply any retail dealer with a complete outfit, consisting of price list, sample book of designs and colors, store sign and order blanks.

WOVEN LABELS Night Shirt Trimmings.
Featherstitch Braid.
Initial Letters.



GERMAN ARTISTIC WEAVING CO.

274 and 276 Church St.,
NEW YORK

CALDECOTT, BURTON & SPENCE

TORONTO

THE MARKED CHARACTERISTIC of our various departments is that the goods are the latest in style and of standard value. In **DRESS GOODS** we offer Distinctively Exclusive Styles in—

Two-Tone German Tweeds
Black and Colored Crepe
Chiffons
Jacquard Silk Mixtures
Figured Lustres
Brocade Mohairs

Black and Colored Sicilians
German, French and
Scotch Plaids
Bicycle Serges
Storm Serges
Estamene Serges

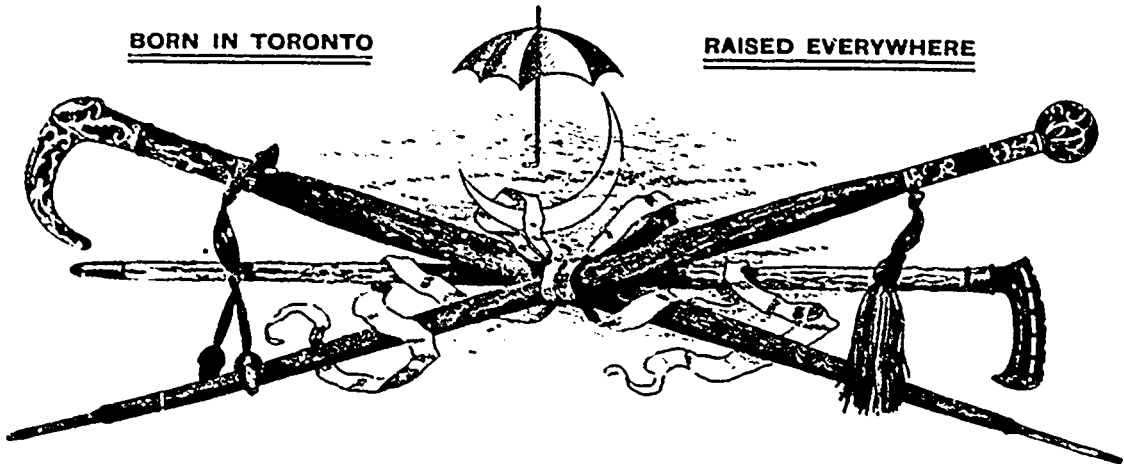
and a great variety of Short End Fancies—just the goods to tone up a First-class Dress Department.

CALDECOTT, BURTON & SPENCE

also draw attention of Buyers to their Silk, Hosiery, Ribbon, Lace and Smallware Departments, which are now filled with a splendid range of goods.

BORN IN TORONTO

RAISED EVERYWHERE



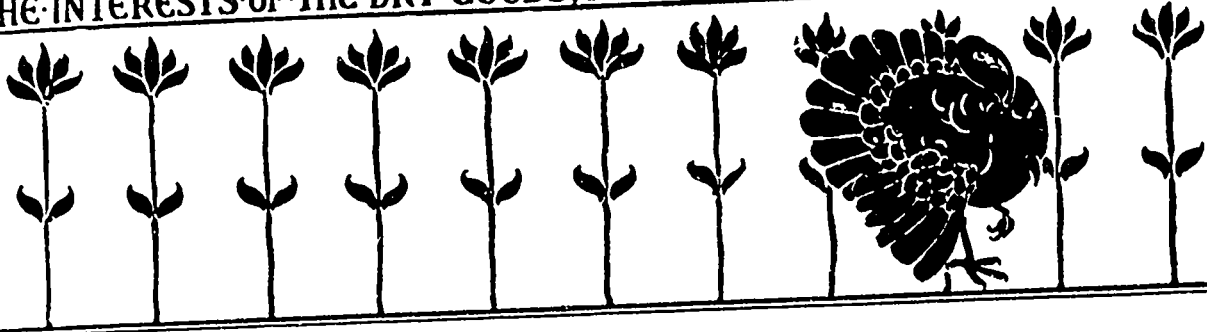
IRVING'S UMBRELLAS

20 FRONT STREET WEST Toronto

Publicity Paves the Path of Prosperity.

THE DRY GOODS REVIEW

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



VOL. VI.

MONTREAL AND TORONTO, MARCH, 1896.

No. 3.

The MacLean Publishing Co., Ltd.

TRADE NEWSPAPER PUBLISHERS,
AND
FINE MAGAZINE PRINTERS.

I. B. MACLEAN,
President.

HUGH C. MACLEAN,
Sec.-Treas.

TORONTO, 26 Front St. West.
MONTREAL, Board of Trade Building.
LONDON, ENGL., Canadian Government Offices,
JOHN CAMERON, General Subscription Agent.

Subscription, \$4 Published the
First of Each Month.

THE TRADE OUTLOOK.

THE conditions affecting the dry goods trade this year have been rather exceptional. Up to January retail business was retarded by wet weather and almost entire absence of winter. Since then the severe cold and tremendous quantities of snow have, in some districts, especially in Ontario, diminished country trade. The merchants in these districts report (and the information is amply confirmed by our country exchanges just to hand) that the roads in many directions have been blocked. Country stores have been affected in this way, and even some travelers for wholesale houses have had to curtail their trips.

The paper of retailers maturing March 4th has been fairly well met. The record for February was a little better, and, as compared with last year, the March returns were, at this writing, rather under the average. But in general the outlook is exceedingly good. The wholesalers report a good all round demand, and their best customers are feeling well. The general expectation is for a good trade in April and May, better than in the same months last year. There has been some weeding out of weak concerns since the first of the year, but the failures indicate no general depression, and, though vexatious to the firms involved, are not regarded with anything like alarm. In some cases March renewals were due to the priority given to Samson,

Kennedy & Co. paper held by the banks, and therefore it had to be met first. All our advices point to a good retail trade whenever spring really opens. The millinery openings were well attended and customers came to Montreal and Toronto from points as far distant as British Columbia and Nova Scotia.

SOMETHING PRACTICAL.

THE immigration convention at Winnipeg last month and the formation of an association to promote the movement of population toward Canada are practical steps in the proper direction. This country needs a larger population. There is plenty of the finest farm land ready in Canada for new settlers. A man may not only make a comfortable living, but he becomes the owner of his land. He leads a healthy life and acquires property quicker than in any other branch of industry. Instead of so many people going into business more should take to the land. Our own young people, instead of going off to the larger centres of population on this continent, should be encouraged in larger numbers to take up farms. The effect on business would be good. It would enlarge the proportion of consumers of goods, and put home trade on a sounder basis. The immigration convention was a commendable move, and we wish it well. Far too much time is taken up in this country with projects that have little to justify them. A speaker at the meeting, Ald. Andrews, of Winnipeg, hit one of our national follies hard when he said:

"We spend, I believe, far too much time and energy in this country in fighting one another. The race our country is entered in is one in which the pace is getting hotter and hotter. If we are to have any show of winning, we must deny ourselves the luxury of the political scraps we so continually indulge in, or we will see our neighbors, as usual, in the lead, for we cannot but admire the manner in which they stand, shoulder to shoulder, in any movement for the advancement of the business interests of their communities, no matter how hard they strive for victory when a political fight is on."

This is quite true. The attention of legislators and public bodies is devoted mainly to subjects of party interest, and questions of prime business importance are passed over or simply fill in the pauses of the political wind.

A GOOD MOVE.

THE series of evening meetings announced to be held by the Toronto Board of Trade is a practical effort to promote the interests of the mercantile community and to facilitate discussion of commercial questions. At these meetings topics of trade importance will be considered. The first meeting, to be held on the 26th inst., will consider the appointment and instruction of delegates to the great meeting of Chambers of Commerce of the Empire in London next June.

This convention is one of marked significance. Every Board of Trade in the British Empire has a right to be represented. The issues to be discussed cover every present question agitating the commercial world, from the system of measurement to fiscal policy. A matter of prime consequence to Canada to be dealt with is the future commercial relations of the Colonies and the Mother Country. It is right that the voice of Canada should be strongly heard on such a question as this. The total trade of Canada in 1895 was \$222,420,000. Of this \$100,234,000, or nearly 50 per cent., was done with the British Empire. We sold abroad in 1895 altogether \$172,439,000 worth of goods, and \$66,426,000 worth found a market in countries under the British flag. It is no light matter, therefore, what the future commercial policy, that may expand or contract this immense trade, is to be.

THE REVIEW earnestly trusts that every Canadian Board of Trade will see that it has a delegate at the convention, with instructions, if possible, as to how he shall vote. It may not be convenient for every board to despatch a member from this side. But someone resident in Britain can be selected who may be given a proxy and authorized to cast a vote on behalf of the commercial body he represents.

BUY AND SELL FOR CASH.

IN THESE columns lately reference was made to a circular issued by Mr Brand, of Embro, an enterprising merchant, who announced his intention of going in for the cash system in his business and abandoning credit. Mr. Brand was in town a few days ago, and, while calling at THE REVIEW office, gave some interesting information regarding this important question of cash vs. credit.

It appears that after THE DRY GOODS REVIEW had published the article about his adoption of the cash system, Mr. Brand got a large number of letters from readers of the paper in all parts of Canada, asking questions with regard to the matter and desiring to know the results of his experience. Owing to this, he believes that there are many Canadian merchants deeply concerned in this question, and anxious to adopt the cash system when its benefits are fully understood. Mr. Brand is well satisfied with his own experience, and has no hesitation in stating a marked preference for a cash basis. But, he says, a merchant must not only sell for cash. He must buy for cash as well. This is exactly in line with THE REVIEW's argument that you should take

your cash discounts and save yearly an amount equal to a man's living expenses. He further declares that in these days, when the country trade has to meet the keen competition of the large city departmental stores, the only way for the merchant to meet this new condition is to buy and sell for cash.

THE STRENGTH OF WOOL.

THE cost of raw material is not always a reliable criterion on which to calculate values. Still, logically it is bound to have some influence on the ruling price for the finished article, and all the more so if the increased cost of the crude material is pronounced. At present most dealers are figuring on firm values on woolen fabrics of all kinds, advices from manufacturing centres in Great Britain being very strong. This disposition was accentuated by the keen competition and high prices paid at the last series of wool sales in London, values being fully five per cent. higher owing to keen competition between English, American, French and German buyers. The March series, which opened on the 3rd of the month, exhibited increased strength, merino wools on the first day, for instance, recording an advance of 5 per cent. and short breds the same. On the second day the competition from both German and French buyers caused another advance of 5 per cent., making 10 per cent. in two days, and at this writing the demand from Yorkshire, French and German buyers has been fully maintained. On the other hand, American buyers have not made their influence felt at all as yet, holding off so far. The presumption is, however, that they will do some operating sooner or later, and in this event the competition will be still keener, unless the English and continental buyers have in the meantime filled all their wants.

A CAUTIOUS DISPOSITION.

"There are lots of orders, but we are scared to ship some of the goods," said the member of a leading Montreal firm to THE DRY GOODS REVIEW this week. This sums up the situation in a nutshell. It is not lack of demand that is bothering the trade, but a feeling that caution is necessary with the conditions as they are at present. On the whole, therefore, though the volume of trade this spring may not be equal to that of last, the cautious spirit referred to will be apt to check the tendency to unhealthy expansion. In a word, there will be no retailers overstocked this spring and none of the evils that the fact entails.

ON THE RIGHT TRACK.

The Shareholder, Montreal, which is an excellent financial paper, is doing good work in exposing the loose system on which many houses and institutions are doing business. Their articles on the insolvency question have been among the most valuable contributions to the discussion on the necessity for early legislation. We are glad to observe that they are supporting THE REVIEW in its efforts to have good business men sent to Parliament instead of poor lawyers, ward politicians and other office-seekers.

AS MANUFACTURERS' AGENTS.

THE new departure announced in this issue, whereby a leading Canadian wholesale house becomes the sole agent in Canada of several of the largest European manufacturers, is destined to mark a new era in the Canadian jobbing trade. Readers of THE REVIEW will probably recollect that on several occasions we have pointed out that to secure such agencies would be the future policy of the best jobbing houses. It is true that many houses have agencies, but they have not made the securing of sole agencies a feature of their business as has been done in this instance.

The wholesale houses of to-day will, we believe, gradually become manufacturers' agents, controlling many lines, in some of which they may themselves be financially interested. This will mean fewer large jobbing houses and a more profitable business, for there will be less cutting.

The new move will have its effect on direct importing—in fact, it would seem to be the result of the rapid growth of direct importing by retail houses. In future, Canadians can buy Priestley's fabrics and several other brands through the Canadian agency only. They will see the samples and place their orders for import several months later. Buyers may visit the mills and orders may be given in Europe, but they will eventually pass through the Canadian agents' hands. Shipments may, if desired, be made direct from the mills in Europe to the buyer, or they may be re-shipped from Montreal.

It is just a question whether it is a good policy for a manufacturer to give a sole agency to any one firm. In this instance it is doubtful if the European manufacturers could have done better, for the travelers cover every corner of the Dominion thoroughly and at frequent intervals, but there are not half a dozen houses that do so. The others look after the trade in their own province or district well, and make annual or semi-annual trips to the more distant parts.

THE FOURTH IN MONTREAL.

THE fourth of March in Montreal, while it did not satisfy all traders as to the way paper was met, was not entirely unsatisfactory. Reports from the different houses called on by THE DRY GOODS REVIEW varied the percentage of paper met, ranging from 55 to 65 per cent. As from 70 to 75 per cent. is generally the rule at this period, the day, though in a sense disappointing, was not so bad as it might be. Managers of the different banks summed up as follows:

The Bank of Montreal—The day has been a quiet one comparatively. The payments have been fairly well met, especially in the West, and we do not hear many complaints from the wholesale men.

The Quebec Bank—We had more bills falling due yesterday than to-day, but all have been well provided for. We have heard few complaints from outside.

Merchants Bank of Canada—Payments have not been too good, yet we look forward to better times. We, however, have

heard of very few failures, and, as they generally take place three or four days in advance, the sign is not a bad one.

Bank of Commerce—We have heard of no trouble whatever. Although a few bills have been returned, the day has passed off satisfactorily enough.

Molsons—We have heard of no serious trouble, although the indications are that collections are pretty difficult.

The Bank of Toronto—Paper has been well met here. Although we have not heard from our foreign paper, the indications are that payments have been made quite as well as can be expected.

Jacques Cartier Bank—It has been a pretty heavy day, and the paper has been fairly well met.

Ville Marie Bank—Our notes have been well attended to.

SELLING WITHOUT A PROFIT.

It is quite usual for manufacturers and wholesale merchants to ask THE REVIEW to "go for" those retailers who cut prices; who do not get a fair profit on their sales. They should apply the lessons they propose teaching the retail trade to themselves. Many of them need them more. In proportion to the number in business there is much greater senseless cutting among them than there is among retailers.

Recently a Toronto house began offering a line of underwear for fall at 50c. a dozen advance on the mill cost, delivered case and freight free in Montreal. This was not a fair profit. They were a bit early in the season, too, in showing the goods. Not to be outdone, and to protect their trade, a Montreal house told their customers they would take orders at 10c. less than the Toronto quotation. To make matters worse, a Quebec firm, which will never allow itself to be outdone by either Toronto or Montreal, dropped prices another 10c., and are to-day offering these goods at 30c. on mill cost.

These firms are among the best in the country, but they are setting a very bad example to the smaller dealers and to the retail trade. Let us have no more of it.

IN THE MARITIME PROVINCES.

From The Halifax Chronicle.

The Spring Number of THE DRY GOODS REVIEW is one of the most creditable numbers of any trade journal ever printed in Canada. Altogether 108 pages of matter are given, all of which is decidedly interesting to the dry goods trade. One page and over is devoted to Halifax, and excellent photos of E. T. Mahon and W. L. Kane president and secretary of the Halifax Dry Goods Association, are given. The cover of the Spring Number is an original design by a Canadian artist. The subject is taken from Shakespeare's play of "Winter's Tale." Autolycus is the first commercial traveler. THE DRY GOODS REVIEW has a large and rapidly increasing circulation in the Maritime Provinces, and is recognized the leading journal in that line.

A FINE ESTABLISHMENT.

The fine new store of McPherson & Freeman, on Gottingen street, Halifax, is now practically completed and will probably be opened this month. Like the Bon Marche in Paris, the new store is all on one immense floor, with a balcony around the sides. It reflects credit on the enterprise of the firm.

SELF-SEEKING M.P.'S.

READERS of these columns are familiar with the fact that one of the worst features in Canadian politics is the large number of impecunious lawyers, ward politicians and schemers who are in Parliament now, or who are pulling the wires to get there. Their aim in going there is not for the love of political life or from a desire to serve their country. They want appointments for themselves or their friends. Little do they care for the business and other interests of the country. They do as they are told by the leaders of their party, regardless of the public interests. As a reward they expect to be made judges, Customs officials, registrars, sheriffs, etc.

If the prospects of members of Parliament being appointed to such vacancies were slender there would be fewer such useless men in politics. Mr. Mulock, M.P. for North York, recognized this and he introduced a bill in the House of Commons last week which prevented any member from receiving an appointment in the gift of the Dominion Government within one year after the expiration of the Parliament of which he was a member.

Mr. Mulock has the support of the best element on both sides of the House, as well as of every good citizen, but, we are sorry to say, the Government defeated the bill. The opponents made no attempt to justify their position. They simply retorted that the Liberals in Ontario "gave jobs to their friends in the House," and voted the measure down. The course of the Ontario Government is quite as disgraceful as that of the Dominion in this respect, but Mr. Mulock seems to be a stamp of man who does what is right, regardless of his party.

It is given on the authority of a Conservative member of the House of Commons, who agrees with Mr. Mulock, that 33 members of the present House have been promised "jobs."

Let both sides nominate men who do not want positions.

GOOD CREDIT.

IT is a fortunate thing for the country that Canada's reputation abroad is good. During periods of depression, or a succession of failures, there might be a tendency to draw a wrong general conclusion from a few facts. The opinion held by the investor abroad of Canadian securities is always a good barometer, as well as a corrective of domestic pessimism. The prices just now in London of Canadian securities form a striking proof that the Dominion is well thought of, and believed to be in a sound condition. The Canada 4 per cent. bonds are now quoted at a premium of 112; the 3½ per cents are at 107; while the 3 per cents stand at 102½. This is a very fine showing. We need not draw any unfair inferences from these facts; they indicate, principally, the British opinion that Canadian bonds are worth buying at figures above their face value. The provincial and municipal bonds also command premium prices. Manitoba 4 per cents are at 106; Nova Scotia 3½ per cents are quoted at 102; Montreal's 3½ per cents are at 102; Toron-

to's ditto are at par; Quebec's 4 per cents are at 104; and Vancouver's 4's are at 107. This is a very creditable showing and we doubt if any community can show a better.

A WORD OF THANKS.

THE REVIEW begs to express its grateful thanks to many subscribers in all parts of Canada, and to its daily correspondents, for friendly and complimentary references to our Spring Trade Edition. Their remarks do not make us conceited, but only encourage us to try and do better. THE REVIEW is always glad to hear suggestions from its readers, or to answer inquiries at any time.

A MERCHANT FROM WATERFORD.

Mr. S. L. Squire, who recently bought out Mr. A. M. Little, general merchant, Waterford, has been in Toronto attending the millinery openings. Mr. Little, who has been in business for 28 years, justly thinks he has earned a rest, and is now paying a visit to California. Mr. Squire was formerly a clerk in the store of which he is now proprietor, and took possession Feb. 1. He is a young man of good address, and a few minutes' conversation convinces one that he is bright and pushing.

"Business, while quiet at the moment," he said in reply to a question, "is promising. We do not look for a boom. But we do anticipate a healthy spring trade. Fall wheat is looking well, and the farmers in our part of the country are in a better condition than they have been for some time. True, they are not buying much; but they have been paying their debts, and to-day owe less than usual."

"Do you do much advertising?"

"Yes; and through the medium of our local papers and posters. I find the poster catches some that the newspaper does not. And I find that if you want to keep alive and up to date you must read the trade press," he added.

Before leaving Toronto Mr. Squire subscribed for THE DRY GOODS REVIEW.

CARPETS AND OIL CLOTHS ACTIVE.

There has been a good carpet season, better than last year, in Canada, and the new goods in medium dark shades have gone very well. In oil cloths the trade are speaking highly of the Canadian goods, which find ready sale and appreciation. Stocks have been low in retailers' hands, and they evidently expect a good season, since ordering is freer. A leading buyer, who has just returned from the European markets, says that prices there are on the up grade, and that one English manufacturer of Brussels carpets advanced prices 2d. a yard on the best goods. The English factories have, he reports, been busy with orders. In one case the manufacturer took orders which involved a good deal of overtime, and his men consented to do it. But the powers of the union were invoked and the overtime was restricted.

TRAVELERS IN P. E. I.

When Premier Peters, of Prince Edward Island, was passing through Montreal, the other day, a deputation of the Dominion Commercial Travelers' Association waited upon him, asking for the abolition of the tax of \$15 raised upon every commercial traveler entering the province. He promised consideration.

PUT GOODS UP WELL.

The new goods which Canadian manufacturers are showing for this fall are a sure indication of the industrial progress which we are making in Canada. While some of us perhaps do not have much sympathy with the quality, which, its opponents say, makes a few people rich at the expense of the consumer, yet we must all feel gratified at the excellent showing of our own makers. In many lines we can ask for nothing better in quality or appearance. There is a greater variety of styles being shown. We should be particularly proud of our own makes of tweeds and of costume cloths. The weakest point which many manufacturers display is in the packing of their goods. In this respect you see some improvement, but there are too many evidences of carelessness. No matter how good the quality, if the goods are not put up in an attractive form a buyer will pass them and take an inferior quality, but which has a more attractive appearance. It would pay the manufacturers to visit some of the importing houses who deal in the finer grades of goods and note how they are put up. Within the last few months THE REVIEW has taken two Canadian manufacturers into wholesale houses to make comparisons, and they have benefited very much by doing so. The other day a line of excellent underwear was being shown in a retail store. It looked well from the outside, but the customer, on opening the breast, found the strip of cotton lining to be of the cheapest quality of cotton and very roughly sewn. This gave the article itself a cheap appearance, and he tossed it to one side and selected a poorer quality imported undershirt, but which was very nicely finished in every particular.

A SPECIAL CASE.

It wouldn't do for everyone, but there is one merchant in Canada who holds a successful trade after his own fashion. He is in a thriving centre of a good country district, and has several competitors in the same town. He conducts the entire business himself and has no help of any kind. When he goes home to dinner he locks the store. If business calls him out of town, which perhaps once a year it does, the store is necessarily closed till he gets back. But he doesn't lose a customer, because they like him and his ways of doing business, and stick to him well. Besides, he buys and sells carefully, and the store is run on the most economical basis, he being his own staff.

DEATH OF MR. JAMES SCOTT.

The death of Mr. James Scott, the well-known dry goods merchant of Toronto, last month, was learned with regret by many friends. Mr. Scott had been in business on King street east for half a century, and his store was one of the best known in the trade. Lately, owing to failing health, he had retired, and the stock was purchased by W. A. Murray & Co., who have been clearing it out during the past few months in the old premises. Mr. Scott was a gentleman of the old school, a man of perfect integrity and of exemplary life and character. He amassed a fortune by dint of close application to business, by honorable dealing and shrewd intelligence—the model of what a merchant should be in his business career and private life.

Mr. Scott had made some losses in investments, and the change of habit involved in giving up active mercantile existence adversely affected his health so that he became depressed. In one of these moments of mental aberration he ended his life by jumping from one of the bridges over the Rosedale ravine in North Toronto.

COTTON PRINT PRICES FOR FALL.

The fall ranges of "Magog" prints are now being shown, and they contain a larger and better assortment of novelties and are likely to sell better than anything they have shown in the past. They have been keeping up pretty close in most lines to the foreign maker. In tartans they have increased a number of fancy styles. This year they will endeavor to meet the demand for printed moleskins, considerable quantities of which we have been importing from the States.

American selling agents have been placing quite a few stock and fancy lines at a reduction of 2½ to 3 cents a yard on the American price, and it was reported that Canadian mills would reduce prices to meet them. They say, however, they will not do so. Following is the price-list of "Magog" fall specials for 1896:

N. F. CLOTH, 24 in.....	7½ cents.
Red and Black Salisbury.	
Black and White ..	
Fancy ..	
Fancy Costume.	
Pink and Blue ..	
T. N. CLOTH, 27:24 in	11½ cents.
Red and Black Reversible.	
Black and White ..	
Fancy Wrapparettes	9½ cents.
Steel Grey ..	
Tartans.	
M. C. CLOTH, 27 in.....	9½ cents.
Fancy Twills.	
Cost Linings.	
LADAS TWEED, 27 in	20 cents.
HEAVY MOLES, 27 in	13½ cents.
EXTRA HEAVY MOLES, 24 in	17½ cents.
SKIRTING, 37 in., Napped Back	12½ cents.
NAPPED SATEEN, 24/29 in	11½ cents.

This cancels all previous lists of above lines.

BRITISH COLUMBIA NEWS.

The East India Trading Co., of Singapore and Yokohama, are opening an agency at Victoria.

J. Lukov, late clothier at Victoria, has opened at Thail Creek in the same line.

S. A. Stratford, dry goods, Rosland and Vernon, has disposed of the Rosland branch.

Alfred Hood has purchased the interest of James A. McIntosh in the business of W. N. Carmichael & Co., gents' furnishings, Victoria. The new firm will be carried on under the style of Carmichael & Hood.—B.C. Commercial Journal.

TRUSTEES SHOULD GIVE SECURITY.

W. Alex. Caldwell was the trustee of the insolvent firm of McIntyre & Co., wholesale dry goods, which failed some time ago. The assets were realized upon and some of the creditors received their full share. Caldwell has disappeared and the remaining creditors will get nothing. It is said the British creditors were more fortunate than the Canadian, very few of the latter having received a single cent.

This is another instance which shows the necessity of requiring accountants and others who undertake to handle insolvent estates to give ample security. It is the creditors' own fault if they make a loss such as this.

DRESS GOODS.

PLAIN black lustrés and brocade lustrés are still very scarce, with an active demand for them. One house in Montreal gave an order last September and have not yet received the goods, so great has been the demand from both the States and France.

The demand for black crepons in special designs has been away beyond the expectations of all the importers here. In the States it has been the same. A letter from Great Britain says American buyers have been on the English market and have picked up everything they could get regardless of price. Many Canadian houses are unable to fill orders. One Montreal importer has sent six repeats more than he had any anticipation of.

One of quite the loveliest things in blouse material this month is damask silks in shot effects and subdued colors shown by John Macdonald & Co. This is a very handsome line and suited to the best trade.



Japanese silks for blouse waists are selling well. There is a large range of them at Caldecott, Burton & Spence's. They are low priced goods, and the colorings very fashionable.



Dimity lawns and zephyrs, very taking for blouses, are in large range at John Macdonald & Co.'s.



There is an immense demand for German fancy dress goods, both in the United States and in this market, so that some delay has taken place in deliveries. In serges, lustrés, Sicilians, alpacas and brocaded goods the demand is also good. Caldecott, Burton & Spence expect to have their stock of dress goods complete, except in a few lines of Sicilians, which are scarce, and orders will, therefore, be promptly filled. In German fancy wear the house has many beautiful patterns, and a special line of German tweeds at popular figures.



This being black goods season, Wyld, Grasett & Darling find the standard black cashmeres popular, as well as the lustrés, alpacas, etc. Fancy muslins, dimities, black and white and persian effects in Scotch zephyrs are in favor. Sun spot muslins for blouses are doing well. Evening shades in crepons, pink, sky and salmon continue popular.



New lines do not displace old favorites. A steady demand is reported by Caldecott, Burton & Spence for the standard lines of German cashmeres with

their high finish. German plaids are as popular as ever. Crepons, too, continue in favor, and the house has lately bought in Europe another shipment of black crepons in fancy weaves, to retail at popular prices. These goods will be passed in stock this week.

A line of dress goods that will sell well are the jasper cloths shown by Caldecott, Burton & Spence. These goods are of the nature of figured lustrés in colors, and extremely pretty for skirts and costumes. The price is popular.

Wm. Agnew & Co. report a brisk enquiry for bright face goods and tweed effects, in which they are still supplied for sporting purposes. Wm. Agnew, the senior partner of the firm, sailed on Friday ex Lucania for London and Paris to secure the very latest novelties in English and French dress goods.

W. R. Brock & Co. have still a few cases of special silses and surah twills left. Orders for these should be forthcoming at once, as when their present stock is exhausted they cannot be replaced at anything like the price.

Mr. John McGillivray, for fifteen years with Messrs. J. G. MacKenzie & Co., and afterwards on his own account, has just become connected with the Messrs. S. Greenshields, Son & Co. Mr. McGillivray is one of the most prominent men in the trade in his own specialty, and has for long been regarded as an authority on silks and dress goods. His large experience and intimate knowledge of the French and German markets qualify him for the important position to which he has been appointed, and the splendid field now at his disposal will, no doubt, still further develop efficiency in his own particular department. Mr. McGillivray left for Europe on the Germanic on the 19th inst.

The demand this spring for velvets has been so good that Brophy, Cains & Co. have ordered some lines that were intended for their autumn trade to be sent on at once.

McMaster & Co. are showing some very fine goods in fancy colored sicilians, hair stripes and brocades. The greys in these goods are particularly striking.

We have seen the designs in Lama cloths which Brophy, Cains & Co. are advertising as coming forward the end of this month. There are about 100, many of them the most beautiful ever printed in these goods.

Mr. C. A. Muller, of Fitzgibbon, Schafheitlin & Co., has just returned from his trip to Europe, having secured an autumn collection of the newest and most attractive things produced in dress goods in German, French and Austrian centres. The benefit of personal connection with the large manufacturers, especially this season, when desirable qualities and up-to-date effects are difficult to obtain, has proved very apparent, and it is certain this firm will show a most inviting range of dress goods for fall, 1896.

THE DRY GOODS REVIEW paid a visit to W. R. Brock & Co. dress department during millinery opening week, and was shown many of the novelties in high-class goods, and although

not professing to be a judge of values was able to appreciate the many beautiful fabrics seen. He was particularly struck by the comments he overheard from those in the department, which was crowded with buyers. There seemed to be a universal expression of approval of the new premises as well as of the display and values in dress goods and silks. The stock has been greatly reduced during the last month, and many of the most desirable lines will be closed out shortly.

So far this season Brophy, Cains & Co. have done a splendid trade in handsome black dress goods. They make a specialty of them, carrying a very large range.

The two-tone silk warp lustres shown by McMaster & Co. are effective evening wear goods for costumes or blouses. Black brocaded lustres, small patterns, are also shown. There is, this house reports, a demand for black crepons. Spring tweeds are going well.

W. K. Brock & Co. show a most extensive stock in quantity and variety in their print and fancy cotton dress goods department, and they report that manufacturers have now filled all original and repeat orders, and consequently they are in a position to show what they believe to be the most comprehensive range of this class of goods in the market, and they particularly emphasize the success they are meeting with in high-class stuff, of which they have a number of lines which cannot be seen elsewhere, having arranged with the manufacturers of them to confine these lines to them entirely for Canada. At the same time they are in a position to do the low and medium priced goods as they have never been able to before.

McMaster & Co. are strong in muslins. There is a fall range of plain white Swiss pin spots. In colored spot, figures and stripes, the lines shown are handsome. A shipment of the Paisley patterns are on the way. The buttercup colors have sold well.

Mention is made by Caldecott, Burton & Spence of a large range of bicycle serges, of coating serges, both French and English, and estamines. These are shown in all colors. The demand is good.

CREDIT SYSTEM AND FAILURES.

FROM THE CANADIAN GROCER, March 4, 1895.

THE London Financial Times recently made the astounding statement that "half the failures in Canada are caused by excessively long credits," and it has gone the rounds of the trade papers in the United States.

The credit system undoubtedly has freer course in Canada than it should have; but there is no use giving a dog a worse name than it really has. And this is what The London Financial Times has been giving the credit system of Canada.

Half the failures in Canada are not caused by excessively long credits, and had the press of the United States only taken the pains to refer to the statistics compiled by the statisticians of their own country they would not have fallen into the same error as their London contemporary.

The pamphlet, "A Record, Not a Prospect," issued by the Bradstreet's Company, of New York, shows that the total

failures in Canada and Newfoundland combined in 1895 were 1,916, and that those due to unwise credits were 22, 1.2 per cent. of the whole, or 48.8 per cent. less than The Financial Times asserts. Taking incompetence, inexperience, neglect of business and unwise credits altogether the percentage is scarcely 15 per cent. In the United States last year unwise credits were the cause of 5.1 per cent., or nearly 4 per cent. greater than in Canada.

The chief cause of failures in both Canada and the United States is lack of capital. The Canadian Grocer regrets to say that the former is a greater sinner than the latter in this respect. This imparts a lesson which all who contemplate going into business should "read, mark, learn and inwardly digest." No less than 71 per cent. of the failures in Canada last year were due to this cause.

Obviously, a large source of failure supplies would be cut off if men with large ambition and inadequate capital would desist from going into business until the two essentials were more evenly balanced.

The statement made by The Financial Times brings to mind another fallacious statement which has found credence for some years in a wide constituency. We refer to the percentage of unsuccessful to successful business men. This statement was to the effect that "95 out of every 100 concerns or firms in business fail." Anyone who would roll this over on his tongue for a few minutes would scarcely afterwards swallow it. But the honor of disproving the fallacy lies with the Bradstreet's Company, which has taken particular pains to investigate this particular matter.

The research covered both the United States and Canada, and we take this clause from Bradstreet's report thereon: "An examination of the records of the number of firms, individuals and corporations in business, together with the total number of failures in years preceding 1893, indicates that the total failures in business of both kinds—that is, those failing to pay what they owe and those which merely failed to succeed—amounted to about 11 per cent. annually of the total number of concerns recorded as having an established place in business, while the total number of those failing owing more than they could pay was only a fraction more than 1 per cent. annually."

It may be interesting to note in this connection that there were 80,666 places of business in Canada last year. As the total number of failures were 1,916 it will be observed that the percentage of failures to the number of firms in business was 2.35. In the United States the percentage was slightly less.



"Well, I did."

MAY NOW BE HAD IN CANADA.

THE "P. D." corset may now be had in Canada. Hitherto only the very large retail stores who sent buyers to Europe have handled them to any extent. The manufacturers, P. Dutoiet & Cie., Brussels, have sent two members of their staff, Messrs. Koenig and Stuffmann, to establish a branch for Canada at Montreal. These gentlemen have hitherto controlled the Australian trade. Mr. Stuffmann is now in Montreal, while Mr. Koenig will arrive in British Columbia from New Zealand in April and will visit the principal centres on his way east. There is no doubt as to the excellence of the "P. D." corsets. They are the leading French make and are noted for their perfection of shape, finish, style and durability. They are now being sold in all civilized countries, and the manufacturers claim that their total output is the largest in the world.

Messrs. Koenig and Stuffmann will also represent W. Paashauss, Barmen, Germany, who are large makers of Italian cloths. A stock of these will be carried in Montreal, and wholesale houses can have orders filled promptly instead of waiting until they come from Europe.

FINLEY, SMITH & CO.

The new woolen firm of Montreal, notice of whose commencement appeared in our last issue, have purchased the spring goods manufactured for Messrs. Jas. McDougall & Co., both in Great Britain and Canada, and are now filling the orders taken by the latter firm, who have gone out of business.

Mr. Finley is now in England buying goods for next fall, and travelers will soon be on the road with a large range of samples of all classes of tailoring goods, costume cloths and high class dress goods, most of which are controlled by them for the Dominion.

The long experience of the members of the firm and their facilities for buying in the best markets should enable them to submit to the trade a superior selection of goods.

BUSINESS AT RAT PORTAGE.

Mr. Baker, of Baker & Co., Rat Portage, favored THE REVIEW with a call this week. He reports prospects exceptionally good for the coming season. Mining, lumbering and fishing are their principal industries. Mining, now in its third year, is moving slowly, but on a very firm basis. Lumber has been quiet for some time, but is taking a sudden move for the better. The fishing is carried on on such a large scale in the Lake of the Woods that they will soon run them out if some check is not put on the business. Mr. Baker claims there is not a town in the Dominion of twice the size of Rat Portage

where there is as much money handled. Building is moving slowly, but all that are in the fire limit must be made of brick or stone.

There is very little farming carried on in that section, but in the Rainy River district they go into it far more extensively.

A BIG STOCK OF CARPETS.

THE DRY GOODS REVIEW paid a visit the other day to the carpet and oil-cloth department of Thibaudeau Bros & Co., St. Paul street, Montreal. It takes a large room, 40 feet front by 170 feet deep, to accommodate the large stock of carpets, oil-cloth and linoleum in four, six and eight-yard widths carried by this firm. Their stock of Wilton, tapestry, Brussels and Axminsters is an exceptionally varied one, also their oil-cloth and linoleums. Briefly, Mr. Nadeau, who should know all there is to know about carpets, considers that it is the best stock he ever had to handle.

Thibaudeau Bros. & Co. also note a great run on their American manufactured French plisse goods in colors and black. They still have a stock for sorting purposes of these popular goods.

MOVING TO TORONTO.

K. Ishikawa & Co., 23 John street, Montreal, have just turned into stock a large and handsome line of fancy Japanese silks. The firm are selling out this lot at close figures as they are moving their headquarters to Toronto this spring. They expect to get settled in their western offices, 24 and 26 Wellington street, by the 1st of April next.

A GENUINE HARRIS.

It is not often one sees a genuine Harris tweed here. But THE REVIEW inspected one the other day brought out from the Old Country for a friend by Mr. Begg, of John Macdonald & Co. In wearing quality these tweeds,

which get their name from being made in the western isles of the parish of Harris, Scotland, are unsurpassed. The pattern of the one which burst on THE REVIEW'S eye from a corner of Mr. Begg's desk was certainly striking. It was a check in grey, brown and blue, such as one would notice even after sundown. Behind a spanking team, or for shooting over the moors, a Harris tweed would be perfection. It might even be worn on the street in the daytime, if the town did not object. A fine tweed like this would probably retail at \$2.25 a yard, single width.

ADVANCE IN CARPETS.

Mail advices received this week announce an advance of 1d. per yard in Axminsters and Wiltons, and 1d. in Brussels, owing to the higher prices the makers are paying for wool.



THE GOLD HABIT.

Servant—"Goodness, sir, haven't you forgotten something?"
Jones—"Of course not, Susan. Oh, by the way, my trousers

What

BROPHY, CAINS & CO.

EXCEL IN THIS SEASON IS

HANDSOME BLACK DRESS GOODS

In these and rich Colored Effects many lines shown by them cannot be had elsewhere.

40,000 Yards of Printed Lama Cloth will be put into stock about the 25th March. If you have bought a big lot of Prints don't buy these Lama Cloths, because even with 50 per cent. more profit on them, they will kill the sale of your Prints.

Handsome Silks at popular prices. Many new ideas in Printed Cotton Goods.

More Novelties added to our Smallware and Fancy Goods Department this month.

Brophy, Cains & Co.

196 McGill Street

MONTREAL

HAVING PLACED LIBERAL CONTRACTS FOR



Cotton Goods

Before the advances, our customers have benefitted thereby and should make large profits.

IN STOCK NOW

LARGE RANGE OF

American Cotton Fabrics

For Spring and Summer Trade.

IMPORTATIONS rapidly being completed of

PRINTS,

DRESS GOODS,

HOSIERY and

SMALLWARES

Special attractions in . . .

Men's Wear

Ladies' Blouses and Golfers

KNOX, MORGAN & CO.

Wholesale Dry Goods

HAMILTON, Ont.

THE NEWS FROM NOVA SCOTIA.

HALIFAX, March 7, 1896.

MY letter last month spoke of the bill then about to be introduced in the Local Legislature in reference to early closing. The bill was introduced and has passed both Houses without opposition. But opposition is coming from an unexpected source. Ninety per cent. of the trade must sign a petition to the City Council asking for the enforcing of the Act before it can come into operation. The few opponents of early closing have inaugurated an agitation against the signing of this petition. The argument against early closing is that small shopkeepers who do business in the evenings will have their trade thrown among the large dealers. The question has become a live one down here, and the newspapers are deluged with interviews and letters on the subject.

Messrs. McPherson & Freeman, who will soon be ready to move into their handsome new premises on Gottingen street, are having a clearance sale preparatory to moving.

Scovil & Page, ready-made clothing and gents' furnishings, are about to make extensive improvements to their place of business on Barrington street. They have leased the three upper flats of the building on the corner, over Lane & Conolly's book store, which adjoins their own premises. They will engage in the custom clothing business.

Fraser, Fraser & Co. ready-made clothing, of St. John, N.B., are preparing to open a branch here.

The big fire in Gordon & Keith's furniture warehouse caused some discomfort to the millinery establishments of Le Bon Marche, A. O'Connor and Mrs. McApine. Their stock was

more or less damaged in being removed, but was fully covered by insurance.

George McLaughlin has closed up his dry goods business here. S. Riordan, of Annapolis, has taken the stock. The store is now used as an auction room.

A fair spring trade is being done throughout the province. Remittances are reported slow.

HAUNTON.

HOW THEY DO IN ENGLAND.

The advertising nuisance again. This time it strikes a new note. A "Nervous Old Lady" writes to *The Times* as follows: "Imagine my dismay last night at being suddenly awakened by a maid, who stood at my bedside with a telegram, lighted a candle, and immediately disappeared. I tore open the envelope, but alas! without spectacles I could see nothing. I got up in an agony of suspense—having relations in the Transvaal—hunted all over the room for my glasses, and when at length I found them, what do you suppose I read? 'Peter Robinson's Sale now proceeding.'" That one should be pursued by telegraphic advertisements, forwarded by one's servants to the postal—not the telegraphic—address, so that one has to pay miles of portage, is, thinks this "nervous old lady," abominable. And we are tempted to agree with her.

TRADE IS GOOD HERE.

The goods of the Berlin Suspender & Button Co. continue to meet with increased appreciation, and buyers once are buyers always. This season orders have been coming in freely, and a large output is expected this year.

W. R. BROCK

T. J. JERMYN

B. B. CRONYN

W. L. BROCK



W. R. BROCK & Co.

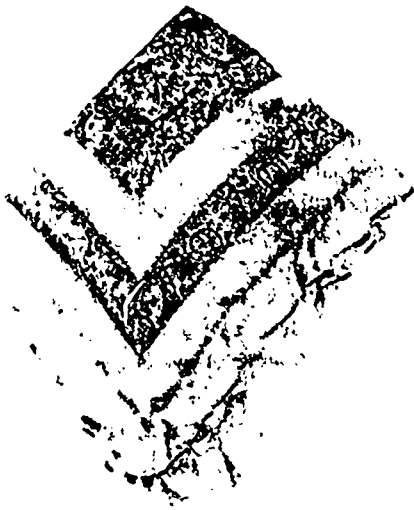
All . . .
Orders
Executed
Promptly



Our Stock throughout the warehouse in the various departments is now complete.

Our Travellers start on their different routes with their samples in "A 1" shape and with the addition of many new lines of late novelties.

We shall be pleased to hear from you through our travellers, or by letter, telegraph, or telephone, and will guarantee a satisfactory fulfilment of all orders received; but a personal inspection of our stock is what we most desire.



THE ... SNOW FLAKE



Light in Weight

Pure and Soft

For price and quality this quilt is unequalled, and will be a plum for your bedding department next Fall.

Our Travellers will know the above with a complete line of Down Goods in a few weeks.

Toronto Feather & Down Co.

BOULTER & STEWART

Sole Selling Agents,

30 Wellington E. - TORONTO

Pure Silk ...



For **BLOUSE WAISTS**

For **EVENING DRESSES**

COLORS DYED TO ORDER

Our Travellers now on the road with complete range of Japan Piece Silks, Handkerchiefs and Drapes, for import only.

Agents for the Most Up-To-Date Silk House in Japan.
Agencies—Yokohama, Kobe, and also Hong-Kong, China.

BOULTER & STEWART, 30 Wellington St. East ... **Toronto**

SILK MAKING IN CANADA.

IN the course of an interesting article on silk making, which dates back 1,700 years before the Christian era, the St. John's, Quebec, News refers to the establishment in that town of the Corticelli mills.

This occurred early in 1887, when Mr. Ira Dimock, president of the Nonotuck Silk Co., of Florence, Mass., came to St. John's, bought a modest property from Mr. J. E. Mollour, put in the necessary machinery and inaugurated the Corticelli establishment. A few months later Mr. W. H. Wyman was despatched thither to take charge of the business, and under his skillful administration the company has steadily developed and prospered, and the good fortunes of the parent corporation have followed its offspring in this Dominion.

The Corticelli Silk Company is incorporated in Canada with a capital of \$60,000. Its directorate consists of Ira Dimock, of Hartford, president; W. H. Wyman, treasurer and general manager; W. R. Milligan, Toronto; C. J. Brown, St. John's, and B. A. Armstrong, New London. Its headquarters are in St. John's, and it has branch offices in Montreal, Toronto, Winnipeg, Quebec and Halifax. To give an idea of the growth of the local industry it is only necessary to state that the original mill was a three storey building, 40 feet square, while to-day the company are working a factory in which there are 44,000 square feet—say about an acre—of floor space. Employment is given to 75 hands, besides 11 travellers and other outside assistants.

EXPANDING BUSINESS.

Greenshields, Son & Co., Montreal, find their business extending so much that they have leased for a term of years the

five-storey building next door, No. 15 Victoria square, and will occupy all the floors on May 1. This will give them five flats and a basement 100 feet square. The upper floors will be reached by four elevators.

SPECIALS IN SILK GLOVES.

Laundried shirt waists are doing well. Wyld, Grissett & Darling have a special line to retail at 75c. and \$1. The new things in buttons, small sized pearl and silver are being shown in 10, 12 and 14 line sizes. In silk gloves, in cream, white, tan and black, special lines to retail at 25, 35 and 50c. are shown, also a special line of black, with the new treble woven tips, to retail at 50c. The house is also well supplied in white and creams, 18, 24 and 30 inches, for evening wear.

A GREAT JOB LOT.

A carload of the best indigo dye, 3 yd., 30 inch shirting is being offered to the trade by W. R. Brock & Co. This large consignment was taken off a Canadian manufacturer's hands, after several houses had been offering for them, the lot being secured by Brock & Co. The goods are of the best quality and are being offered at a price which will clear them out inside of 30 days.

A NOTABLE RANGE.

Linen and momee dusters and "Defender" check dusters are new goods for buggy and carriage wear this season. Besides these John Macdonald & Co. carry the largest stock of water-proof and wool lap robes, as well as horse clothing.

HUTCHISON, NISBET & AULD.

THE ASSORTING WOOLEN HOUSE.

34 Wellington St., West, TORONTO.

We are now completely assorted in all departments for Spring and make special offerings in

*New and Natty
Scotch Suitings and Trowserings,
all "London Shrunk."*

HUTCHISON, NISBET & AULD.

The Two in One . . .

It is one thing to sell profit-making goods. It is a decidedly different thing to sell satisfactory goods. The first often means but a single sale, while the latter means continuous selling.

BRUSH'S PEERLESS
DOUBLE DRESS STAY

combines the two. It pays the retailer a handsome profit, while, at the same time, it constantly attracts the customer to his store. And why shouldn't it do so?

*"'Twill never stay bent,
That's good from the start;
They can't cut the dress,
And won't melt apart."*

Thus it overcomes all faults known to DRESS STAYS,—in other words, it is perfect. Did you ever know a perfect article that wouldn't sell?

Brush's Peerless Double Dress Stays are made up in sizes 6 to 9 inches; also in sets of nine steels each, 6 to 9 inches. Colors—Drab, Black, White, Old Gold, Pink and Blue.

SAMPLE ORDERS SOLICITED

BRUSH & CO.
TORONTO



THE SAMSON, KENNEDY ESTATE.

THE inspectors appointed to superintend the winding up of the Samson, Kennedy & Co. estate, have issued a circular to the creditors. The circular states that legal advice was sought as to the question of the goods returned to D. Morrice & Co. after the suspension, and it has been decided that Mr. Morrice is entitled to retain the goods.

A statement of receipts is given showing that the total to date aggregate \$160,000. A dividend of 25 cents so far has been paid. Mrs. Samson put in a claim for \$2,050, asking full payment on the ground that when the present partnership was formed the firm took over the liabilities as well as assets of the previous firm. Under the circumstances the inspectors recommended payment of the claim.

The Manitoba lands, which rank as an asset of the estate, have not yet been sold, no purchaser offering. It is intended to sell them at auction in April. This circular was issued on the 9th inst.

It is now believed that when matters are entirely closed up, and all assets realized, the estate will pay barely 30 cents on the dollar. There is still about \$100,000 worth of paper in the bank, and, it is said, an effort will be made to get this ranked, so that the affairs of the defunct firm may be wound up by May 1. Mr. Fred. Kennedy, who has been absent since shortly after the failure, is still in Buffalo, and is not expected to return.

CANADIAN BUYERS ABROAD.

Among the Canadian buyers now "on the other side" are mentioned: Mr. P. H. Burton, of Toronto; Mr. L. H. Gault,

of Montreal; Mr. J. Paton, of Charlottetown; Mr. T. Vooght, of Sydney, N.S.; Mr. George Reedy, of Barrie, Ont.; Mr. A. Foulds, of Quebec; Mr. W. G. Smith, of St. John, N.B.; Mr. Ed. Wood, of Halifax; Mr. H. D. Moses, of Yarmouth, N.S., and others.

LISTER & CO., LTD.

At the annual meeting of Lister & Co., Ltd., recently held in Bradford, Eng., Lord Masham, chairman of the Board of Directors, presided. He announced that the trade this year had been better than previously, and that there was a fair prospect of the company doing better in the coming year than they had done for some time. The report for the year ending November 30, 1895, was adopted. It showed that the profits for the year amounted to £73,382, and after interest on preference shares had been met left a balance of £42,682, which more than pays the dividend declared of 4 per cent. The Lister silks, in spite of foreign competition, are building up a great home trade in Britain, while their foreign and colonial business is well sustained.

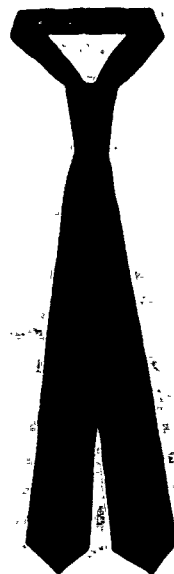
IMPORTED COLORED COTTON BLANKETS.

The Customs Department is informed that at some ports colored cotton blankets have been entered as rugs at 25 per cent., under item No. 441, whereas they are properly dutiable at 30 per cent. under item No. 403. All such importations are to be carefully examined and if the articles represented as rugs are found to be double, they should be entered as blankets, rugs being in all cases single.

If you want
a safe get

Taylor's

They'll stand
a hot fire---



Ladies' Neckties

Large range of Neckties made specially to wear with the latest style Shirt Waists in Blacks, all Plain Shades and Fancy Silks.

Full line of all kinds Men's Neckties in stock, also

The . . . Cecil Puff

E. & S. CURRIE

64 Bay Street . . . Toronto

NORTH AMERICAN LIFE ASSURANCE COMPANY.

THE annual statement for 1895 of this solid and progressive company has just been published, the official returns to the Dominion Government having been promptly made on the 31st of December last at the close of its year's business. The report shows that substantial and solid additions have been made to the insurance in force, assets, net surplus, the movements of which items from year to year indicate progress or the reverse of a company.

There are four items in a life insurance company's statement from which a very good idea can be obtained of its progress or retrogression. If the items are carefully compared at the end of certain years, the company's record and standing can be ascertained. The items referred to are cash income, assets, net surplus and insurance in force, and at the end of the last three quinquennial periods of the North American were as follows

	Cash Income	Assets	Insurance in force	Net surplus
1885	\$153,401	\$ 313,746	\$ 4,819,287	\$ 36,001
1890	354,601	1,431,325	10,076,554	127,149
1895	581,478	2,300,518	15,412,414	403,218

During the last quinquennium it will be observed that the cash income has increased by 64 per cent., the assets by 122, the insurance by 53, and the net surplus by 219.

The operations for 1895 were more successful than in any past year. policies issued exceeded \$3,000,000, the cash income reached \$581,478, while the sum of \$67,000 was added to the net surplus, now amounting to over \$405,000, after setting aside \$25,000 out of the year's earnings as an additional contingency reserve fund to anticipate a change in the basis of valuation. The solid character of the company's assets is vouched for by the comparatively small amount of interest due, and the failure to find among them any trace of such undesirable items as "commuted commissions," "agents' balances or advances," "bills receivable." The North American claims a higher ratio of assets to liabilities than any other Canadian company, and compares most favorably in this respect with the very best of the American companies.

It is well known that mere size does not always guarantee strength or ability to make satisfactory profit returns to policy holders, and this is practically borne out in the record of the North American Life, for not only is it relatively about the strongest life company in the field, if we gauge strength by a comparison of assets to liabilities, but it has for several years past been paying handsome returns under its investment policies, which has tended to make the company one of the most popular in the Dominion and a favorite with its agency staff. As an evidence of this, it may be mentioned that several policy holders have just received from this company a return under fifteen-year investment policies, which have given them insurance for the term named, and then returned the whole of the premiums paid with compound interest thereon, at the rate of about 5 per cent per annum. Certainly such a result as this should satisfy any policy holder, and no doubt will attract the attention of intending insurers to the special forms of investment policies issued by the North American.

The success of the company and the high standing it has attained owing to its splendid financial position must be exceedingly gratifying to all those interested in the company, and also to those who watch the progress of our Canadian institutions. It has an excellent staff of officers, and the mention of

the name of the president, Mr. John L. Blaikie, is sufficient to inspire confidence and give assurance of caution and skill in everything connected with the investments of the company, while the name of the managing director, Mr. William McCabe, F.I.A., is sufficient evidence that all that experience and actuarial skill, so essential to the success of a life company, is being exercised in the management of the North American. In the efforts made by Mr. McCabe to push forward and promote the interests of the company, he has always been ably assisted by Mr. L. Goldman, A.I.A., the company's secretary since its inception.

LADIES' NECKWEAR.

The great demand for ladies' waists for the coming summer has caused a corresponding demand for neckties made specially to wear with them. Last season the ladies were content with a makeshift, wearing men's neckties largely, but following the styles set by the "American Summer Girl." They will now ask for a tie to suit the waist they buy.

The correct thing for the coming season is a graduated four-in-hand long enough to fasten at the waist, or a knot of corresponding length, as shown in the adjoining cut. These are made by E. & S. Currie, 64 Bay street, in blacks, all colors plain cords, and a large assortment of light and dark fancy silks, to retail at 25, 35 and 50c.

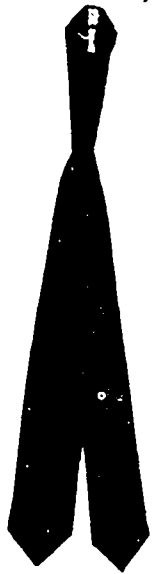
M'MASTER AND CO.

A special display in towelings and tablings is being made by McMaster & Co. this month. An effort has been made to secure extra values, and the result has been successful. Extra good towelings to retail at 8 and 10c. are shown. In tablings, extra values and extra widths are shown in cream damasks, to retail at 25, 30, 35 and 50c. The house shows a special design of its own in this line.

THE PRIVILEGES OF TRAVELERS.

Lord Hampden, the new Governor of New South Wales, attended the commercial travelers' annual banquet in Sydney recently. In the course of his speech he said.

"I only can tell you that the most paramount feeling in my mind at the present moment is one of agreeable surprise in finding myself in such exclusive company. (Laughter.) I may have had ambitions at times, I may have dreamt dreams, I may have thought it might be my lot some day to entertain or be entertained by great men; but never have I supposed that I should find myself the honored guest at an association of commercial travelers. I have always associated commercial travelers in my own mind with the best room in the inn--(laughter)--the room with the best accommodation, from which the public were judiciously and carefully excluded--(laughter)--the room where the chops were more succulent and the punch was better brewed than in any other place; and I remember that once upon a time a timid host informed me when I asked him to admit me into that secret chamber, that it was as much as his living was worth, because he would be boycotted if he did so. Therefore, you may imagine my pleasant surprise at being your honored guest this evening."



A. A. ALLAN & CO.

Manufacturers and Wholesale Dealers.

Hats, Caps and Straw Goods

SPRING, 1896

Full range of English and American Hats.
New and Natty Styles.

CAPS CAPS CAPS

Our assortment replete with rare novelties.
Inspection invited. Letter Orders carefully attended to.

51 Bay Street - TORONTO.

Wyld, Grasett & Darling

Stock Well Assorted in All Departments.

Staple Department.

Canadian and Imported. Assortment large.
Values right throughout.

Dress Goods, Smallwares, Furnishings Departments.

Very full of new and attractive goods.

Imported Woollens & Tailors' Trimmings.

Specialties.—Black and Fancy Worsteds, Suitings, Tweeds, and a complete assortment of Linings and all kinds of Tailors' Trimmings.

Wyld, Grasett & Darling.
TORONTO.

WE EXPECT
A VISIT
FROM **YOU**
THIS MONTH

YOU WILL HAVE A HEARTY WELCOME
AND CAREFUL ATTENTION TO YOUR
EVERY REQUIREMENT

EVERY
PREPARATION
MADE FOR
YOUR
RECEPTION

BASEMENT	GROUND FLOOR	1ST FLOOR	2ND FLOOR	3RD FLOOR
STAPLES FLANNELETTES SHIRTINGS LININGS ETC. ETC.	PRINTS LINENS TOWELLINGS TAILORS' LININGS ETC., ETC.	DRESS GOODS RIBBONS SILKS, ETC. CANADIAN AND IMPORTED WOOLLENS	HABERDASHERY GENTS' FURNISHINGS FANCY GOODS ETC., ETC.	CARPETS CURTAINS OIL CLOTHS HOUSE-FURNISHINGS ETC., ETC.

EACH DAY ADDS SOMETHING **NEW AND ATTRACTIVE**
TO **OUR** STOCK

WE MEAN
BUSINESS
THAT'S WHAT
WE'RE HERE FOR

M^cMASTER & CO.

WHOLESALE DRY GOODS, 12 FRONT ST. WEST, TORONTO

YOU CANNOT DO BETTER
OR AS WELL
ELSEWHERE
AND **YOU**
KNOW IT

PLACE YOUR ORDERS WITH US

THE MILLINERY OPENINGS.

THE millinery openings in Montreal and Toronto were well attended. The several houses report a good trade. The demand for trimmings was extensive and the new styles took well. While retail trade has not on the whole been as brisk as expected during the first two months of the year, the confident opinion is that with April and May will come a very good season. The millinery dealers are counting upon this, and it does not appear as if they would be disappointed.

D. Mc'ALL & CO.

The millinery opening at this popular house was one of the most successful in its history. The crowd of buyers was large, and purchases were freely made. In hats an immense trade was done. The sailors are having a better run than could have been expected, in Tam O'Shanter shapes, and this season will evidently show no reaction. Trimmings have, of course, played an important part in the season's business. Flowers, especially roses and violets, have been in great demand, and ribbons were very successful. Persian effects, while expensive, have been largely called for. D. Mc'All & Co. are in receipt of fresh novelties every week, and are prepared for the millinery trade right along.

ENGLISH FANCY STRAWS.

A successful trade has been done this season in English fancy straw hats. The hats shown are in great variety and taste, and have successfully competed with American makes in the same class. A feature of the case, both instructive and interesting, is told. During some years English straw hats in this market were not holding their own. The representative of a big English manufacturing concern visited this country to find out why the trade was going elsewhere. He was informed by an experienced man in the wholesale millinery business that the Canadian trade wanted to be catered to, and did not like the English styles in straws which were then being offered. He then visited American centres, and took note of the styles which were found to be in favor in Canada and the States. Returning to England, models of these styles were consulted, and the result has been that English straws are doing far better than before here.

A SATISFACTORY TESTIMONY.

That our Canadian millinery centres thoroughly supply the wants of the best trade is becoming every season more manifest. An experienced buyer for one of the most extensive retail millinery establishments in Canada took in the Canadian openings lately, and also went down to New York to see the displays there. On returning to Toronto the verdict given to Mr. Blackley, of D. Mc'All & Co., was that our openings showed a range of styles in all lines of hats and trimmings quite sufficient for any Canadian buyer, and that a visit to New York was not necessary.

S. F. MCKINNON & CO.

Once again the millinery openings, which speak of spring in all its beauty, have come and gone, and all interested in the manufacture of millinery feel that the season has opened and their busy time at hand. It is a proverbial saying that a good beginning goes a long way towards a good ending. If this holds good in this case, S. F. McKinnon have no cause to doubt as to the season's results, as they claim more than a success for their millinery opening. They advance several reasons for the

large business done during their opening days, but the principal one is the simplest of all: that their goods are right.

In straws the variety of styles and shapes is so large and varied that it is difficult to classify or describe the merits of the different shapes. Among the leading styles, however, might be mentioned the Java or Panama hats, which in foreign centres of fashion are, and have been, in very large demand for finer class trade. There is no doubt but they will be used largely, especially in sailors, walking hats and flats, all of which can be trimmed very effectively. Other prominent lines are those made from fancy braids, including chip effects in a variety of shapes, too extensive to particularize. In looking over the trimming stock we find that fancy ribbons, flowers and ostrich effects have all been strong sellers. Add to these long ospreys, which are particularly good, fancy laces, chiffons, horse-hair laces, jet and sequin effects, and you have the leading hat beautifiers for the season. Of course, the plain satin and faille ribbons will take their usual place in trimming of all kinds; in all kinds of millinery novelties nacre and ombre effects are in demand.

"We have done a very large trade," they say, "in jackets and capes during the spring season. Our stock of these goods is thoroughly assorted with the very latest German novelties and should be seen by every jacket buyer."

FLOWER HATS IN NEW YORK.

Among the later importations to arrive in market this week are the flower hats, says The New York Chronicle. If taste, novelty, lightness, and attractive color-blending are to be desired, the flower hat will be a great favorite during the later spring months. Roses are, perhaps, the leaders in this class of head-dress, for it seems scarcely more.

A striking salmon rose hat is shown with foliage trimming and an aigrette of hard buds. Another is of blown roses, foliage and rhinestones in clusters. Violet hats are shown with foliage and palm leaf aigrettes.

For tasty variety and novelty in color effects and blendings few seasons have reached, and probably none surpassed, the present one and the results will doubtless prove satisfactory to all who take advantage of the excellent opportunity to give their individual tastes full sway, bearing also in mind the requirements of the trade to which they cater.

A PARIS OPINION.

Writes Jeanne, the Paris correspondent of The Drapers' Record. "As to the hats, they look as though they had dropped from fairyland. A toque is covered with black tulle and trimmed with salmon-rose feathers and flowers, the whole being bordered with jet. A capote has a modore border and a crown of salmon-colored velvet; on the side of the capote is a bow of lace holding a jet butterfly. Another capote is in ruby velvet, with a ruby aigrette, and a bordering of black Chantilly lace and cachepaine of ruby and rose-colored roses. A large hat, in plaited chenille black, is trimmed with bows of rose velvet, a rose aigrette, and black and rose feathers, with bunches of rose prim roses. A cream-colored felt hat is trimmed with black velvet and black wings. This latter is the bride's traveling hat."

NOTES.

J. A. Macdonald, who represents Caverhill & Kisson in the Maritime Provinces, is in town. He says business has been good, and prospects for the summer trade are more favorable.

A millinery novelty shown by John Macdonald & Co. is honiton lace braid in narrow widths.

Thanks Returned. . .

WE desire through this medium to tender our sincere thanks to the buyers throughout the Dominion who left such strong testimony at our opening last week, as to the merit of our stock. Our opening was truly a great success, which was perhaps partly due to the undeniable fact that the general feeling throughout the trade is that the opening dates have heretofore been too early, but more largely due to another equally stubborn fact, which has been demonstrated beyond a doubt: that buyers see in our stock the quick-selling profit-bearing goods. Our position is such that we have access to the best markets, can buy large quantities, and take advantage of every cash discount, thus enabling us to sell at a small advance on cost, leaving in all cases a wider margin of profit for those who handle our goods. Another strong argument in our favor: By keeping a foreign buyer in the European markets all the time, we are almost daily receiving new goods throughout the entire season. These are some of the strong reasons for our doing the large business we do, and that with the best firms in the country. If you are not doing business with us you are an exception, and should also be one of the numbers who march with us in the front. There is no business so large that we cannot supply your demands, none so small that we are not anxious to help you to build it up. Give us a call when in the city; it may be possible that we have never met. Our welcome will be hearty, all the same, and profitable business relations may be established.

Faithfully yours,

S. F. MCKINNON & Co.

61 Bay Street,
Toronto.

OFFICES:
35 Milk Street,
London, England.



J. D. IVEY & CO.

It is hard to satisfy this enterprising house, but the millinery opening this year did it. The beautiful showrooms were crowded day after day, and the best trade in the history of the house was done, partly due, no doubt, to its being a good sea-



NEW MILLINERY—J. D. Ivey & Co.

son and partly to the selection shown, which includes the latest novelties from all the centres of fashion.

Two of the new trimmed hats illustrated in this issue are taken from the immense range shown by J. D. Ivey & Co. One is a butterfly turban of fancy shot straw trimmed with accordion pleated chiffon, Dresden ribbons and osprey, the whole making a very handsome combination in the newest effects and after the latest models. The other is a large hat of two-tone light brown shade. Its striking feature is the trimming with green Persian ribbon built in turret loops around the crown. It is finished behind with foliage roses and violets.

THE LATEST TRIMMINGS.

The Ivey establishment report a highly successful season in trimmings. An expensive trimming much used is hair braid. Its cost is enhanced by its method of manufacture, being made by hand by Italian peasants. It is shown plain and jetted, with sequins. The chiffon is accordion pleated this season, which

adds to the stylish effect of this material. The silk embroidered chiffon lace, which is adapted to making crowns for black lace hats, is seen in all prices as high as \$4 per yard. Black and white and colored tulle is going to be very fashionable for mid summer trimming. There is a marked demand for straw braids, and repeats are called for. Cream Honiton braid is used on black tulle and black lace for trimming, and rows of very narrow baby straw braid, sometimes four or so, are used. Accordion pleated lace wings are fashionable, and there has been a great call for them.

TAKE ADVANTAGE OF IT.

"Our advice to milliners," said an experienced member of the trade to THE DRY GOODS REVIEW, "is to take every advantage of the present season in millinery. The styles all call for the most expensive and tasteful millinery. This is true of the present season to a most marked degree, and more so than in other years. It is the very time for milliners to reap the advantage of their skill."

THE LONDON FEATHER SALES.

The report of the first auction sale of ostrich feathers held at London this year states that the quantity of feathers which were offered was much smaller, having been 55,200 pounds, against 65,700 pounds in December and 66,100 pounds in January, 1895. Competition was brisk throughout the series, and on an average an advance of from 5 to 7 per cent. on last December's prices was obtained. American buyers again took a very large proportion, the home trade and France have bought moderately, while Germany was a very small buyer. The second and third qualities of whites and feminas were again eagerly competed for at a further advance. Boos sold very firmly. Spadones were dearer. Black—The large sizes sold at about last sales' rates, but short medium and short were dearer.



NEW MILLINERY.—J. D. Ivey & Co.

Drab sold firmly. Floss sold steadily, except short drab. White—The best lines were weak, but the commoner qualities showed an advance of fully 10 per cent. Femina—Good quality was steady; other qualities marked the same advance

white. Byocks unchanged. Boos—All kinds advanced 5 per cent. Spadones sold well at an advance of 5 per cent. Black—Long and long medium were about steady; short medium and short 15 per cent. dearer. Drab—Long was weak, but the other lines sold very well at an advance. Floss—Best ones firm, but short drab 10 per cent. cheaper.

CAVERHILL & KISSOCK.

The millinery openings at Caverhill & Kissock's, Montreal, were very successful, but THE REVIEW is not in receipt of any information in detail from this house, in time for the present issue.

THE FAVORITES IN FLOWERS.

Roses will be more liberally used than for many seasons, say the importers. Poppies are also well to the fore in the bid for popular favor. Foliage is shown in large quantity and seems of superior quality, for the most part, to last season's offerings in this line. It will be largely in demand during the spring months for use in effective combination. Capuchine effects are noted in several of the larger stocks. These are practically nasturtium colorings, and are doubtless to be later-season favorites. There seems to be absolutely no limit to the ombre shadings and the blendings in chine effects. One sees them everywhere in every possible (and impossible) combination. Some are daintily pretty; others startling, without particular beauty in themselves, yet effective in combination under the magic touch of the skilled millinery artist.

Some of the new gauze effects in crepe lisse roses and poppies are very dainty and attractive. One novel set was of double poppies with rhinestone centre and a single rhinestone dew-drop caught on one of the petals.

WHOLESALE MILLINERY

As we are to have *Spring and Summer Seasons* of gay and beautiful attractiveness in all *Millinery Designs*, we have arranged for weekly shipments to keep our stock well assorted, so the trade can always depend upon getting the *Very Latest Novelties*.

Letter Orders a Specialty . . .

GIVE US A TRIAL.

JOHN D. IVEY & CO. — Toronto

Wholesale Millinery

A
Successful
Spring
Opening

WE take pleasure in thanking all Milliners and Fancy Goods Merchants from Halifax to Victoria for the response to our invitation to visit our Spring Opening. We appreciate the enthusiasm evinced at the magnificence of our display and the practical evidence of approval.

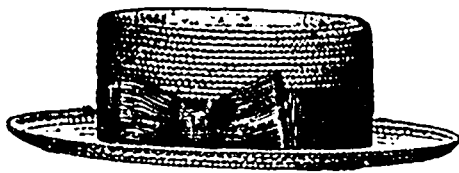
As a result every first-class retail establishment has been set in motion, and in every show case will be exhibited models of our handiwork.

We will Continue to Lead the Race all Summer.

D. McCALL & CO. TORONTO
and MONTREAL

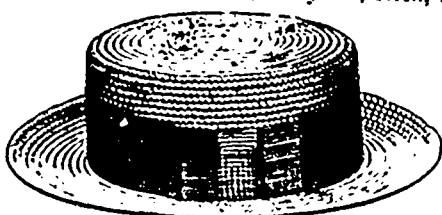
REPORTS FROM LIVE MERCHANTS.

HOGG BROS., of Oakwood, Ont., are arranging their extensive store into two divisions or departments. In one division will be found dress goods, fancy dry goods, ready-made clothing, boots and shoes, hats, caps, etc.



NEW STRAW HAT - A. A. Allan & Co.

Robertson, Lindsay & Wilcox, St. Thomas, recently had a carpet and housefurnishing opening. This department now occupies a floor space of 1,470 square feet, the tailoring department having been removed to the second floor of the west building. The carpet show rooms have been completely remodeled, and besides having been increased by additional space, the ceiling has been ceiled in natural wood and the walls artistically decorated. The carpet department is now in charge of Mr. J. C. Gilby.



NEW STRAW HAT - A. A. Allan & Co.

Scovil Bros. & Co., St. John, N.B., have moved their furnishing department across the store, so that it will be directly in the track of customers going upstairs to the men's department. The furnishing department is being supplied with large, heavy plate glass show cases finished in polished oak, resting on tables of the same wood.

The ground floor will be almost entirely taken up with children's clothing and furnishings. New clothing tables are being made, finished in oak, to harmonize with the inside and outside finish and the name of the store.

Mr. S. S. Paupst, cutter for Grafton & Co., of Dundas, achieved a notable triumph at the convention



NEW STRAW HAT - A. A. Allan & Co.

of the Custom Cutters' Association, held at the Palmer House, Chicago, being awarded first prize in the leading contest, out of 216 competitors.

Parker & Co., merchant tailors, Woodstock, have removed from the Arcade to Blackburn's block in the market square.

J. D. Williamson & Co., Guelph, closed their store one day last week while arranging and re-marking their stock. They prepared a lunch room on the first flat, where a free lunch was served to their customers on Saturday between the hours of 12 and 2 o'clock.

WHAT DID HE MEAN?

A merchant hung out lately the following bulletin: "Annual sale now on. Don't go elsewhere to be cheated. Come in here."



NEW LINKS CAP - A. A. Allan & Co.

The wording is expressive, but may mean more than the merchant intended.

BLANKETS

"AUE SAXONY" BRAND

We believe there are none better manufactured. We prove our belief by selling them under the above Brand. Poor goods are seldom sold under a brand. We take the liberty of suggesting that you send us a sample order. If they are not all we claim for them, we want them returned at our expense. We now await your pleasure.

Manufacturers of
all kinds of

- Flannels
- Tweeds
- Unions
- Blankets, Etc.
- Yarn of All Colors

Kingsville Woolen Mills

BROWN & WIGLE, Proprietors

. KINGSVILLE

PREPARE NOW FOR A BOOMING FALL TRADE

THINK AHEAD—From now on

Fibre Chamois

will be profusely advertised all over Canada as a WARM, BEAUTIFUL, WIND-PROOF and WATER-PROOF interlining. No one will have a chance to forget the great superiority it will give to winter clothing.

It has no weight, no bulk, no unpleasant odor or cold and clammy feeling, like rubber—but gives a genial warmth and comfort of which no amount of wet or windy weather can rob a person.

These facts repeated over and over again to the people through the country, will certainly result in an enormous demand next fall for clothing so lined.

The wholesale clothing men will soon be on the road taking orders for fall overcoats, etc.,—see that you order your goods made up with the

Rigby Proofed Fibre Chamois

or else you will find the other man, who has been wise enough to provide himself with this line, doing all the trade of your town.

If you advertise FIBRE CHAMOIS LINED CLOTHING in your local papers you will gain the advantage as well of all our advertising.

This alone should be a valuable consideration to you.

This WATER-PROOFED FIBRE CHAMOIS is also invaluable for use in ladies skirts and wraps, uniting its utter impenetrability to moisture with its well-known graceful stiffness.

It is made in the three weights of the natural color, and sells at the same price as the plain goods.

THE SECRET OF SUCCESS.

PROMINENT amongst the most successful business men of Halifax are those who fought their own way up the ladder of fame. Of the dozens of "merchant princes" in the city many started almost penniless. The fight was long and hard. Fickle fortune for long eluded them. But determination and the ability, which comes from untiring effort, won the day, and the goddess of fortune now names them as her children.

Ask any of them to what he ascribes his success and the answer invariably contains a valuable lesson for the young men who are just entering upon the same struggle. The Halifax Echo has had some interviews with a number of the best known merchants of the city, asking them to set forth their views on "success in business life" for the benefit of young men who contemplate entering upon a mercantile career, and their statements will be perused with great interest by all readers.

Mr. R. B. Seeton was found busy at his desk, but was glad to respond to a question or two when he learned the object of the visit. He said a great deal depended on the man, but he also thinks good material may be spoiled. First of all the young man should get a good education, a thorough one, that will be serviceable at every turn of life. The college man he cared little for, he generally laid back on his oars—was like the little girl with a private teacher, who, on being asked where she went to school, said "Oh, no; I don't go to school; it comes to me." The college man trusts too much to his intellectual attainments and will not throw off his coat and go in for hard work, thinking such as that would be "lowering" him. Such ideas marked the failure of the collegian in business life.

"Stick to it, young man, through thick and thin," is the advice of Mr. Seeton. "There is a limit to the highest mountain. Struggle on and you will reach the top." Mr. Seeton was in business at 19, and for 15 years had no holidays.

"Go into business when young," he said, "and when you choose a line of work stick to it. Do not be an office tramp, changing with every adverse wind. Success is to be had in every line. Never mind the profits; money is not to be had by the handful. Do not throw up your position because your margin is not much. Cultivate sobriety and frugality and success is ensured. Extravagance is one of the greatest bars to a successful career. Have few companions and good ones. Do not make friends with every fellow. Be wary of the fellow with the oily tongue, it may be the \$5 bill you have in your pocket that he wants to help to spend, not to cultivate your acquaintance. Attend to your church regularly; its commands respect. Do not loaf around the hotels or places of evil resort on Sundays."

Mr. George Mitchell, of G. P. Mitchell & Sons, said. "Work! Work! Work! You cannot accomplish anything unless you work. The whole secret is in working. My success is due to it. Without it nothing could be accomplished; with it almost everything. What is to prevent success if you labor constantly? Everything follows. You cannot dissipate. If you are steady at business you must be going ahead; you will not be luxurious and wasteful. Dress, the great evil of the present day, will shrink into insignificance if one attends to work. Push! Struggle on, and success is bound to follow in your steps."

SHAPE, STYLE AND FINISH

THE CELEBRATED

P.D. CORSETS

possess all these qualities and the trade will be glad to learn that they can now secure them without any delay, as a full assortment is now carried in Montreal.

Italian Cloths . .

We also represent . . .

W. PAASHAUS, Barmen, Germany

The celebrated Italian Cloth Manufacturer

STOCK CARRIED IN MONTREAL
QUOTATIONS ON APPLICATION

Koenig & Stuffmann

Sole Agents for Canada.
Send for Prices and Illustrated Catalogue.

MONTREAL

Finley, Smith
& Co.

IMPORTERS OF

Woollens and . . .
. . . Tailors' Trimmings

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

SEND FOR SAMPLES.

A specialty in wash dress goods which will probably take well in Canada, being admirably adapted to our summer climate, being offered by the Gilbert Manufacturing Co., 514 Broadway, New York, as announced on page 39. The combed yarn materials included in this range are fine goods, the latest patterns, and very tasteful ones in all fashionable shades. The goods would retail at 10, 12½ and 15 cents. THE REVIEW has seen samples, which are superior as to make and pattern. The Gilbert Co. offer to mail samples to such readers of THE REVIEW as may care to see them.

NO PARDON FOR SHOP-LIFTERS.

The Minister of Justice, after a most exhaustive enquiry into the facts, has decided not to interfere in the case of Mrs. Raynor, of Oakville, who was sentenced by Magistrate Denison, of Toronto, to 30 days' imprisonment on a charge of taking a number of articles from the store of the John Eaton Co. While admitting that there are many circumstances in the case which call for sympathy, Mr. Dickey deems it inadvisable to interfere with the stamping out of shop-lifting in Toronto, which has become so great an evil of late.

A HINT TO MERCHANTS.

Every merchant should keep a scrap book. We believe this suggestion has been made before, but it is fully worth emphasizing. Every bright advertisement that you notice in your local paper or those of other towns, every model advertisement that you observe in your trade paper, and every practical trade bringing plan or hint should be cut out and pasted in the book,

with full data as to the name and date of the paper. You will find such a book as this an inexhaustible treasury of riches, especially on those days when your ideas run scarce and you are too busy to take time to evolve a good advertisement. Keep a scrap book by all means.—Ex.

STRAW HATS.

In this issue illustrations are shown of the coming season's straw hats. The prevailing shapes reveal no marked divergence in taste from recent hats. In braids Canton and Swiss are being worn.

WHY SOME MANUFACTURERS SUCCEED.

It is a noticeable fact that even in the dullest and hardest seasons certain manufacturers contrive to keep their mills running, and at the same time get something more than a new dollar for an old one. The Carpet and Upholstery Trades Review has the following solution of the matter, and the telling point made in the second sentence is as applicable to other kinds of textile manufacturing as to those mentioned.

"During the ups and downs of business of the past three years it has been noticeable that some upholstery and drapery manufacturers have kept their plants running very steadily while others were and are still complaining about hard times. The former are those who took methods to force business, while the latter went on in the old way and waited for a general revival."

HIS MISTAKE.

The mournful columns of his debts
Still higher, higher rise;
He was an honest man, but yet
He did not advertise.

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

Without question the best standard
QUALITY and VALUE
in this market.

This Spring's **BLACKS** are
PARTICULARLY CHOICE

IMMEDIATE DELIVERY
of all leading lines.

Write for Sample Package

FITZGIBBON, SCHAFHEITLIN & CO.

33 Victoria Square

.... Montreal

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY: GRENOBLE, FRANCE | BRANCHES: Paris, London, New York



A LARGE STOCK ON HAND.

CLEANING BLACK DRESS GOODS.

EVERYONE has or wants a black gown nowadays, and such goods as serge, cheviot, cashmere, henrietta, etc., are cleaned easily. First remove the grease spots with naphtha, and remember that this fluid is very explosive when exposed to either light or fire. Make a lather of warm soapsuds, using a good, not strong, soap, and a teaspoonful of borax to every two quarts of water. Into this dip the goods up and down and wash between the hands; then wring gently and pat partly dry; hang in the shade, and when nearly dry, iron on the wrong side with a moderately warm iron. Always rinse once in lukewarm water, and iron until the material is perfectly dry. Never rub a fabric that is being renovated on the washboard, nor wring it tightly, and in using naphtha remember that it roughens the hands, and that after using it, it is well to put vaseline upon them and to wear old gloves. Wash alpaca in the same manner as cashmere, adding a little gum-arabic to the rinsing water. If the black goods are of a rusty color restore them by sponging with ammonia and alcohol. Always use a piece of the same material or one near to it to sponge with.—Ladies' Home Journal.

VELVETS AND PLUSHES FOR FALL.

There has been quite a good demand, says a French correspondent, for cheap velour du nord; better qualities were neglected, and fall goods are still eyed askance. Several novelties with multi colored effects, velour du nord frise, were shown. The colored effects stand higher than the face of the velour. There is some opinion about colored reflexes in velours and

plushes for fall. France is introducing them into market in all colors, both for gowns and evening wraps. The patterns are graded brocade-like as just specified, and also in waves: blue ground with white, Bordeaux-cream, tabac, Havana, etc.

INTEND TO ENLARGE.

To the Editor DRY GOODS REVIEW:

SIR,—We are talking of enlarging our place of business and anticipate establishing a ladies' department on the upper flat. Do you know where we could obtain a modern plan or design for such a department. Please advise us through your REVIEW.

Yours truly,

Bear River, N.S., Jan. 23.

CLARKE BROS.

[Can any of our readers make a suggestion in this matter?—ED. REVIEW.]

A READER'S QUERY.

To the Editor DRY GOODS REVIEW.

SIR,—Will you kindly let us know if there be a rule for measuring goods on the board. If there is such a rule kindly let us know through the columns of your invaluable DRY GOODS REVIEW and very much favor.

Yours truly,

Golden, B. C., Feb. 11, 1896.

H. G. PARSON.

GOLF, CYCLE AND SHOOTING HOSE.

W. R. Brock & Co. are showing a large range of these goods in heather mixed, self colors, plaids and fancies, to retail from 40c. to \$1.50 per pair.

Easter Gloves

The most important season of the year for your Glove Department will soon be here. Be sure that you have a full, fresh stock on hand.

Our Easter Gloves

Are now arriving. Place your order at once and insure a profitable Easter season.

EMIL PEWNY & CO.

Sun Life Building,

Samples sent
on application

Montreal

JOHN FISHER, SON & CO.

442 and 444 St. James Street

MONTREAL

Woollens and
Tailors' Trimmings

... ALSO AT ...

101 and 103 St. Peter Street, QUEBEC

AND...

JOHN FISHER & SONS

HUDDERSFIELD, Eng.
LONDON, Eng.

BELFAST, Ireland

DURING THE DINNER HOUR.

First Local Tradesman—Is old Doobody there a man to be trusted?

Second Do. Do. --Well, I should say so. I know this—if you trust him once you'll trust him forever. --Fun.

They are telling of a Boston man (but not Boston type of man) who went to his lawyer and told him to fix all his property in his wife's name, and fix it so that even he could not get it. When the lawyer presented his bill he said: "I can't pay that bill, for I have not a cent to my name."—Fibre and Fabric.

Jay Halloo, Gay, delighted to see you, my boy! I hear you have a position with my friends Skinner & Co.?

Gay Oh, yes; I have a position as collector there.

Jay That's first-rate. Who recommended you?

Gay --Oh, nobody. I just told them that I once collected an account from you, and they instantly gave me the berth—Tit Bits.

SILKS IN LONDON.

Silks will be worn in London this spring more than they have been for years. Taffeta is the dominant feature, either in plain colors or as ground for brocaded, changeable and chine effects. The colorings are delightful—turquoise, vieux-rose, full deep yellows, and various heliotropes prevail, one of the newest shades being biscuit—the exact tint of an ordinary biscuit—near akin to the richest cream with a shade of apricot in it. The chameleon shots, with three colors united, show to

great advantage in the Drap de Suez—vieux-rose, Chartreuse and heliotrope being a pretty mixture. Without doubt, the silk of the season will be peau de soie, and the newest brocades have this for a groundwork. Silks will be every-day wear.

NEW GOODS.

New arrivals at McMaster & Co.'s include ladies' white taffeta and lisle gloves with black points to retail at 25 and 50c.; also some handsome Swiss embroidery with butter lace edging, and insertions to match.

"AUE SAXONY" BLANKETS.

Special attention is drawn to the advertisement of the Kingsville Woolen Mills on page 24. They claim great superiority for their make of blankets, and there must be something in their claim when they fearlessly adopt a brand. Dealers should accept their suggestion and send for a sample order.

FELTS.

W. R. Brock & Co. have, on account of the increased demand, purchased a stock of all the leading shades of felts, which they are prepared to furnish interesting quotations for.

CARPET MAKING IN CANADA.

Talbot, Cockroft & Harvey, Elora, Ont., have sixteen looms running on brussels, and are putting in more. They are also spinning their own yarns, which gives them quite an advantage. Trade is good and the mill running full.

Peter Schneider's Sons & Co.

185 and 187 Canal Street, **NEW YORK CITY**
27 and 29 Victoria Square, **MONTREAL**

Upholstery and Draperies Goods

Special Designs in **Chenille Curtains** for Fall Trade.
Saxony, Bengal and Nepal **Chenille Table Covers**
Cotton Derby Curtains
Cotton Derby Piece Goods

SATIN REUSSE
COTTON NEPAULS
SILK TAPESTRIES
BROCATELLES } For Upholstering Work—Fringes,
Gimps and Cords to match.

for
cotton comforts,
down quilts
and
sofa cushions
the
"alaska"
feather and
down
company
of
montreal

WINDOW DRESSING.

PRACTICAL DECORATING AND ITS VALUE.

BY A SUCCESSFUL WINDOW DRESSER.

IN these enterprising and progressive days every effort has to be put forth by the wide-awake retailer to show his goods in the most advantageous way possible. The dry goods trade has been revolutionized, as it were, in the past decade, the old style of doing business having passed away. New ideas and new business methods have now been introduced, subjecting the trade to the keenest competition. Where it was once possible for anyone, who displayed goods for sale, to do an apparently successful business, now it is necessary for the merchant to be thoroughly up in all branches of the trade to be a success

The successful and popular store of to-day, then, is the wide awake one and thoroughly up-to-date, but to be in perfect readiness for the spring trade the planning and arranging must be commenced early. With the store in good business shape, freshly cleaned and renovated, and all the necessary improvements made, the merchant feels confident of a successful season.

The most modern and up-to-date advertising medium is the window decorating, and its value is being appreciated more and more by the merchants who are realizing they are the most successful salesmen. A lack of nice show windows and all necessary display-stands is a great drawback for a window decorator, but the professional artist has to be a mechanic as well as a

decorator, so he should have no difficulty in making a modern window-stand; trade can be won even if they are home-made.

IN making an artistic display it is not necessary that all the goods in the store should be placed in the window; show only one line of materials at a time, and the general effect will be much better. The most common goods are made to look attractive if displayed tastefully, and it is very often a difficult matter to convince the customer that they are identically the same if shown over the counter.

Real artistic taste is necessary in the blending and combining of shades so that the finest effect will be produced. There are but few who thoroughly master the art or are successful in doing the many things required of a window dresser. The first requisite in window designing is to understand color, their originality is essential in producing new combinations that will immediately arrest the attention of the passer-by and return fruitful results. The window artist should be the "fashion book" of the house, and by his aid the blending of colors and harmony of effects are produced, the possibilities of combinations in shades and variety of style shown.

The spring trade is now at hand, and all the departments are well stocked with choice novelties. The displays should be well designed, and the class of materials shown on which the profits depend upon their early sale, and this is the

Clapperton's Spool Cotton

Is superior to all other makes
Blacks warranted fast dye

Write us for
Samples and Prices

We also carry a stock of the following lines

Bagley & Wright's Celebrated "Parrot"
4-ply Fingering Wool
Stewart's Linen and Shoe Threads
English Turkey Red Cottons
White and Black Book Muslins
Victoria Lawns
Wool Mendings on Cards
Tailors' Twist
Full Line of Boot and Shoe Laces
Wm. Hall & Co.'s Needles
Shaded Crochet Cotton on 200-yard Reels

WM. CLAPPERTON & CO.

165 St. James Street . . . MONTREAL

Central Business College

TORONTO AND
STRATFORD . . .

Two great business schools under one management.
Students admitted at any time. Free circulars.

SHAW & ELLIOTT - - Principals.

NOW IN STOCK

Blouses All Styles and Prices.
Blouse Sets All Styles and Prices.
Belt Buckles All Styles and Prices.
Belt Pins
Belt Webs
Gimps In Jet and Colors.

Steel, Gilt
Silver, Jet and
Pearl Buttons

F. F. & C. B. KELLY

MONTREAL

time the artist shows his real value to his employer. Every assistance and encouragement should be given him in his work, and sufficient time allotted, as there is no branch of a business so tedious, and at times so disappointing, as the life of the window-dresser.

BELIEVES IN DECORATING. It has been my privilege as an extensive traveler and an interested decorator to have visited nearly all the largest retail dry goods houses on the American continent and Great Britain, including Wanamaker at Philadelphia, and the great departmental stores of Chicago and New York, and during these visits the meritorious work of the American experts was not overlooked, nor the amount of enthusiasm that is put in this branch of the trade. Very nearly all the houses employ a professional artist, and in the large department stores Mr. Frank L. Carr, jr., of Brooklyn, one of the brightest of the American experts, tells me that the window artist has from one to three assistants exclusively, inferring the value the art has attained in the business world, and convincing me more than ever "that the well-trimmed window is the best salesman."

HARRY A. MADDOCK, Guelph.

WINDOW DRESSING IDEAS.

It is a fact worthy of note that all the large city dry goods stores in Canada are devoting marked attention to the windows. Murphy's, on St. Catherine street, Montreal, makes a specialty of well-dressed displays. Carsley's, in the same city, does so also. In Toronto a feature of the fine new block of R. Simpson is the frequent changes in the make-up of the windows. In

fact, in every store where live management prevails no time and trouble are thought too much in looking after the windows.

We note in *The Dry Goods Chronicle* the description of a wooden fixture which our Canadian artistic dressers may find useful in showing dress goods. Figure 1 represents the wooden fixture. It consists largely of a wooden upright with a round top piece. Grouped around the base of this wooden upright can be placed three or more semi-circles, as desired. By lightly fastening one end of the goods around the round edges of these semi-circles and bringing them together at the top of the upright with a rosette for a crown piece a very handsome display may be made. In this case the goods must be fastened at the bottom sufficiently strong to enable you to draw them tight enough to have it stand out in a curved shape. The display when complete is as shown in figure 2. The principle upon which this form is designed may be still further developed so as to include exact skirt forms of various styles or any

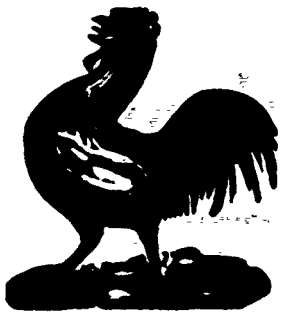


FIG. 1.



FIG. 2.

In dressing a window it is something to arrest the attention. But you must aim at a display artistic and striking enough to hold attention when once you have secured it. For example, we notice in an English contemporary the illustration of a window intended to show shirtings. The shirtings were all in the piece and were placed in three rows, one above the other, close to the glass. This, of course, completely blocked the light from the store inside and during the day each alternate piece had to



"I crow over all."

ROOSTER BRAND

Shirts

Overalls

Jackets

Pants

Summer Coats

Barbers' Coats

Waiters' Coats

Cowboy Suits

Boys' Blouses

Boys' Knee Pants

Satisfaction For Consumer

ROBERT C. WILKINS

190 McGill St., MONTREAL



"I crow over all."

About Thread

Short length spools and imitation of labels and trade marks is a most serious crime, and manufacturers who are sufficiently unscrupulous to become parties to a fraud on the public by putting up short length goods are quite as likely to extend their operations to producing imitations of the names and labels of makers whose goods are standard.

Quite recently the well-known brand of **Barbour's Linen Thread** was imitated by a firm in the United States, but Messrs. Barbour did not take long to obtain an injunction against the firm in question, restraining that concern from imitating their labels, packaging, marking, or boxing, etc., of thread in imitation of the celebrated **Barbour's Linen Thread**, which is world-wide known for its general superior quality and warranted lengths. Manufacturers and dealers will highly commend the action of Messrs. Barbour in this instance. **Barbour's Linen Thread** carries the well-known trade mark of the open hand with the word "FLAX" on palm of the hand. Dealers should always see they get same—It is reliable.

be removed to let in the light. At night the blockade was complete, and the window illuminated by electric lamps suspended in front of the store. Now, what was the merit of this window? It simply showed a great range of shirtings. There was no attempt at artistic arrangement. It was not, only in a limited degree, a selling window. If a purchaser was out looking for shirtings she would probably have gone in to examine the goods, and possibly have bought. But to inspire a purchaser with the idea of buying shirtings the window would probably have failed. It would not win a prize, according to the best judges of what modern window dressing ought to be.

WHY MERCHANTS FAIL.

AT THE Birmingham Accountant Students' Society the other day Mr. L. J. Sharp, official receiver in bankruptcy, read a paper on this subject, which was rewarded with a cordial vote of thanks. Dealing with the moral aspect of bankruptcy, Mr. Sharp pointed out that while some men had a horrid dread of being placed in the court, others regarded a passage through its formulæ as a matter of course, and frequently sought to make such a proceeding beneficial to their own interests.

The success which oft-times attended a commencement in business was one of the principal causes of the failure of the trader, who, when bad times came, had not sufficient moral courage to place a limitation on his rate of living. Reasonable ambition should be in all minds, and it was the duty of man to improve his condition, but not at the expense of his creditors.

Another cause of failure was starting in business without capital, and as showing to what a large extent this was done, Mr. Sharp stated that out of 400 cases of bankruptcy he had taken haphazard he had found that in 207 cases the debtors started without capital, 63 with capital under £20, 78 with capital under £50, and 67 with capital under £100. He cited some of the evils which accrue to the reckless granting of credit, and condemned the method adopted by some creditors of having further dealings with a man from whom they had accepted a composition, and thus placing him in the hopeless position of not having the least prospect of retrieving his position. Although anticipating that there would always be need for a Bankruptcy Court, as there were cases governed by uncontrollable circumstances, Mr. Sharp thought many failures might be prevented by the trader periodically ascertaining his true position—a precaution which, he remarked with regret, was all too rarely taken. He summed up the chief causes of failure under the heads, "Beginning without capital," "Living beyond means," "Gambling," "Drunkenness," and "Wilful carelessness or incompetency." Many instances were related in which debtors had succeeded in preventing their assets falling into the creditors' hands, one method which had come into practice during the past few years being the converting of an insolvent business into a joint-stock company. He incidentally referred to the blame-worthy practice of traders pledging their goods or borrowing money at exorbitant interest to tide over present difficulties without thought of the future.

THE CLERK CAUGHT.

A Peterboro' girl went into a store in that town and asked the price of a piece of cloth. "Four kisses a yard," replied the smart clerk. "I'll take four yards and you can send the bill to my grandmother; she will settle it," said the young lady.

GOOD TRADE IN ENGLAND.

The following article in the last issue of *The Drapery World* will be read with interest in Canada:

"An unprecedented state of things is being recorded in connection with several departments of trade, all of which go to show that the unmistakable revival in trade which we have noted during the past few months is becoming more pronounced. A Bradford correspondent, writing a few days ago upon the present condition of trade in that centre, had occasion to remark that in many establishments there was more work on hand than could possibly be turned out to time, and that the demand for operatives had exceeded the supply. There is reason to believe that in other centres of the textile trade a similar story is to be told, though possibly not in the same accentuated form. Nor is the revival confined to our own trade, for from Birmingham comes the information that in the tin-plate trade there is not a single member of the trade society now unemployed, and the demand for men cannot be met. The announcement that a strike for advance of wages at Stockport among the cotton weavers has just taken place may also be taken as prima facie evidence that the tide of revival has, at all events, reached the centre of the cotton industry. The general prospects for the year, good as they were at the commencement, seem to be rapidly improving."

A LARGE CONCERN.

Wilson & Rankin are making extensive changes in their business in Brandon, Man. They open out about the 15th of March a large departmental store, stated to be the most complete establishment in modern merchandizing west of Toronto. Mr. A. D. Rankin, who is well and favorably known in the dry goods trade, has been east for some time purchasing the stock and engaging clerks for the new departments. Their fine premises in the Syndicate block will be fitted up with all modern conveniences for the systematic dispatch of business. We congratulate Messrs. Wilson & Rankin on their enterprise, and bespeak for them a wide influence and large success.

CURTAINS AND CARPETS.

The demand for curtains is good, report McMaster & Co., and Swiss curtains are selling well. A feature in curtains now is the taping top and bottom. In carpets a demand has sprung up for moquettes, and a handsome range of them is being shown.

McMaster & Co. are making a specialty this season of jute furniture coverings in 52-inch widths. A large range is shown at close prices.

The Peoples Building and Loan Association of LONDON, ONT.

Incorporated

Authorized Capital, - - \$5,000,000
Subscribed Capital, - - - 1,500,000
Accumulated Capital, - - - 135,000

PERMANENT STOCK

The first issue of \$100,000.00 of this class of stock has been authorized, and applications for allotment of shares will be received until the 31st of March, 1886. Cost of each share, \$100.00. Shares issued at par. Dividends will be paid semi-annually.

As this issue is limited, intending investors should apply immediately, stating the amount required. The next issue will undoubtedly sell at a premium as was the case with our prepaid stock, which sold at a premium of \$10 per share of \$85 before being retired.

For further particulars and forms of application address:

The Peoples Building and Loan Association,
Molson Bank Building, LONDON, ONT

Thibaudéau Bros. & Co.

Importers of

ENGLISH
FRENCH
GERMAN &
AMERICAN

DRY GOODS

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

MONTREAL

William Agnew & Co.

Importers

OUR SPECIALTIES:

Dress Goods and Silks

IN STOCK NOW

Sicilians Brilliantines
Figured Alpacas
Satin Royale Broche Mohairs
Wool and Silk Mixtures

305 and 305A St. James Street

(Two doors west of
Victoria Square)

MONTREAL

William Agnew & Co.

James Johnston & Co.

26 St. Helen Street,

... MONTREAL

Sanitary
Diaper
Cloth.

Sample
Free.



Soft,
Highly
Absorbent,
Entirely Free
from Starch.

Fac-
simile
of package.

Made absolutely hygienic by ster-
ilization and antiseptic bleach. . . .

Put Up In Hermetically Sealed Bags.

Staple and Fancy Dry Goods

... WHOLESALE ...

Our stock is now well assorted in the following Departments:

Silks, Ribbons, Trimmings, Dress Goods,
Velveteens, Hosiery, Gloves, Underwear (Gents',
Ladies' and Children's), Smallwares, Handkerchiefs in
Silk, Linen, Cotton, Muslin, Laces, Embroideries;
Cloths, Tweeds, and Gents' Haberdashery.
Some special lines in Blouse Silks and Trilby Velve-
teens. Domestic Cotton Goods of every description.

Special attention given to Letter Orders . . .

Agents for
the

ANTISEPTIC SANITARY DIAPER

Put Up in 10 Yard Lengths, 18 to 27 in.

WOOLENS AND CLOTHING.

THE new Oxford homespuns this season are very attractive in range and quality. They are likely to be popular for outing suits of all kinds. In a shipment just received at John Macdonald & Co's, including brown, grey and tan mixtures, a new dark brown shade struck THE REVIEW as particularly attractive.

The result of the recent meeting in Toronto of the blanket manufacturers is an advance in woolen blankets of $2\frac{1}{2}$ cents per pound.

The most popular spring overcoat in London just now is the covert. THE REVIEW observed a special line in coverts—the whipcord make—at Wyld, Grasett & Darling's, which is very attractive.

Specials in woolen goods at John Macdonald & Co's this month include a choice line of 6-4 Scotch suitings, worsted suitings in small neat effects, mixtures and checks, a large range of blue and black worsteds in twills and satin finish at the old figures, and a full range of the celebrated Belwarp serges and worsteds, warranted seaproof and sunproof.

Three or four special lines in black worsteds at Brock & Co's are having quite a run. So are Scotch tweeds and fancy worsteds in tints running from brown to green, and mixtures of both.

Hutchison, Nisbet & Auld report a good demand for Scotch tweeds and the better class of Canadian tweeds. Serges and fancy worsteds are also in active demand.

S. Rubins & Co., clothiers, have leased the two spacious shops in the McLaughlin building, King street, St. John, N.B., which are to be converted into one in order to meet the requirements of their trade.

A limited quantity of job Canadian tweeds, good patterns, are being offered by W. R. Brock & Co. They will do for a leader in low-priced suits. Sample pieces will be sent. A special range of tweed suitings in both 3-4 and 6-4 goods in new shades are shown. Canadian serges in black and blue are selling freely.

The Goderich Knitting Co., Ltd., composed of C. A. Nairn, Donald C. Strachan, Dr. J. R. Shannon, James Clark, George Acheson, Alex. Monroe, E. Dawning, Charles A. Humber, R. C. Hays, Wm. Wallace, Wm. Holland and Henry Horton, with a capital of \$20,000, will operate in Goderich.

Mr. Johnston, the experienced buyer in woolens for Wyld, Grasett & Darling, has just returned from the Old Country with the latest goods and the newest ideas. In tweeds, Scotch and Irish for suitings are going to be popular. Trouserings are no longer sticking to stripes. The house is showing a big line of mixed worsteds in twills and hopsacks. For fall goods the outlook is for grey rather than the blacks and blues, which have been so popular. The English makers are getting their material out in greys in all weights.

One of the leading industries of Yarmouth, N.S., is the woolen mill. During the past year the management of the Yarmouth Woolen Mill Co. have enlarged the mill and put in new machinery of the latest pattern, so as to be abreast of the

times. One of the largest manufacturers of clothing in Western Canada is a large buyer of the product of these mills.

William R. Russell has sold out his clothing business on King street, St. John, N. B., to Messrs. Joseph Horst & Son, Montreal, and will retire. Mr. Russell has been in the active business life of St. John, says The Gripsack, since 1865, in which year, with his late partner, Mr. Nichol, he purchased the business from the late Mr. John Anderson, with whom he had been a clerk since 1854. In his long career of thirty-one years in the King street business, Mr. Russell made a most honorable record, and his customers and friends will note with regret his withdrawal from the trade life of St. John.

Letters patent have been issued incorporating Narcisse Wells, Joseph Wells, Louis Wells, Eugene Talbot and Adjutor Lapointe, all of Notre Dame de Laterrriere, Que., to manufacture tweeds, blankets, and all sorts of woolen cloths, under the name of Well, Freres & Cie., with a total capital stock of \$10,000, divided into 100 shares.

At the annual meeting of shareholders of the Cornwall Manufacturing Co., Ltd., Feb. 26, in Montreal, the following directors were elected for the ensuing year: Messrs. Andrew Allan, W. M. Ramsay, R. Meighen, Sir Donald Smith, H. Montagu Allan, W. A. Hastings and A. T. Paterson. At a subsequent meeting of the directors the following officers were elected: Mr. Andrew Allan, president; Mr. W. M. Ramsay, vice-president, and Mr. Robert Meighen, managing director.

JOHN MACDONALD & CO.

It is always a pleasure to visit the warehouse of John Macdonald & Co. There is a volume of information to be obtained by walking through their five great departments, which are constantly being replenished with new and fashionable goods, the latest production of manufacturers in Great Britain, France, Germany, Switzerland, United States, Canada, and many novelties from China and Japan. They have made each of these departments a specialty, and have designated them. First, linens and staples; second, silks and dress goods; third, men's furnishings and haberdashery; fourth, woolens and tailors' trimmings; fifth, carpets and house furnishings. Each of these is under the management of a buyer, who visits the markets at least twice a year, where the goods belonging to the respective departments are made, thus keeping in thorough touch with new productions as they appear for each season. Then the courtesy extended to visitors must, of necessity, result in pleasure and profit both to the firm and to the visitors they have. This firm also make a specialty of filling letter orders, and now that their assorting season has begun, it is certain that the full nature of their stock and the efficiency in their system of doing business, must be both profitable and convenient for intending purchasers to do business with them.

A HIT.

James Johnston & Co. have made a hit with some of their purchases of blouse silks. They bought several large lots and are quoting some close prices. The same house has also a special line of foundation silk in all the leading shades branded "Frou-frou" which they can sell at $47\frac{1}{2}$ c.

ED. SCHULTZE, SON & CO.

Montreal

Sole Agents for
Canada.

Grand Prix d'Honneur, Paris Exposition, 1889

TREFOUSSE & CO.
Highest Grade French Kid Gloves

These fine goods
have never before been
offered in this market.
We will shortly call upon the trade
with a complete line of **Kid Gloves**

INCLUDING
English, Belgian, German and Austrian
Manufactures . . .

NECKWEAR . .

Low Grade Fibre Scarfs
Superior Silk Mixed
Fancy and Black Silks
in all shapes.

Specialty of _____

Men's Underwear and Half-Hose

Balbriggans and Naturals Special Neat
Stripes, Self and Fancies.

NOVELTIES IN HALF-HOSE FOR WINDOW DRESSING

Travellers will be out shortly with full samples in Underwear and Half-Hose.

GLOVER & BRAIS,

Montreal

COTTON NEWS.

NO SELLING TO RETAILERS THIS SEASON.

It has not yet been officially announced, but it is generally understood, that the manufacturers of prints in Canada will not sell to retailers this fall. It will be remembered that while the proposition to sell at fixed prices was generally approved of, there was a decided objection to a number of retailers being permitted to buy, subject to the same discounts as the wholesale houses. This fall there will be no retailers on the list. In some cities there are firms which do a wholesale and retail business. For the protection of the other retail houses in the town who have to compete with them, the mills should make such an arrangement that these houses shall not take advantage of their extra discounts by cutting the retail prices. The experiment has been a success. The wholesale houses have made a better profit on prints and they have sold more of them. The mills say the output has been 20 per cent. ahead of last year, and they are running on full time.

It is among the probabilities that the same system of fixing prices will be applied to cottons and several other lines in the near future.

AMERICAN PRINTS DECLINE.

The recent reductions in the prices of cotton prints in the States have led to some fair sized Canadian orders being placed at New York. The sales in question: certain lines which cost 7c. formerly, were closed out at $5\frac{1}{2}$ to $5\frac{3}{4}$ c., while finer goods which before fetched 10c. were sold at $7\frac{1}{2}$ c. In this market, though no actual general change is yet noted, the feeling is easier and lower prices are expected.

MEETING OF STOCKHOLDERS.

At the annual meeting of the stockholders of Wm. Parks & Son, Ltd., at St. John, N.B. on February 18, the report of the directors was presented and considered quite satisfactory.

As the Parks mills are known to their patrons all over Canada to be one of the most enterprising and well-managed concerns in the country, it will not be surprising to know that the following resolution, looking to the manufacture of printed cottons, was passed:

That the stockholders commend the desire of the directors to make a greater variety of goods and approve of their getting machinery for that purpose as soon as possible, so as to be able to manufacture any class of goods used in Canada, which they may think would be more profitable to make than the lines on which the mills have been hitherto running.

Whereas the production of printed cottons in Canada amounts to only one-third of the quantity consumed, being two-thirds to be imported from abroad, and

Whereas an establishment for printing cotton goods requires the product of many cotton mills to supply it with material to enable it to work to advantage, and

Whereas the only print works in Canada are owned by the corporation that control nearly all the cotton mills, and it being impossible at the present time to establish other print works with any prospect of success, therefore

Resolved, That the directors of this company make application to the Government for permission to re-export the cotton cloth made in the mills of the company after having exported it for the purposes of being finished on paying duty only on the cost of finishing.

This privilege to be granted only until such time as facilities for finishing the goods are available in Canada to supply the wants of the country.

The old Board of Directors were re-elected, viz., Messrs. John H. Parks, Thos. McAvity, A. C. Blair, T. B. Robinson and Hon. Wm. Pugsley. At a meeting of the directors, held afterwards, John H. Parks was elected president; Thos. McAvity, vice president; Wm. Parks, secretary; Adam P. Macintyre, accountant; John McAllister, auditor.

HOME-MADE COTTON BLANKETS.

Canadian manufacturers are now going to try to control the trade in cotton blankets. United States manufacturers have supplied the bulk of the demand in the past, but one of the

syndicate mills has been enlarged and a plant for making blankets has been put in.

The American makers are now showing samples and quoting prices for next fall's trade, but our own makers will not be on the market for a few days yet. They announce their intention of underselling any imported goods.

NOTES.

Those who have seen the new Canadian cotton blankets pronounce them superior in make and finish to the American article. They are a trifle more costly, at prices now quoted.

A crumb of comfort has been given the Lancashire cotton interests who have agitated for a repeal of the import duties on manufactured cottons going into India. Both the Salisbury and Rosebery Governments in England declined to interfere with these duties. But action has been taken by the India authorities themselves to partially meet the Lancashire grievance. Sir James Westland introduced a bill into the Legislative Council of India exempting cotton yarn from both import and excise duty; reducing the import duty on woven cottons from 5 to $3\frac{1}{2}$ per cent., and putting an excise duty of $3\frac{1}{2}$ per cent. on cottons woven in Indian mills. This will mean a loss to the revenue of about \$35,000,000, but it is thought the improved financial conditions will stand it. The hand-loom weaver is to be exempted from the excise duty, and a strong protest against this and other features of the measure is expected from the Bombay mill owners, while Lancashire will not like the exemption to the hand-looms. The bill has passed, according to cable advices.

HOSE.

Wyld, Grasett & Darling report a special line of boys' heavy knickerbocker hose, a full range, to retail at 15, 20 and 25c. per pair. All sizes in two and one rib cashmere hose, all wool, known to the trade as No. 41, women's size, to retail at 25c. are shown. Also the "Eclipse" stainless black cotton hose, fashioned feet, to retail at $12\frac{1}{2}$ c. In plain cashmere there is a complete range of sizes in 18, 21 and 22 at the old prices.

MEN'S UMBRELLAS.

Irving's quote a special number, with a gloria silk mixture cloth and silver trimmed Congo handle, at \$1.60 each, which would make a good \$3 retail line.

A new lot of ladies' Congo handles has been received by this firm, from the new crop of this wood, which is just beginning to arrive, and are extremely well-marked naturals.

"THE MIRROR OF WINDOW DRESSING and RETAIL ADVERTISING."

A monthly magazine for business men who think.

You need it because it's full of timely pointers and information.

\$2.00 per year in advance. Your name on a post card brings a sample copy.

Address—The Mirror of Window Dressing,
CLINTON, ONT.

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

—: IMPORTERS OF NOVELTIES IN :—

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

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

Our travelers are now on their respective routes with a full line of samples in Dry Goods Novelties, gathered through the best facilities and with the greatest possible care from all the leading fashion centres of Europe. It will interest you to see our collection before placing your order for the Spring Trade, and we solicit for our representatives, who will call upon you shortly, your usual kind consideration and esteemed favors With best wishes for a successful year in 1896.

We are, obediently yours,

Kyle, Cheesbrough & Co.

MONTREAL.

Please Wait—

to see our range of Men's Underwear, Hosiery, Gloves, etc., for the Fall Trade before you buy a dollar.

Special lines are being made for us exclusively.

English finished Collars are selling faster than we can turn them out at present.

TOOKE BROS. ——— Montreal

TRADE NEWS.

TORONTO.

WYLD, GRASETT & DARLING received this week a shipment of golfers in the latest combination of stripes.

W. R. Brock & Co. have placed in stock some of the latest novelties in fancy parasols, also some extra value and nobby handles in staple goods.

The arrival of another shipment of novelties in belt buckles, blouse pins, hooks and eyes, thimbles, etc., last week, is reported by W. R. Brock & Co.

Mr. Ellis, the Maritime representative of John Macdonald & Co., is in Toronto for a few days. To THE REVIEW he reported trade in New Brunswick and Nova Scotia good.

The stock of Macabe, Robertson & Co. was sold, Feb. 19, at 47½c. on the dollar.

Mr. Kent, dress goods buyer for McMaster & Co., leaves next week for the European markets.

Mr. W. R. Brock has arrived at Genoa, and is spending some weeks in Italy.

ONTARIO.

J. C. Campbell, of Woodstock, left last week for a trip through the Eastern States to benefit his health.

Thos. F. Donnelly has begun business as a tailor at Westport.

The stock of the W. M. Wightman estate, Oshawa, will be sold at auction on the 11th.

Crumley Bros., dry goods merchants, Kingston, are moving into the Macnee & Minnes block on Prince's street, about two blocks distant from their old premises. They will add a boys' clothing department to their present business, and will conduct it on a larger scale, their new store being more than double the size of the old and fitted out in first-class style.

QUEBEC.

M. Loranger & Co., who have been doing a dry goods business at Granby, Que., for some months, are returning to Sherbrooke.

The firm of Bradford Bros. & Payne, has been dissolved by mutual consent. Mr. W. D. Bradford has purchased the interests of his former partners, C. H. Bradford and J. J. Payne.

WORKING A SWINDLE.

A clever swindle is described by The Dry Goods Economist. It was perpetrated on a New York dry goods house a few days ago. A fashionably dressed woman drove up in a stylish carriage and selected a seal wrap at \$300, tendering in payment a cheque for \$1,000 drawn on an uptown bank. The customer was detained while a boy was sent to the bank to ascertain the genuineness of the cheque, and became highly indignant when she learned the cause of the delay. In fact, on the boy's return she demanded her cheque back and left the store, saying she would purchase elsewhere. Fifteen minutes later, however, she returned, expressing regret for her impatience, and, tendering the cheque, said she would take the wrap. The garment was accordingly placed in the carriage and the customer departed, carrying her change of \$700 with her. When the cheque was again presented at the bank it was found that immediately after

the boy's first visit to the bank the \$1,000 which the woman had on special deposit had been withdrawn, and there was no balance with which to meet the cheque.

MEN'S FURNISHINGS.

A CONSPICUOUS feature in this department at W. R. Brock & Co.'s this week is an immense pile of men's braces towering from the floor nearly to the ceiling, about 3½ inches square at the base. This is a snap that the buyer secured to retail at 10 to 12½c. per pair. They are called "bargain braces."

Tooke Bros. have a job line of Currie's mackintoshes in many shades which they are offering at \$4.50. They are excellent value for the money.

W. R. Brock & Co. are offering some special values in cottonade and denim overalls and pants made up in the various styles and at special figures. They offer to send sample dozens on request.

John Macdonald & Co. report a large range of sweaters and bicycle and golf hose, as well as bicycle and golf belts, both men's and ladies'.

W. R. Brock & Co. have just passed into stock "The Duke," a special line of men's cashmere waistcoats in the newest patterns and shapes, to retail at a popular price.

The Williams, Hurlburt Co., of Collingwood, are having a good demand for their spring goods in boys' cotton knickerbocker hose and men's cashmere socks. They report sales increased over any previous season.

The big horse show to be held in Toronto next month will be signalized by special neckwear in horse show colors being got out by John Macdonald & Co. There will be a big demand for it.

"Our shirt trade," said Mr. Tooke, of Tooke Bros., "has been phenomenal this year. It is far ahead of any previous year, and is beyond expectations. The expansion I think is due to the attractive style in which we are now putting out our goods. That brings us buyers; the quality keeps them."

SWEATERS.

W. R. Brock & Co.'s stock of these goods in white, black, navy blue, tan and garnet, or dark red, is large and quotations interesting from the fact that they were purchased before prices advanced.

AGNEW & CO.'S NEW QUARTERS.

Wm. Agnew & Co. are now established in their new premises, 305 and 305A St. James street, just west of Victoria square. These new warehouses are on the ground floor, occupying the entire flat, with a large basement suitable for the storing of goods. There is plenty of light, both the front and rear of the premises being amply provided with windows. This will be a great advantage in displaying the class of goods that the firm devote their attention to, viz., fine imported English, French and other foreign dress fabrics.

TO MISS THEM

Is to lose trade.

TO HAVE THEM

To sell is to increase
business.

WE MEAN _____

Combed Yarn Wash Dress Goods



THEY ARE THE QUEEN OF POPULAR
. . . WASH FABRICS. . .

WRITE FOR SAMPLES

Gilbert Mfg Co

514 Broadway
NEW YORK

A Question of Dollars



Almost everything in life is a question of dollars. Maybe this is all wrong, but it's a fact nevertheless.

In Canada a great many milliners and dry goods merchants have dollar after dollar invested in goods that are unsalable because the color is wrong. Fashions change almost as often as the winds, and the stocks of wrong colored goods get bigger and bigger.

We want these milliners and dry goods merchants to write us a letter about their unsalable stocks. It is our business to re-dye and re-finish them—make them fashionable and desirable. We can do the work better than anybody else, and we have labor-saving machinery that keeps the cost down to the bottom.

Doesn't take many dollars to employ us.

R. PARKER & CO.

Head Office and Works, 787-789 Yonge St.
Toronto Telephones Nos. 3037, 3646, 1064 and 2143

TORONTO, ONT.

ALREADY THINKING OF NEXT WINTER.

THE successful merchant cannot live altogether in the present. He must always look ahead and prepare for next season, even before this season is well here. Our winter is now barely over, but already the Fibre Chamois Co. are beginning to advertise in the weekly papers all through Canada, explaining to the country trade the many advantages to be gained by using Fibre Chamois lined clothing next winter. These "words in season," dwelt on and rubbed in by constant reiteration, will certainly result in large demands for ready-made clothing so lined. For a man wants all the comfort he can get for his money, especially if he be an outdoor worker; and a healthful wind-proof and water-proof warmth, without extra weight or bulk in his outer clothing, will appeal irresistibly to everyone.

This being the situation, it is necessary for the retail merchants to also look ahead and show their sound sense and judgment by preparing now for the demand all this advertising will create, and order their lines of fall goods made up with this interlining. The merchant who carries Fibre Chamois lined clothing is not only sure of satisfying his customers, but will reap the benefit of all the profuse advertising done by the Fibre Chamois Co.

KID GLOVES.

The fact that Easter season is fast approaching is an important one to every glove department in the country. At no season throughout the entire year are there so many gloves sold as just before Easter Sunday. Everyone feels that they must have a new pair of gloves for that day at any cost, and those merchants who have been so shortsighted as not to have pre-

pared for a large sale of kid gloves will have the unpleasant experience of seeing other merchants, who have secured all the latest novelties by placing their orders ahead, doing a big business in this and, consequently, other lines. With the facilities for getting the right thing in kid gloves to-day in the Canadian market, no clerk should ever have to take what is commonly known as a swop. The firm of Emil Pewny & Co., who carry undoubtedly one of the largest stocks of kid gloves in Canada and give this one line their full and practical attention, have on hand now a full and fresh stock of all their valued leading lines, as well as a limited stock of the very latest novelties.

WYLD, GRASETT & DARLING.

Wyld, Grasett & Darling have opened up another shipment of 34-inch English flannelettes. These goods have proved very popular and there have been many repeats for them. Recent shipments of prints by the same firm contain some fine novelties in spring and summer wear, including the latest blouse effects in fancy cloths, such as cotton crepons, etc. Another arrival of 24-inch glass cloth is reported.

VELVETEENS SCARCE.

Kyle, Cheesbrough & Co. will have some new things in printed nuslins and grass linen lawns to show this week. Their specialties are Marsalia and Amazon.

There has been an unusual demand for 32-inch velveteens for spring capes and supplies are light. They recently cleared out their entire stock in one day and had to cable for repeats.

They are showing some special lines in pompadour silks for millinery and blouses.

The **RELIANCE BRAND HOSE**

ARE MANUFACTURED BY

THE WILLIAMS, HURLBURT CO.

of COLLINGWOOD, Limited.

Our Boys' Ribbed Cotton Hose,
Our Ladies' Plain Cotton and Cashmere Hose,
Our Men's Cotton and Cashmere Socks,

ARE SUPERIOR GOODS.

WARRANTED

FAST BLACK.

Try Them.

"BEEN MAKING HOMESPUNS 28 YEARS"

OUR NEW SPRING SAMPLES IN

Elegant Homespun Effects  Surpass anything ever shown.

They are in the hands of the wholesale trade. Enquire for them when the travellers come round.

OXFORD MFG. CO. - - OXFORD, N.S.

Distinctive Merits

For Brightness
Purity, Loftiness
and Staple . . .

These brands have no equal.

GET YOUR ELECTRICITY AT THE POWER HOUSE
YOUR CHEMICAL PURITY AT THE DRUG STORE

When you want a Cotton Bat at Rock Bottom Prices, and having the Qualities and Peculiar Merits that make it salable and serviceable, ask for

North Star, Crescent or Pearl . . .

Even the Lowest Grade has most excellent staple, puffiness and life.

Do Not Be Deceived. Use Your Own Judgment
Dissect the Bat. Fix The Value Yourself.

Award Hats having the inside webbs loaded for weight with miserable yet low, oily and half-carded stock. Insist upon a Hat that is composed throughout of lively, well-carded, pure white stock—qualities peculiar only to the brands—

North Star Crescent Pearl



Proof Most Convincing

There is no finer under-
wear made in the WORLD
than

THE . . .

“Health Brand”

Bold words—you say. They
are, and true. Have them
worn in your own HOMES
and then deny it if you can.



Read the Back of this Page Carefully.



HEALTH

HEALTH

Two Letters

As the Lady is Now in Montreal these Letters Will be of Special Interest.

Mrs. Jean Morris Ellis

MONTREAL, Nov. 2, 1896

DEAR MADAM. The considerably increased demand for our "Health Brand" of underwear from the Lower Provinces this season has caused us to make enquiries from our customers and in answer to same, Messrs. Macaulay Bros., of St. John, N. B., write us, and also send us newspapers referring to your course of lectures in St. John, in which you give prominence to our "Health Brand," strongly advocating same, especially our Children's and Women's Combinations. Inasmuch as we have not the pleasure of knowing you we are much gratified to see our efforts appreciated by one so fully qualified to judge of the merits of the goods we make, and recognize the points which are so valuable to the wearers.

We shall be pleased any time you are in Montreal to show you the process of manufacture and give you any additional information in our power, or receive any ideas from you, if you can suggest any means by which we can still improve in the direction of greater comfort or more perfect adjustment to the special needs of women and children, from a health preserving point of view, on any of our lines.

Thanking you for your unthought and most kind interest, and assuring you of our constant aim to keep up and improve the already high standard we have set ourselves,

We are yours faithfully,

THE MONTREAL SILK MILLS CO.

(Signed) Henry J. Joseph, Manager

The Montreal Silk Mills Company:

GENTLEMEN, In answer to your letter of the 2nd ult., I wish to tell you that, having bought in Yarmouth, N.S., goods of your make known as the "Health Brand," it has given me much pleasure to recommend them and most highly, as, beyond a question, the most perfect articles in every respect, from a hygienic and sensible standpoint, I have come across. I not only examined them in every detail after they had been worn and washed, and before I took the important step of publicly bringing them to notice, and I wish to state that for quality and finish I believe them to be unequalled and worthy of the highest commendation. I have submitted samples of the wool in them to experts, who pronounced it of the finest grade that can be made, and I have in the "Health Brand" found an article I have long been looking for and one which I can endorse with utter sincerity and perfect confidence in the fact that every woman and child must benefit by their use.

I have been approached innumerable times by manufacturers and others wishing me to bring to the public notice articles that they were interested in, but this I never will do and have never done. My work lies in other directions, and my efforts in the same afford me all the reward, both pecuniary and otherwise, I seek in a world which has too great a need of earnest workers in good causes, without too selfish a wish for their own benefits, and if I have inadvertently been of use to you by letting the public know of the merits of the "Health Brand," my object has been to benefit my hearers and nothing else.

At the same time I wish to thank you for your courteous letter of recognition, and when I come to Montreal I shall be much pleased to examine the process of manufacture at your mills and gain any technical knowledge possible, as I believe it is well to learn whenever a chance offers.

I can suggest no improvement in your goods, as they fill my idea of underwear exactly, and, while recommending them above all other, I wish it to be distinctly understood that I look for no other recognition at your hands than your good will, and only seek to give prominence to the "Health Brand" because I find it absolutely the best.

Yours truly,

(Signed) JEAN MORRIS ELLIS

From "THE METROPOLITAN"

Montreal, Saturday, Jan. 25th, 1896

DRESS REFORM.

LECTURE AT THE TEMPLE HALL BY MRS. JEAN MORRIS ELLIS.

MRS. ELLIS, who has been entertaining large and appreciative audiences during the week at Masonic Temple Hall, by her clever exposition of Physiology and Hygiene, turned her attention yesterday (Thursday afternoon) to the subject of Dress Reform in a lecture to ladies only, and was greeted by an audience which filled the hall, amongst which were many ladies known to the social world. Without going too fully into details which the nature of the lecture in a newspaper article, her ideas are certainly not the "new woman" as popularly represented, but of a more fitting

fitting men's coats and the other accessories considered necessary to a man's general get-up, but a womanly woman in the truest sense, and inclining more to the ideas of ancient Greece than modern London, but with striking the happy medium in the direction of following fashion, where fashion leads, sensibly. She dwelt upon the great importance of wearing pure wool garments next to the skin in weights which are now made adapted for summer and winter, and showing how, by their use and wear, the beautiful outlines of figure were preserved in regard to the proper display of dress itself. She stated that for years her attention had been directed to this class of underwear in an endeavor to find that which fitted to her ideas all the necessary requirements of absolute softness, purity of material and finish, and that she has found her ideal in

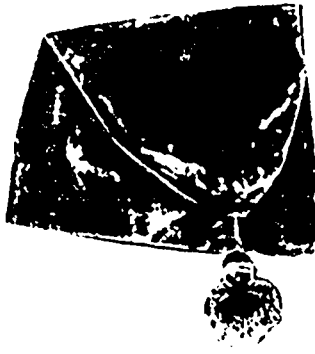
the "Health Brand." She has a charming little boy of about four years of age, who appeared on the stage as illustrating her ideas of this underwear for children. Another subject touched upon was the very important question of corsets and lacing. She also illustrated her ideas on this subject in a practical manner; in fact, the lecture was both clever and entertaining, showing Mrs. Ellis as a profound student on her subjects. She announced her intention at the close of giving one or more private lectures to ladies next week on different topics, the dates of which she would announce through the press Monday next. We have rarely had the pleasure of listening to a lady whose ideas were so excellent, and power and expression so forcible and at the same time refined.

The foregoing will interest everyone to whom a copy of this Number is delivered. Read it carefully. Try the "HEALTH BRAND" in your own homes—as WE DO. Let your OWN PEOPLE wear it. THEY will tell you, that properly washed, it does not shrink, and on ALL other points is everything we claim for it.

This is the way to find out beyond question---THEN---you will KNOW that you are selling the public goods that cannot be excelled.

SILK TOQUES.

The silk toques for children's wear are in high favor in the United States just now, and the trade is pretty certain to be general in Canada. They are shown in solid colors and fancies, creams, blacks, navies, etc. The toque adapts itself comfortably to the season of cool weather before the advent of the straw sailor. A shipment of the Roman striped toques, German goods, are daily expected here by



SILK TOQUE.—A. A. Allan & Co.

A. A. Allan & Co.

NEW LINE OF DOWN QUILTS.

Owing to the great demand for the "Swan" brand down goods in pillows and quilts last season the Toronto Feather & Down Co. were compelled to withdraw their samples long before the close of the season. They are now preparing for this largely-increased business by enlarging their premises and plant, and by April will be in a position to double their output of 1895. Their manager is now in the foreign markets and writes that he has been very successful in securing many new and tasty ideas. Among these they are going to make a new line of quilts under the name of "Snow Flake," which in lightness closely resembles the down and at prices that will interest all buyers. Those who have seen the above bespeak for it a ready

sale in this market. Messrs. Boulter & Stewart are sole selling agents and their travelers will soon be able to show a complete line of their goods for fall.

A WELL-KNOWN TRAVELER DEAD.

William C. McGuire was found dead in bed at the Russell House, Ottawa, Feb. 24. Few commercial travelers were better known in the Ottawa Valley and the Province of Quebec than Mr. McGuire, who had many friends who will hear of his death with regret. He had suffered for years from a heart trouble, which was the cause of his sudden demise. Mr. McGuire was 63 years old. Early in life he was in the grocery business, but latterly represented wholesale firms in Montreal and Toronto in men's furnishings.

GOODS ON THE SIDEWALK.

The merchants of Uxbridge, says an Uxbridge contemporary, like the Simpsons and Murrays and Sutcliffes, of Toronto, occasionally have to leave their new arrivals of goods on the sidewalks for a day or two until they can make room in their stores, and pass them into stock. On complaint of Chief Wright a few days ago Messrs. W. A. Broddy and J. F. Brownscombe were fined for obstructing the sidewalk in this way. The merchants naturally resent this treatment, while the public are divided on the subject. Some think these men are not only enterprising, but public benefactors in their enterprise, while others say there is no necessity for boxes to the number of forty, fifty or more being ranged along the side of the walk, and that the town would be liable for damages should these boxes fall on any person or frighten horses into running away.



Ready-Made Clothing

We have the most complete clothing factory in the Dominion.

Samples and prices on application.

Clayton & Sons
Halifax, Nova Scotia

THE . . .

C. Turnbull Co.

ESTABLISHED 1859

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

Full-Fashioned Underwear, Ladies' and Children's Combination Suits, Men's Shirts and Drawers, Jersey Ribbed Perfect Fitting Ladies' Vests, Drawers, and Equestriennes, Ladies' and Children's Anti Grippe Bands, Sweaters, Striped Shirts and Knickers.

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

INCREASING THEIR STAFF OF TRAVELERS.

Matthews, Towers & Co. had a great run on their stock of fine summer vests and English hand-sewed braces, also their extensive assortment of neckwear of all kinds. They have still on hand a reserve of these three lines for sorting trade. On the whole their business has been better if anything than last year, so much so that they have been obliged to engage an additional traveler to attend to their customers. This gentleman, Hugh Cowan, is one of the best known men on the road in gents' furnishings, and has covered all the provinces. He commenced to call on the patrons of his new employers this month.

CREAM PARASOLS.

It seems early to be thinking of these summer articles, but Irving's are showing them, and report sales good. The range commences at \$8.40 per dozen for a silkette with a good style of handle and a deep frill. Intermediate prices run up to \$42 per dozen, some lines quoted at \$24 to \$27 being very light and airy in appearance, as they are intended, with rows of chiffon, etc. A cream Japan silk, plain, and a line with frills, are claimed to be good value.

MUSLINS.

A special line of Amazon lawns, specially suited for blouse and dress purposes, has just been received by W. R. Brock & Co. They are exact patterns of the newest art silks. The assortment of fancy lappett muslins deserves special mention. A line of white apron muslins with colored stripe borders has proved to be a large seller; also tucked lawns for apron

purposes, etc. Mention is also made of a large assortment of white and colored fancy muslins, including all the latest novelties in cotton crepons, satin checks and stripes, lenos, lawns, poplinettes, barleycorns, piques, Marseilles, etc.

FOR EVENING WEAR.

"We find," said Brophy, Cains & Co., "that thousands of the blouse waists and shirts that are being shown are not suitable for ladies for afternoon and evening wear. They want cream Sicilian, fancy silks and cashmere delaines with silk stripe. These goods are selling very freely."

NEW SHIPMENTS.

John Macdonald & Co. report the arrival of the last deliveries of their special cotton toweling, which has proved a great success; also a shipment of cardinal navy prints and one of German golfers, the range including plains, fancy stripes and checks.

A TRIP TO ENGLAND.

W. W. Walker, for the past five years with Duncan Bell & Co., Montreal, has left for England on a visit to his parents. He expects to return early in May, when he enters the employ of R. Henderson & Co., St. James street, Montreal.

SPECIALS IN LINENS.

W. R. Brock & Co. are well supplied in linens, having, outside of their regular qualities, six numbers in towellings, five in tablings, four in towels and four in canvases. All these are extra value.

THE ENGLISH

"Wakefield" Skirt Binding

Specially Prepared Leather and Braid combined—ready for use—in 36-yard lengths. Prominent Shades. An entirely up-to-date binding. Highly endorsed by leading dress makers of London, Berlin, Paris and New York. Light and indestructible. Outwears the skirt. Unaffected by moisture. Ask for "WAKEFIELD" Skirt Binding. For sale BY THE LEADING WHOLESALE houses in Canada.

"WAKEFIELD" Skirt Binding. "WAKEFIELD" Skirt Binding.

MACDONALD BROS. Sole Agents for Canada,
13 St. George Street.

MONTREAL



Re-dyers and Finishers

OF DRY GOODS IN THE PIECE

ALSO MILLINERY GOODS

OSTRICH FEATHERS DYED,

CLEANED AND CURLED

AN HONEST CLAIM

That we have by far the largest and best-equipped General Dye Works in the Dominion; that we have the best technical Dyers and Finishers in our employ; and that our work is far superior to that of any other dyers in the Dominion.

Customers can prove this claim by comparing our work; other dyers can test it when they like, work for work, in any place.

BRITISH AMERICAN DYEING CO., - Gold Medalist Dyers

Principal Offices:

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

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

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

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.



The Galt Knitting Co. Ltd.

GALT, - ONTARIO

Manufacturers of a Superior Quality of

Lamb's Wool Shirts and Drawers
 Top Shirts
 Ladies' and Children's Jackets

And which will be offered
 to the Retail Trade
 at Close Prices



Buyers of these goods should delay
 ordering until they have seen
 samples and prices, which will be shown by
 our travellers in due time.

S. Lennard & Sons

ESTABLISHED 1878.

MANUFACTURERS OF

**HOSIERY AND
 UNDERWEAR**

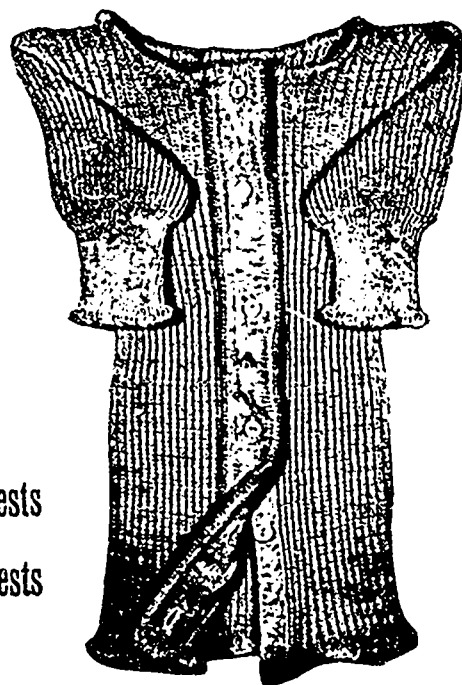
We are patentees and sole
 manufacturers of

"ELYSIAN" Nursing Vests
 AND
 Infants' Vests

Made from finest European Yarns.
 Wholesale trade only supplied.



"Elyslan" Nursing Vest.



"Elyslan" Infant's Vest.

S. Lennard & Sons - Dundas, Ont.

A NUMBER OF NOVELTIES.

Several very late novelties were noted by THE REVIEW at John Macdonald & Co.'s last week. In ladies' belts the one-inch tinsel belt and the elastic spangle belt are new things. Steel point belt buckles are another of the season's novelties, and it is noted as an instructive fact that the machine which cuts the points was built at a cost of \$10,000. Formerly they were cut by hand, but the makers evidently anticipate a demand large enough to justify such an expensive machine. Pin cushion forms, with fancy satin covers, are now being shown in place of white. Down cushions, in new styles, for hammocks and garden chairs, are also shown. Another novelty is the Globe cane basket in nests of 25, the sizes ranging over all useful numbers. Men's straw cuffs are being shown. A large range of side combs, 2 to 4 inches, metal tops, are in stock, and also hair nets, which are scarce.

A NEW REPRESENTATIVE.

Mr J A D Lalanne joined the staff of Robert C. Wilkins, Montreal, for the Lower Ottawa and Eastern Townships, in January, and up to the end of February had opened up 75 new accounts. A straightforward traveler and reliable goods are a good combination for both wholesaler and retailer.

A SPECIALTY IN SILK.

An English contemporary says that the "Popular English Silk," a specialty of Messrs. Rylands & Sons, Ltd., is now manufactured by a process which adds greatly to its lustre without detracting from the wearing qualities. The richness of the colors gives one the impression that it is a silk of a much higher

class, such as *Peau de Soie*, *Satin de Lyon*, etc., and where a plain silk is required either for dresses, blouses, or sleeves, the "Popular English Silk" will be found a most useful and moderately priced article.

BLOUSE SILKS.

The Japanese silks are becoming more and more popular each season on account of their grand washing qualities and the large range of shades they can be had in. Boulter & Stewart are sole selling agents for one of the largest houses in Japan, dealing in all classes of silk goods, and it will be interesting to sharp buyers to see their samples before closing for the next season.

A HANDSOME GARMENT.

THE REVIEW has seen a fashionable new driving coat, and the first of the kind worn in Canada. It is known as the Selby, a combination cape and apron of fine fawn colored cloth, water-proofed, and tastefully finished. The apron descends to the ankles, buckles behind, and is separate from the cape. Both for utility and smart appearance the Selby is a stunner. Mr. John Macdonald, of Toronto, wears it, and looks extremely well in it.

DRAPERIES.

This is the season when the tasty housewife is on the lookout for dainty goods to brighten up the house and make things look spring-like in general. Boulter & Stewart, 30 Wellington street east, have all the newest in draperies. Do not fail to see what they are showing if you want the latest.

**CANADIAN
COLORED
COTTON MILLS CO.**

**SPRING
1896**

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

—: NOW READY :—

See Samples in Whole-
sale Houses.

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

Gilmour, Scholfield & Co.

384 St. Paul Street

MONTREAL

We guarantee to save you money . .

**IF YOU BUY
FROM US . .**

We have received from a large Nottingham lace manufacturer \$10,000 in all the newest Spring Laces. They comprise all the latest styles, and as our instructions are to realize immediately we give the following special inducements:

- Lot 1. 10 per cent. trade and 5 per cent. 1st April
Lot 2. 20 " " " " " "
Lot 3. 33 1/2 per cent. net 1st April

As these are mill prices, and laces have advanced 20 per cent., it will pay you to visit us. We always have jobs on hand.

GILMOUR, SCHOLFIELD & CO., Dry Goods Jobbers

**READY-MADE
CLOTHING**

Finds a READY SALE when made up in the latest fashionable styles from the very best material, guaranteed to fit all sizes and shapes. If you wish to secure this desideratum, see our

LATEST SPRING AND SUMMER STYLES in

**Men's Pants and
Boys' Knickers**

Special Values in Striped Worsteds.

Travellers with samples are out all through Canada. If they have not called upon you yet write us for sample lot and be convinced that you can save money by ordering from

THE

G. A. Thorpe Manufacturing Co.

OFFICE AND FACTORY:

Wholesale Manufacturers
Fine Ready-Made Clothing.

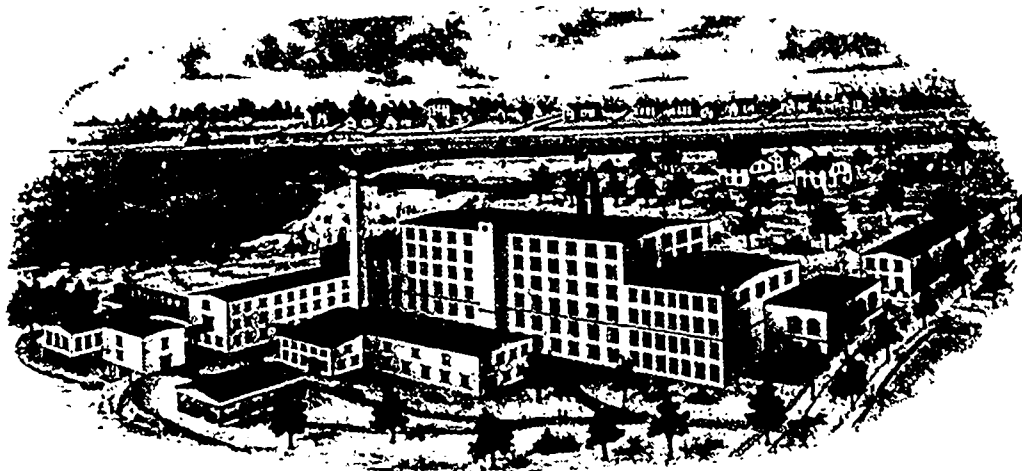
25 Melinda Street

TORONTO.

Rosamond Woolen Co.

Established 1857.

ALMONTE, ONT.



We have all the facilities, both as to machinery equipment and skilled help, for supplying the best

Woolen

.. and ..

Worsted

Goods in the Market.

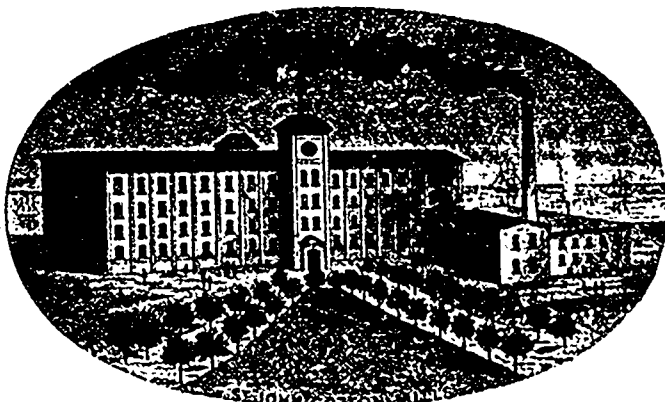
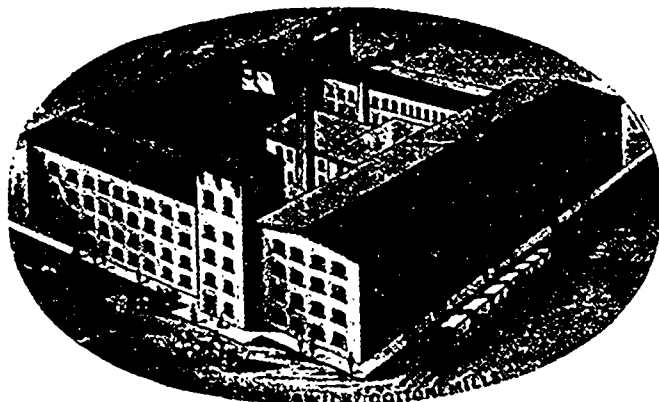
Our designing staff is complete and our patterns new, attractive and up-to-date.

Retailers will consult their own interests by having a selection of these goods in stock.

THEY ARE HANDLED BY ALL THE LEADING WHOLESALE TRADE.

WM. PARKS & SON, Ltd.

ST. JOHN, N. B.



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

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

AGENTS . . .

WM. HEWETT & CO., 30 Colborne Street, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS.
ST. JOHN COTTON MILLS.

ST. JOHN, N.B.

A HANDSOME NUMBER.

From The Montreal Gazette.

The Spring Trade Number of THE DRY GOODS REVIEW is an object lesson of the advance made in modern printing. It serves up practical business information to its subscribers in a most attractive vehicle. The cover is a work of art, quite appropriate to a trade where so much artistic taste is required as in dry goods. Its face represents the salesman the immortal William depicted in "Winter's Tale," practising his wiles on a prepossessing member of the opposite sex, trying to sell "lawn as white as driven snow," etc., etc. This cover encloses 108 pages of reading and advertising matter. The former gives the news of the month regarding the markets and other gossip of the trade in a bright, chatty way. The latter, by its quantity, testifies to the appreciation in which this enterprising journal is held by the trade as a medium for reaching patrons.

BLOUSE WAISTS.

The coming season will be without doubt the largest this trade has ever seen. The shrewd buyer will, no doubt, be looking for the novelties out last. Boulter & Stewart, who are selling agents for four of the best American factories, inform us that they have just to hand reproductions of the latest Parisian designs, which are in the hands of their travelers, and can also be seen at their warerooms.

SOME BARGAINS IN STAPLES.

Greenshields, Son & Co. made sporting offers for some big quantities of colored selicia linings, American gingham, and 2 to 6-yard remnants of white cottons last week and got them. The white cottons they are making a leader of by selling them at the price of grey remnants. On the linings they are quoting absolute manufacturers' prices; this, they say, is in every sense of the word correct. Gingham is at United States manufacturers' prices.

In tweeds they cleared one of the largest Canadian mills of 4,000 pieces, the mill prices of which ranged from 35 to 60c. They are offered the trade their choice at 37½c. They are all spring and summer weights.

NEW GLOVE SAMPLES.

E. Schultze, Son & Co.'s travelers are now starting out with complete samples of Trefousse & Co.'s kid gloves. Their list this season is an exceptionally varied one and worth inspection.

LININGS.

The special features in W. R. Brock & Co.'s tailors' lining department are special values in black Italians and serges; they were all bought at a very large percentage below to-day's price, and, although deliveries are slow, they are in a position to show a complete range. They also report the arrival of a large shipment of sleeve linings, containing special values and designs.

290 GUY STREET.

The Alaska Feather & Down Co., Montreal, are busy at this writing in preparation for a removal from their old premises at St. Sacrament street to 290 Guy street. They expect to be settled at their new premises by the middle of the week commencing the 8th. In the meantime the change is not allowed to interfere in any way with the handling and despatch of orders, which will be attended to as promptly as ever.

**CHARLES H. RICHES
SOLICITOR OF PATENTS**

Canada Life Bldg., King St. West

Patents and Trade Marks procured in Canada and foreign countries. Handbook relating to Patents free on application.

Toronto.

BEATTY, BLACKSTOCK, NESBITT, CHADWICK & RIDDELL

Barristers, Solicitors, Notaries, Etc.

OFFICES - Bank of Toronto, cor. of Wellington and Church St.
TORONTO, ONTARIO.

Solicitors for Bank of Toronto; Board of Trade, Toronto; R. G. Dun & Co. (Metropolitan Agency), etc.

MONTREAL FRINGE & TASSEL WORKS

Established 1833

MONTREAL, the Metropolis of Canada, has vast industries that FRINGE the majestic St. Lawrence for miles, AND the ships of many nations hang like a TASSEL to her wharves, ready to bear away the product of her WORKS and of the fertile soil of our Dominion.

MOULTON & CO. 12 St. Peter Street **MONTREAL**

MANUFACTURERS OF

Cords, Braids, Barrel Buttons, Tassels, Loops, etc.

MILLER BROS. & CO. MONTREAL

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

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

MOZART CUFFS

Angelo & Raphael Reversible Linen Collars and Cuffs.

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

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE"

THOMSON'S

ENGLISH MADE.

"Glove-Fitting." Long Waisted. Trade Mark

CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

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

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

STAMPED DRESS BELTING.

An enterprising idea in selling dress belting is carried out by

M^{rs} Junor,

131. WELLINGTON ST. W
TORONTO

John Macdonald & Co. This consists in stamping the dressmaker's name on every 27 inch, or other length required. This is done in the style

indicated in the accompanying cut, and is much prized by dressmakers.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

Collars, Cuffs, and Shirt Fronts, white and colors, specially adapted for Travelers, Sportsmen, and Mechanics. For sale by all wholesale houses. If you cannot procure, write direct for samples and prices. Largest and leading manufacturer in Canada of these goods.

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

A Reduction in Freights

and in cost of handling can be effected on small importations by employing us as shipping agents. **HOW?** Write us for particulars.

BLAIKLOCK BROTHERS, - Montreal

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

Head Office
Toronto, Ont.
Capital Subscribed - \$2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - 2,320,000.00
Annual Income - 2,400,000.00

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

A Pension for Life

DO YOU WANT ONE ?

See one of our agents about it, or send for explanatory circular to Head Office.

MANUFACTURERS' LIFE INSURANCE COMPANY

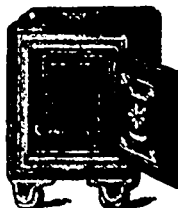
63 Yonge St. (cor. Colborne) TORONTO, CANADA

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

SPECIAL SALE OF Real Brussels Point Lace.

6 1/2 yds. 14 in. Flource	\$70.00	\$40.50
2 1/2 " 6 " Lace	20 "	55.00
1 Lace Handkerchief		10.00
		\$507.00

J. D. M. MacBURNIE
Temple, -- MONTREAL.



Champion Fire and Burglar-Proof Safes

Made with Solid Welded Angle Iron Frame, Iron Inside Doors; 1,000,000 Changes Combination Lock. Twelve years trial have proven them the Best. Fifteen sizes in stock. Write for our Price List.

S. S. KIMBALL
577 Craig St. Montreal, P.Q.

NORTHERN Established 1836
ASSURANCE COMPANY OF LONDON

Capital and Funds, \$36,465,000
Revenue, \$5,545,000
Dominion Deposit, \$200,000

Canadian Branch Office :
1724 Notre Dame St., Montreal. **ROBERT W. TYRE,**
G. E. Moberley, Inspector. **Manager.**

MARINE INSURANCE

The **MANNHEIM INSURANCE CO.**

Grant Open Policies to Wholesale Grocers and Importers at specially favorable rates. Further particulars obtainable by applying to Local Agent, or to

Jas. J. Riley & Sons, . . MONTREAL
Managers for Canada

BEAVER LINE STEAMSHIPS
WINTER SERVICE

The only Canadian Line going exclusively to a Canadian Winter Port. Sailing between **ST. JOHN, N.B., and LIVERPOOL.**

Proposed Winter Sailings, Season 1895-6.

FROM LIVERPOOL.	STEAMERS.	FROM ST. JOHN.
Saturday, March 14	LAKE WINNIPEG	Wednesday, April 1
" " 21	LAKE HURON	" " 8
" " 28	LAKE ONTARIO	" " 15
" April 4	LAKE SUPERIOR	" " 22

Steamers sail after arrival of Canadian Pacific Railway Express, due at St. John 1.30 p.m.

Reduced Rates of Passage, St. John to Liverpool, During Winter Season.

SALOON - Per 88. Lake Winnipeg, single ticket, \$40. round trip, \$80. Per 88 Lake Superior and Lake Ontario, single ticket, \$40 and \$45; round trip, \$80 and \$85, according to location.

SECOND CABIN - To Liverpool, Glasgow or Belfast, \$27.50. to London, \$30.50. From Liverpool, Glasgow or Belfast, \$30.00; round trip, \$52.50. From London, \$33; round trip, \$58.50.

STEERAGE - St. John to and from Liverpool, London, Londonderry, Belfast, Queenstown, Glasgow, at lowest rates.

In addition to the above fares will have to be added the rail fare to or from St. John, N.B. **NOTE** - Steerage Passengers by the Beaver Line are provided with the use of bedding, also eating and drinking utensils, free of charge.

Each Steamer carries a duly qualified Surgeon and experienced Stewardess. Passages and berths can be secured on application to the Montreal Office, or any local agent. For further information, plan of cabins, etc., apply

D. & O. MACIVER, Tower Buildings, Liverpool, or **D. W. CAMPBELL,** General Manager, 18 Hospital Street, Montreal.
BEAVER LINE OF S.S.
Montreal, December 2nd, 1895. St. John, N.B.

CONFEDERATION



LIFE ASSOCIATION

By the Unconditional Accumulative Endowment Policy issued by this Company, provision is made for your wife and family in the event of death, while at the same time capital is built up from year to year, to be used by yourself in your old age or at such a time as you feel that you would like to retire from active business life. Send for particulars to the Head Office, Toronto, or to any of the Company's Agents.

W. C. MACDONALD
Actuary.

J. K. MACDONALD
Managing Director.

A Gem

REPRESENTS GREAT VALUE
IN A SMALL COMPASS



One of Kleinert's Dress Shields is very appropriately named the "GEM"

... ITS GREAT VALUE
IS APPRECIATED BY THE WEARER.

There are
Others—
THE FEATHERWEIGHT
For instance.

ALL MADE BY
I. B. Kleinert Rubber Co.,

Toronto:

26 and 28 Front St. West.

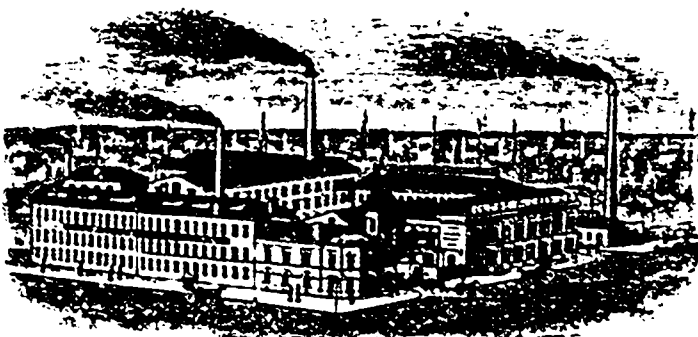
New York:

715 to 727 Broadway

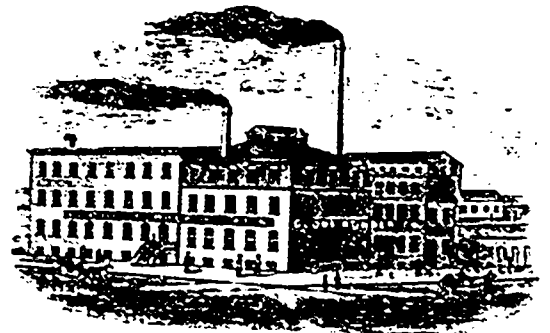
The "ELITE" Waterproofs

MANUFACTURED BY

THE GLOBE RUBBER COMPANY



MANCHESTER, ENGLAND



QUEBEC, CANADA

THEY ARE POSITIVELY GUARANTEED FOR 5 YEARS.

Made in medium and best qualities and latest styles.
Highest award granted at Toronto and Montreal Exhibitions.

ASK WHOLESALE HOUSES FOR "ELITE" WATERPROOFS.

Our aim in life

is to supply the wants of the Men's Furnishing Trade of Canada with the newest and best things in the market, and to make our goods interesting alike to the peasant and the prince. Our stock for the Spring Season is now complete in every department, and our travellers are on the way to show our samples.

If you want to lead the

BRACE TRADE

buy the "Handsewn Reliable" with our own patent cast-off.

Ask to see our specialties in

UMBRELLAS

Numbers 4141, 4142, 4202, 4209.

Special values in TIES in the "Marlboro," and "Scarboro" Knots, the "Viscount" and the "Earl" Band Bows, the "Elysee" Graduated Four-In-Hand, etc.

Large assortment in Hosiery and Underwear, Waterproofs, Handkerchiefs, etc.

Matthews, Towers & Co.

Board of Trade Buildings,

St. Peter Street, MONTREAL

TEXTILE BUCKSKIN

**Absolutely
Rain-Proof
Shower-Proof
Perspiration-Proof**

Woven Buckskin Water-proofed

And the recent test made by Prof. Stubuczyn, President of the College of Associated Electricians, proves that Textile Buckskin is the only textile material which is impervious to the penetration of the X rays of the new photography. Its wonderful resistance to the penetration of the cathode rays is derived from the special process which is applied to make Textile Buckskin absolutely water proof.

Dealers will experience an exceptional demand for Textile Buckskin interlining the coming season

Because we are using newspaper space generously wherever dealers suggest that advertising will increase their orders, and
Because the water proof and uncrushable dress stiffening qualities of Textile Buckskin are more perfect than in any other interlining made. It's an interlining that dealers can confidently recommend. It retails at a popular price, 25 cents. It is uniformly good throughout. It is rolled on boards.

Textile Buckskin Perforated is the only perforated interlining made and also retails at 25 cents.

Order Textile Buckskin from your wholesale house, now.



PICTURE OF TWO LADIES

Shadowgraphed by the aid of Dr. I. Roentgen's X rays. One of these ladies wore a dress lined with Textile Buckskin, which is impervious to the cathode rays.

TEXTILE BUCKSKIN

To the Trade



BUSINESS to be a permanent success has to be conducted on true and right principles. We have conducted ours on these principles for about half a century, and cannot be convinced that there are any other

METHODS bringing lasting success. There are many inducements held out to business men that appear on the surface all right, but cannot stand probing; these, if resorted to, must sooner or later bring

FAILURES . . .

The Assorting Season is now with us and we have put forth special effort in having our five great departments fully assorted to meet the requirements of our customers. . . .

♦ ♦ ♦

Linens and Staples
Silks and Dress Goods
Men's Furnishings and
Haberdashery
Woolens and
Tailors' Trimmings
Carpets and . . .
House Furnishings.

Filling Letter Orders a Specialty

JOHN MACDONALD & CO.

Wellington and Front Streets E.

 TORONTO