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THE CANADIAN

Millinery

HATS, CAPS & FURS.
Millinery & Clothing.

REVIEW.

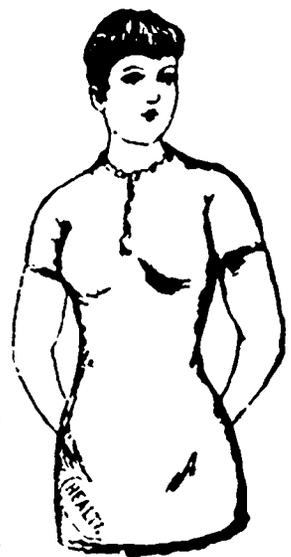


— THE —

HEALTH

BRAND

Vests and Drawers.



BOTH IN SPECIAL
Heavy Weights and New Styles
 FOR FALL '92.

No other Brand of underwear has ever enjoyed such a large sale and popularity in the same period, for the simple reason, that quality and finish cannot be excelled, which the public now recognize.

Remember also, A good article well advertised is half sold.

From March 20th the Health underwear will be advertised again, from Victoria, B.C., to Halifax, N.S.

Now is the time you will see our new styles for the fall trade — mark well the new finish, the extra heavy weights, etc. The public will have all these points kept before them, so you can order the goods with perfect certainty that they will not remain on your shelves.

THE MONTREAL SILK MILLS COMPANY, MONTREAL.

GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

DRESS GOODS DEPARTMENT

Is at present very complete and well assorted in fashionable goods suited to the season. **VALUE UNSURPASSED.**

We shall also offer during the month a number of clearing lines at special prices, which must commend them to the attention of the Trade.

GORDON, MACKAY & CO., Wholesale Dry Goods.

CASCADE ROLL BRAID



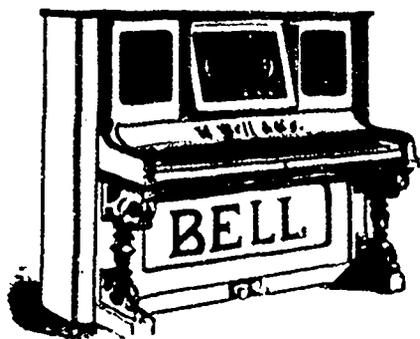
Saves Boarding, Saves Remnants, Saves Tangled Bunches, Saves Measuring, Saves Time and Saves Money.

Put up in boxes of One Dozen Rolls, each Roll containing just what is required for the bottom of a dress. If your jobber does not keep CASCADE ROLL BRAID send us a postal and we will send you a list of leading wholesale houses that do.

A beautiful cabinet presented free to the retail trade.

CASCADE NARROW FABRIC CO.,

COATICOOK, P.Q.



BELL

PIANOS

☉ THE BEST THAT CAN BE PRODUCED ☉

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

Send for Catalogue to

THE BELL ORGAN & PIANO CO., Ltd.,

GUELPH, ONT.

BRANCH WAREROOMS:

TORONTO, ONT.,

70 King St. West.

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211 Dundas St.

HAMILTON, ONT.

44 James St. North.

THE CANADIAN GOODS DRY REVIEW

Vol. II.

TORONTO, APRIL, 1892.

No. 4.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps and Furs, Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,

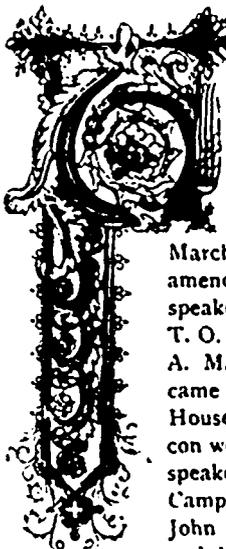
3 Wellington St. West, Toronto

J. B. McLEAN,
President.

CHAS. MORRISON,
Editor and Business Manager.

Address all communications to the Editor.

AN UNJUST BURDEN REMAINS.



HE bill to amend the Assessment Act, introduced into the Ontario Legislature with the object of doing justice to wholesale and retail merchants by taxing their income or profits instead of their capital, has been withdrawn. A deputation composed of the leading wholesale and retail merchants of Toronto waited upon Hon. Mr. Hardy, on March 22nd, and gave ample reasons why the amendment should be adopted. The principal speakers were Messrs. Paul Campbell, Hugh Blain, T. O. Anderson, J. Snort McMaster, James Scott, A. M. Smith and Warring Kennedy. The bill came before the Municipal Committee of the House on April 1st, when the arguments pro and con were threshed out at considerable length. The speakers favoring the bill were Messrs. Paul Campbell and Stapleton Caldecott, Toronto, and John Knox and Thomas C. Watkins, Hamilton, and those opposed to it were Dr. Barwick, J. K.

Kerr, Q.C., Alexander Manning and Robert Jaffray. The supporters of the bill pointed out that in no other country in the world was capital subject to local taxation as it is here. It was a gross outrage to tax active capital employed in manufacture and commerce fifteen times as much as the wealth of retired capitalists who had their money invested in bank stocks, etc. A striking illustration of this anomaly was given. Two brothers start out with \$100,000 each. A invests his money in business and B. in bank stock. A. is assessed on the full \$100,000 invested in his business, while B. escapes with a tax on the dividends accruing from his bank stock. Another striking example of the manifest injustice of the present mode of assessment, in so far as it affects country merchants or manufacturers, was given. The merchant or manufacturer erects a building for say \$20,000. This absorbs the whole of his available funds, and to enable him to stock his store if he is a merchant, or to provide

the necessary machinery if he is a manufacturer, he mortgages the building to the extent of \$10,000. He is accordingly taxed on \$20,000, the value of the building, and on \$10,000, the capital invested in his stock or machinery. Practically he is only worth \$20,000, but he is actually taxed on \$30,000. It was also pointed out that by the present mode of assessment wholesale merchants were considerably handicapped in the race for business. The capital of merchants in Montreal is not taxed, and as these merchants enter into competition with the wholesale merchants of Ontario, the latter are at a disadvantage owing to the excessive burden of taxation which they have to bear. They have also to contend against the competition of foreign merchants who pay no taxes whatever. It was bluntly stated by one of the speakers that unless justice was meted out to them, the wholesalers of Toronto and other cities in Ontario would be forced to transfer their headquarters to Montreal or other cities where their capital would be relieved from taxation.

The chief, and in fact the only, argument, brought forward by the opponents of the bill was that if the capital of merchants and manufacturers was relieved from taxation and only their profits taxed the difference would be thrown upon realty, which they claimed was too heavily taxed already. In answer to this it was contended that the tenant practically paid the taxes and not the owner. That is to say that the owner in leasing a store makes the rent such a figure that it will cover the taxes. It was also shewn that merchants and manufacturers occupied and paid taxes on the highest assessed property in the municipality. The speakers from Hamilton stated that a careful analysis of the assessment roll of that city shewed that merchants and manufacturers occupied and paid taxes on forty-two per cent. of the whole realty. The learned Q.C. who opposed the bill drew a red herring across the scent with marked effect. He argued that if the bill was passed it would be unjust to those who had invested their money in municipal debentures on the understanding that there would be no radical change in the basis of assessment, as the proposed change would militate against the value of their securities. Such an argument is unreasonable. If a municipality is committing an admittedly grievous wrong in the matter of taxation it is its duty to right that wrong and place the burden elsewhere. All that the merchants and manufacturers ask for is justice, and when they obtain that then it is the duty of the municipality to see that their creditors are protected by making up the difference in taxation caused by the removal of the oppression by taxing other property either personal or real. The value of the securities held by investors could not possibly be in the least imperilled by transferring a portion of the taxation from one class of taxable property, which is intangible, to another class.

The members of the committee, while expressing their sympathy with the supporters of the bill, were against doing anything until the whole assessment law was considered de novo. They admitted that there were gross inequalities and anomalies in the present law, and thought that a special session of the Legislature should be held for the purpose of placing the law upon a just, equitable and workable basis. Whether or not this will be done remains to be seen. Meantime merchants and manufacturers in Ontario will have to "grin and bear" this most monstrous injustice, but we are safe in saying that the agitation will not be allowed to lapse till justice is done in the premises.

DOMINION INSOLVENCY ACT.

THE Toronto Board of Trade being dissatisfied with the draft Insolvency Act prepared by the Montreal Board, as they considered it defective in several important particulars, have appointed a special committee charged with the duty of framing an Act which will, it is hoped, meet all possible objections. This committee is composed of representatives from the principal trades and has a leading lawyer and accountant to guide its deliberations. The Act will contain over one hundred clauses and it will take some time yet before they are all disposed of and even then they will be revised and any alteration made that might be deemed advisable. It would, therefore, be premature to refer at length to any special points. But we are in a position to state generally that the principal features in the Act will be that a debtor can make an assignment only by consent of his creditors; he shall assign to an assignee appointed by his creditors; that the debtor will get a discharge through the medium of a judge specially appointed for the purpose upon proving that he has not been guilty of recklessness, extravagance, or dishonesty. We understand that a proposed clause to sell bankrupt stocks by auction in lots not less in value than \$100, or more than \$300, was thrown out.

The Montreal Act has been before all the leading Boards of Trade and if it has not met with universal approval it has at least had the effect of creating a general desire to have a Dominion Act passed. We referred in our two last issues to the views expressed by several Boards on the subject. On April 7th the Halifax Board discussed the Montreal Act and Mr. Fyche, cashier of the Bank of Nova Scotia, expressed the opinion that it was probably not as good as the old Act, and to adopt it would simply be to settle ourselves down with our eyes open to wait for a repetition of our former unenviable experience, probably in an exaggerated form. His views were embodied in the following resolution which, together with the draft Act of the Montreal Board, was referred to a special committee to report back: "That in the opinion of this board, it is desirable that we should have an Insolvency Act, applicable to the whole country, under which assets of the bankrupt estates can be equitably distributed, among creditors with the utmost possible economy and despatch, providing also that the question of the bankrupt's discharge be left entirely with the court, but that the chief feature of this Act be the necessary liquidation by the assignee or liquidator of every bankrupt estate, and the complete disallowance, under any circumstances, of any compromise, directly or indirectly, between the creditors and the bankrupt."

It is scarcely probable that any Act can be framed to prove acceptable to everybody but as Premier Abbott framed the first Insolvency Act and therefore thoroughly understands the question it is unlikely that any of the objectionable features of the previous Acts will find a place in the new Act. In the present complicated state of affairs, the questions naturally arise, will a draft Act be agreed upon in time to be introduced at the present session of Parliament and if so will it pass, or will it be thrown over till next session? It certainly would be a blessing to the trade and commerce of the country if it could be introduced and passed this session.

THE TRADE IN MONTREAL.

(By Our Own Correspondent.)

Since last writing winter has given place to spring, and though navigation at this port is not open the nearness of it has inspired a wide degree of confidence in the present, and hope for the future. The position of business justifies this, for the enquiries have been numerous and the volume of business shows a substantial increase. With the advent of summer rates there was a rush of traffic, as shown by the increased returns for the two roads, and the goods that were held back are now in circulation. As the lake and river waterways open up the distribution will become more rapid and more

general. The rates are not as low as last year, and points not accessible by boats will likely find ground for complaint the coming summer. There is general evidence of careful buying. The wholesalers have learned their lesson and have taught it pretty thoroughly in turn to the retailers.

Remittances, as usual, are complained of, and the Fourth of April was not so satisfactory as the condition of trade would have led one to expect. But a marked improvement in this direction is looked for as soon as navigation opens.

The dry goods travellers are now out on their sorting trip, and orders are coming in at a gratifying rate. Prices are very firm and concessions on values are not to be looked for. The previous advance on white cottons is still in force and colored goods now range 7½ to 20 per cent higher. No orders will be accepted for either class of goods at the old rates, and all round there is an advance over the values holding last year.

The disturbing effect of the operations of the Patrons of Industry is felt here, but for the most part their advances have been withstood. Merchants believe in the freedom of trade and look upon combinations for lowering prices much the same as the public look upon combinations for raising them. For these and other reasons they have refused to grant an association of people more favorable terms than they would grant to an individual having the same buying capacity. If they did business on the basis of charging a uniform percentage, one of the chief incentives to careful and judicious buying, would be removed, as a uniform percentage added to the cost of all classes of goods would lead merchants to buy in the dearest markets, as thereby their profits would be enhanced. Besides any system of coercion will tend to dishonesty and fraud, and rather than discriminate against individuals they will increase the prices to all alike.

WHAT NEXT?

The United States authorities apparently never do anything by halves, but they go "the whole hog or none." In the enforcement of the alien labor law they seem determined to stick at nothing. It seems that the proprietors of dry goods stores in Springfield, Ohio, have been in the habit of advertising in Canadian papers for clerks, and if the parties answering to the advertisement could prove themselves good men they would be engaged. Many of them by their superiority speedily worked themselves up to positions of trust and responsibility to the chagrin of the American clerks. The local Salesmen's Union became so exasperated that they decided to bring the strong arm of the law to get rid of the competition of their Canadian fellows. Accordingly a suit has been filed in the United States court at Cincinnati, against John Wren, proprietor of one of the largest dry goods stores in Springfield, in the sum of \$2,000. He is charged with having advertised for clerks in Toronto, and with having engaged two to go to Springfield to work in direct violation of the Foreign Contract Labor law, the penalty for violation of which is \$1,000 for each man imported. It is stated other similar suits will be filed against other dry goods men who are guilty of a similar offence. Canadian dry goods merchants need not complain. It is a fact that many of Canada's brightest young men have been drawn to the United States by the prospect of a better and more rapid chance of advancement, who have proved valuable additions to the Republic, and if this law is enforced the merchants of the States will be the ones to regret it most. It looks like carrying the law to an absurd length, when a clergyman of the Church of England, who had been called to a church in New York had to appeal to the Supreme Court before the right to preach the gospel in the land of freedom and liberty was accorded him.

In our last issue, page four, "Men of the Times," among the different positions held by Mr. J. P. Cleghorn, we have him down as President of the International Coal Company, which should have been the Intercolonial Coal Mining Company.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

COTTONADES.

Before the consolidation of the colored cotton mills, we purchased the most desirable patterns and stock of the Hamilton and Ontario Mills' Cottonades, and now offer them to the Trade, while they last, at Special Terms. Select now for present or future shipment what you expect to require.

A considerable increase in prices of all colored cottons may be expected.

Flannelettes, Shirtings and Tickings have been advanced from ten to fifteen per cent. already, but no prices have been fixed by the new company for other goods yet.

Let us know by mail should you want us to select an assortment for you, or we will send you samples.

1500 Pieces IN THE LOT

At 10, 12 1-2, 13 1-2, 14 1-2, 15, 15 3-4, 17, 18 3-4, 19 1-2, 21 1-2 c.

≡⊕ FOR THE RETAIL TRADE ⊕≡

"PATENT ROLL" COTTON BATTING.

None genuine but the following registered brands :

NORTH STAR.

CRESCENT.

PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses :

Bed Comforts, Mattress Covers for Warmth and Softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dress makers' Purposes, etc., etc

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls and may be obtained of all Wholesale Dry Goods Houses.

"BALED" Goods same quality but less price.

MEN OF THE TIMES.

STAPLETON CALDECOTT.

(Of Caldecott, Burton & Spence, Toronto.)

We know your name to be a man, just and upright

—SHAKESPEARE.

Mr. Stapleton Caldecott, head of the wholesale house of Caldecott, Burton & Spence, Toronto, was born at Chester, England, in 1836, his father being Robert Caldecott, merchant, of that ancient city. A freeman of that city by reason of birth he is fully qualified as such to vote in all parliamentary elections there. He was educated at Charlton Hall School, Manchester, and commenced his business career in 1850. After serving his apprenticeship he went to Liverpool, Glasgow, and London to complete his business education. Mr. Groucock, founder of the firm of Groucock, Copestake, Moore & Co. (being the firm of which Geo. Moore, the famous philanthropist, was a member), was Mr. Caldecott's godfather, and when that gentleman died his godson made up his mind to seek his fortune in other fields. He was offered and accepted a position in a wholesale dry goods house in Montreal as buyer. This was in 1858, which marked the commencement of his business career in Canada. For some years he travelled all over the Dominion representing first the firm of J. M. Ross & Co., then Thomson, Claxton & Co., and ultimately T. Jas. Claxton & Co. In this latter firm he acquired an interest which, however, he gave up with the object of coming to Toronto with Messrs. Burton, Harris & Spence. He entered into partnership with these gentlemen in 1878, founding the present business of Caldecott, Burton & Spence.

An Englishman of note, who practised what he preached, once wrote "Education is not to be confounded with the mere teaching of reading, writing, and arithmetic, nor with what goes by the name of history and geography. It means the teaching of the condition of well being, and the training of youth to an observance of these conditions." Mr. Caldecott is evidently imbued with the same belief, and ever since coming to this country he has been a zealous friend of young men and has made their well being his special and thoughtful care. When in Montreal he was one of the moving spirits in the Mercantile Library Association, the Mercantile Literary Society and the Young Men's Christian Association. He was honored by being made President of the Library Association and was for several years vice-president of the Y. M. C. A. He is a member of the Church of England and also took an active part in church affairs while in that city, having been a church warden, delegate to the Synod, and Sunday school superintendent.

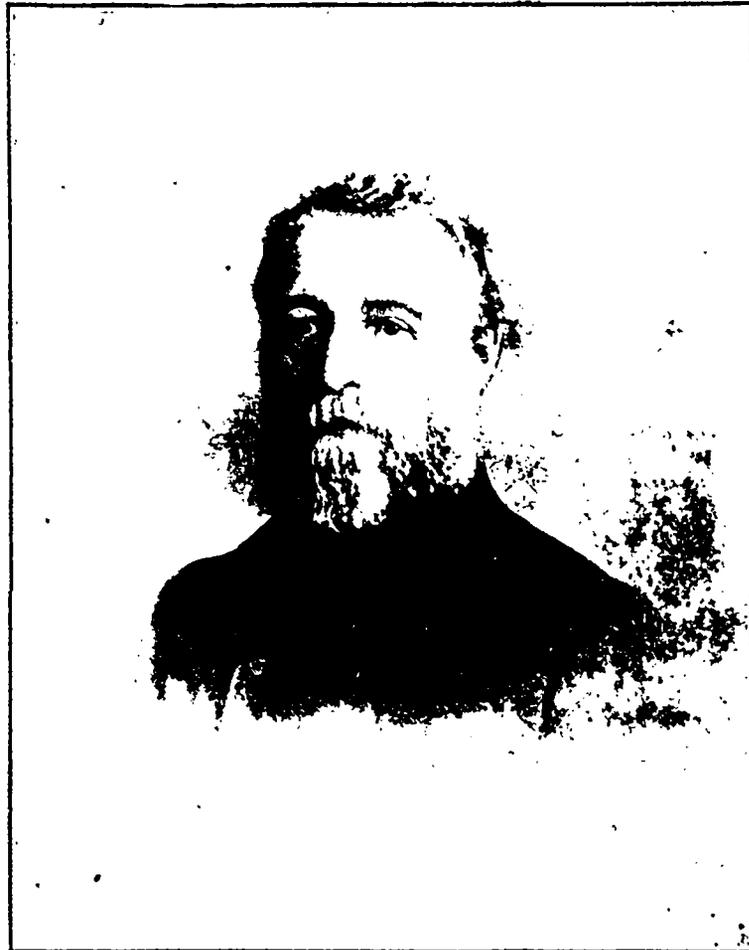
When he moved to Toronto he continued his active interest in young men and Christian work generally. He is at present a delegate to the Synod for St. Paul's church, where he worships; teacher of a large adult Bible class, which meets in the North End Church Hall; treasurer of Wycliffe College, and has held the office of President of the Young Men's Christian Association, and is now one of its trustees. He is a director of the Sanatorium for helping the victims of narco-mania, a director of the Bible Society, and in the business world is a member of the Council of the Board of Trade and chairman of the Dry Goods Section of the Board. He has always taken a lively interest in business legislation, and is now one of the committee charged with the difficult duty of framing an Insolvency Act for the whole Dominion. He was one of the founders of the Commercial Travellers' Association of Canada and of the Dominion Commercial Travellers' Association, and held the office of director in both associations.

Mr. Caldecott has been a frequent contributor to the press, writing chiefly upon religious subjects and questions of social economy. He is a strong advocate of temperance principles, and frequently attends anniversary meetings of Young Men's Christian Associations in different parts of the country to give voice to his views on this all-important question. Politically he is a Liberal, holding freetrade views, yet a strong supporter of British connection. In this latter respect he is loyal to the core. As an evidence of his patriotism, at the time of the Fenian raid he joined the volunteers and served as a private in the field. When the battle of Ridgeway was fought he was with his company all that day and the following night guarding Victoria Bridge, Montreal, against a probable attack by the enemy.

The leading thought of Mr. Caldecott's life has been that success ever waits upon the man who aims in the right manner, in the right direction for the right purpose; that integrity, capacity and determination will create opportunity.

That true success in life consists not merely in making a large and prosperous business—which many accomplish whose life has been a sad failure—but in bending every energy to the greater and higher purpose of the development of a high and lofty character, and that when business is conducted upon correct principles it can be made not only to yield profitable results, but assist in the building up of that righteousness which is alike the glory and the safety of nations. Guided by these principles it is not surprising that his firm has been successful in building up a lucrative trade extending from the Atlantic to the Pacific, and in earning for itself an enviable reputation for just and upright dealing in all its business relations.

The warehouse, which is a model of its kind, is situated at 47 and 48 Bay street, and has within its walls a thoroughly efficient and energetic staff who appreciate to the full extent the fact that the



MR. STAPLETON CALDECOTT.

head of the firm makes their interest his special study and encourages them, both by precept and example, to tread the path that leads to honor and success.

It may not be out of place to mention that the staff of Caldecott, Burton & Spence won THE DRY GOODS REVIEW Challenge Shield presented to the Wholesale Dry Goods Football League, which now adorns the walls of the warehouse, and that at the final match for the championship Mr. Caldecott inspired the "boys" on to victory by his presence.

THE PATRONS OF INDUSTRY.

To the Editor of THE DRY GOODS REVIEW.

SIR,—Your recent articles on the methods, aims and principles of the above Institution have been timely, and it seems as if some measures should be taken by the dry goods trade to prevent the P. of I. demanding and obtaining goods at 12½ per cent. profit. Of course no first-class reliable house will sell goods at such a profit and if done it will be by merchants who, probably, have failed once or twice, are again "hard up," and grasp at anything which promises help. With them expediency is everything, principle nothing. As sure as dynamite is a destructive agent, so too is the theory these P. of I. are trying to work destructive, and no sane business man will fool around either. Now the remedy, I think, lies with the wholesalers, who should for their own interests as well as for the interests of the trade at large, refuse goods on credit to any retailer who enters into such an absurd agreement with the P. of I. I would suggest the Toronto Board of Trade take up this matter and adopt some such agreement.

Yours, etc.,

BUSINESS.

Belleville, April 7th.

We quite concur with our correspondent in the suggestion that the Boards of Trade should take this matter up. It is clearly the duty of the wholesalers to adopt every measure for the protection of

their customers from the evils and dangers resulting from the competition of those who enter into the agreement with the Patrons of Industry. Will they do so? We know that many wholesale dry goods merchants are bitterly opposed to this outrageous and vicious combination, and we feel sure that it only requires some one to take the matter up for it to be brought to a satisfactory conclusion. Some drastic measure such as outlined by our correspondent would speedily bring those retailers who dicker with the Patrons to their senses, and put an end to this gross interference with the liberty of the trader in regard to the profits on the sale of his goods.

The only effective way for other retailers to strike a blow at the Patron merchant is to combine to sell their goods at a smaller profit even than 12½ per cent. As soon as the Patrons became aware of this fact there would be an upheaval. The Patron merchant would be either compelled to reduce his prices to a corresponding figure or throw up the agreement, and as he could not very likely withstand the strain he would be forced to adopt the latter course. The struggle would be short, sharp and decisive. Indications, however, are all pointing in the one direction, and that is that the year 1892 will see the utter collapse of the organization.

THE DRESS GOODS DEPARTMENT.

Dress goods salesmen must be good colorists. Have some taste as to results obtained from fabrics and the becoming combination for the various complexions, sizes, etc.

If there is any department where the customer is inclined to prefer the salesman should express an opinion, it is in dress goods. Be sure to give an opinion which will make your customers satisfied, the store popular: an intelligent, practical opinion.

It seems as if a regular examination should be made for velvet, silk, ribbon, dress goods, and every stock where matching is done to see if the salesman is color blind. Some of the combinations we see would indicate a great prevalence of this trouble.—Dry Goods Economist.

Perrin Freres & Cie,

MANUFACTURERS AND IMPORTERS

—OF—

KID GLOVES.

The Glove House of Canada.

ALWAYS IN STOCK A COMPLETE ASSORTMENT OF
OUR LEADING LINES.



We make a specialty of our LACING GLOVES which are without exception the best offered in the market.

FACTORY. GRENOBLE, FRANCE.

Canadian Office. 7 Victoria Square, Montreal.

Agents for the Dominion of Canada for the
P. N. Corsets.

QUESTION?

1. Why is it that D. S. Co's HERCULES Braces sell better than any others?
2. Why is it that the retailer can make more profit out of them than any others?
3. Why is it that they give the wearer better satisfaction than any others?
4. Why is it that D. S. Co. make the nicest and best braces in the World, without exception?

Answered by the travellers or at the
Dominion Suspender Co., Can-
ada. Niagara Falls, U. S.

The Largest and Oldest Makers.

THE MONTH'S BUSINESS TROUBLES.

ESTATE of George Clark, dry goods, Brantford, Ont., stock sold.

Fraser Bros, tailors, Windsor, N. S., assigned.
 Alexander Ross, dry goods, Kingston, Ont., suspended.
 E. C. Jackson, merchant tailor, Toronto, assigned.
 W. B. Thomas, hats and caps, Halifax, N. S., assigned.
 Mrs. M. Haslem, millinery, Orangeville, Ont., assigned.
 J. C. Best, dry goods, Peterboro, Ont., assigned.
 H. F. Bedard, dry goods, Hull, Que., assigned.
 R. Levi, dry goods, etc., St. John's, Que., assigned.
 H. D. Goyette, dry goods, Cornwall, Ont., compromised.
 R. Stanley Murray, dry goods, Truro, N. S., assigned.
 Mary Shaw McTaggart, millinery, Kingston, Ont., assigned.
 Gordon & Halliday, woolen mill, Athens, Ont., assigned.
 Fortune & Co., dry goods, Halifax, N.S., stock advertised for sale by tender.

H. G. Taylor, dry goods, etc., Windsor, Ont., stock advertised for sale by tender.

Estate of Charles Richardson, merchant tailor and men's furnishings, Owen Sound, Ont., stock sold.

CHANGES.

Barette & Frere, tailors, Montreal, dissolved.
 Misses Grimer, millinery, St. Stephen, N.B., sold out.
 Grace & Eva Young, millinery, Fredericton, N.B., dissolved.
 E. Larson, tailor, Vancouver, B.C., succeeded by Mather & Larson.
 Macrault & Parker, dry goods and clothing, Strathroy, Ont., dissolved.
 G. B. Layton & Co., dry goods, New Glasgow, N.S., style changed to Layton & Rennie.
 L. Sterns & Son, dry goods, Dartmouth, N.S., James E. Sterns registered as sole partner.
 Turner, Beeton & Co., wholesale dry goods, etc., Victoria, B.C., dissolved, Beeton retires.
 Sauriol & Cavanagh, merchant tailors, Cornwall, Ont., dissolved. Joseph Sauriol continues.
 Weeks & Beer, wholesale dry goods, Charlottetown, P.E.I., dissolved. W. A. Weeks continues under style W. A. Weeks & Co.

LOSSES BY FIRE.

Robert Mann, woolen mill, Peterboro, Ont., burnt out.
 George W. Scott, dry goods, Point Edward, Ont., burnt out.
 T. E. Vanstone, dry goods, Owen Sound, Ont., partially burnt out.
 Logan Bros, woolen manufacturers, Renfrew, Ont., burnt out, partially insured.
 McKelvie & Dunwoodie, dry goods, Brandon, Man., sustained a loss of \$4,000 on April 8th, insured.
 La Generale de Bazar Compagnie, dry goods etc, Montreal, stock partially damaged by smoke and water, insured.
 Thibaudeau Bros & Co., wholesale dry goods, Montreal, sustained a loss of \$20,000 on March 22nd, which is covered by insurance.

The Paris Manufacturing Co., Paris, Ont., suffered a severe loss on April 11th by the total destruction of their plant. The damage is estimated at \$100,000, partially covered by insurance.

TRADE PROSPECTS.

The dry goods trade generally is tolerably fair, the cold snap so far keeping back anything like a rush but it is as good as can be expected. There has been a brisk demand for dress goods, tweed effects in greys, fawns and blues being one of the leading features. Buyers are now in the British markets looking for novelties for the fall trade and their judgment in selection will be put to the test as there has been really no strikingly preferred demand for any particular style. In staples retailers are buying more colored goods than they absolutely require for present use in anticipation of further advance in prices. The advance in colored shirtings ranges from ten to twenty per cent. Greys and whites are fairly active but there is no special rush for them. In cottonades, although the mill prices have advanced there will be no special advance to retailers for some

weeks yet as the mills have been clearing out their stocks prior to their transference to the syndicate and wholesalers have accordingly good supplies on hand. There is no denying the fact that although the volume of business done by the wholesale houses is satisfactory there is a scarcity of money in circulation. Looking at the increased deposits in the savings banks it would appear as if people had become seized with the desire to lay up their surplus cash for something or other. That something does not, however, appear to be the fulfilling of their moral responsibility to pay their long standing indebtedness to the storekeeper. The abolition of long credits to the retailer should be followed as much as possible by the total abolition of credit to the consumer, and if retailers are just to themselves they will insist upon it.

COLORED COTTON SYNDICATE.

IF IT be true that competition is the life of trade it is but natural to infer that combination is the death of trade. In this struggling young country any combination which would have the effect of unduly increasing the price of staple articles to the consumer would be necessarily hurtful to its progress and general prosperity. The trouble lies in what may be termed "unduly," and what is at present agitating the dry goods trade is whether the absorption of all the colored cotton mills of the Dominion by a syndicate will eventuate in this most undesirable result. Practically all the cotton mills of the country, grey and colored, with one exception, are now in the hands of one body of men, and the immediate effect has been a jump in prices, although possibly not as yet to an undue degree. There is nothing however to prevent them, if they feel so inclined, continuing to advance prices, so long as they keep within the cost of the imported article, as the high tariff on the latter protects them from competition. Are there not many ways in which such a gigantic concern may operate injuriously not only to the interests of the trade but to the consumer? For instance, the wholesale and retail trade are entirely at their mercy, and by refusing to supply any house with their products it would result in that house being forced out of the trade. Besides both wholesalers and retailers will require to carry more stock in the combination with a corresponding loss of interest, as certain lines are to be made by particular mills, and wholesalers and retailers must wait until these mills choose to ship, besides which there will be every chance of great delay in transit. Should there be failure on the part of any mill through oversight not to anticipate and provide for the wants of the country its whole trade in cotton goods might be impaired or harassed and no end of trouble and annoyance caused.

The peculiarity of the Dominion is that the greatest consumption of cotton goods takes place during the spring months. The mills require to be operated from July and during the fall with comparatively small shipments. At this period of the year they are required to lay in the stock of raw cotton, to provide wages, dye-stuffs, and other manufacturing charges, and the amount of banking capital required to tide the mills over from year to year must be very considerable and be a heavy load for any one bank to carry.

Amalgamation or combination, having for its object the cheapening of the cost of production with a corresponding benefit to the consumer, is to be commended, but when it is effected for the purpose of stiffening prices to the consumer the reverse applies. How will it be with the colored cotton syndicate? Time alone can tell. Meantime it seems somewhat peculiar that while the price of raw cotton is declining the price of manufactured cotton goods is advancing.

The subject was brought up in Parliament the other day, when the Minister of Justice stated that there would be a market for any producer who was able to put his goods on the market at a lower price. That is very true, but we do not think it would be possible to find any capitalist insane enough to throw his money away by starting mills to enter into competition with this powerful syndicate. Another statement of the Minister of Justice was to the effect that if it were established that the tariff was responsible it would not be long standing in the way. That is right, as it is clearly the duty of the Government not only to devise means for the protection of the trade of the country, but of the consumer as well.

WYLD, GRASETT & DARLING.

Our Mr. Grasett, (Staple Buyer), and Mr. Lillie, (Dress Goods Buyer), are again in the European Markets,

SELECTING NOVELTIES FOR THE ASSORTING SEASON,

As well as placing contracts for next Fall. Our Customers may rely upon having a fine assortment to choose from during the Spring season, in all Departments of **STAPLE and FANCY DRY GOODS** and **MERCHANT TAILORS' WOOLLENS** and **TRIMMINGS**.

WYLD, GRASETT & DARLING.

IMPORTED WOOLLENS FOR THE FALL.

WE are indebted to Mr. Johnston, the popular buyer of Wyld, Grasett & Darling, for the following particulars of woollens for the Fall trade. There is a larger variety of patterns than ever before, and most of the goods are exceedingly fine, both in texture and design. Scotch tweeds for suitings are in stripes and plaids but subdued, and the principal colors are tans and silver greys. The proper thing for trouserings is worsted in small neat effects and herringbone pattern. There is a tendency for coatings in chevots, vicunas, and Thibets in black and blue. In overcoatings there will be a big demand for Irish friezes for ulsters and double-breasted sacks, the popular colors being drabs, fawns, and claret. Another addition to ulsterings are six-quarter tweeds diagonal with overcheck. For ordinary overcoatings there is an immense variety of stuff, but the principal features will be beavers with a run on browns. There are some beautiful things in wool linings for overcoatings, noticeable among them being plaids in very pretty designs. Taken altogether, the imported goods for the fall season are really first-class in every particular. Every taste is cared for from the most fastidious to the least exacting.

USEFUL HINTS ON WINDOW DRESSING.

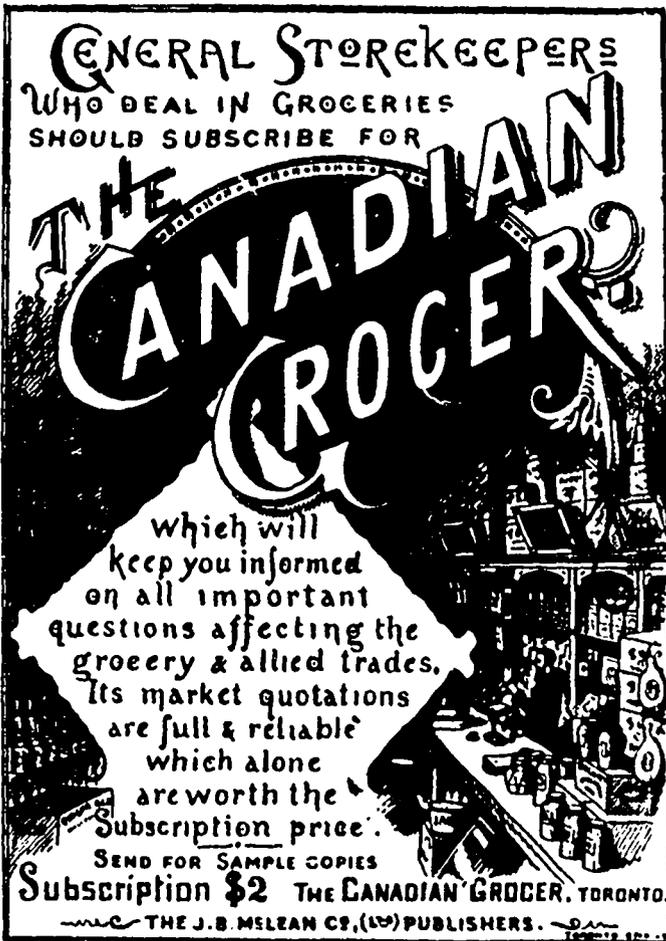
Harry Harman, Louisville, Kentucky, in his Novelty Pamphlet issued this month, gives the following useful hints on window dressing: Change your display weekly, clean out your windows from top to bottom each time you change display; always study beforehand the designs intended for a certain window, so you can tell the moment you take up the goods where they should go; when arranging a display it gives a suggestion for the succeeding one; the surroundings should always be in keeping with the goods displayed; the mere changing of the position of goods is not sufficient, always start to drape your windows from the top, then the side wall, and fill in the interior with such foundations as required to display the goods. Leave the groundwork for the last, gradually working your way out toward the entrance. Taste, not a great bulk of goods, makes an effective and striking display. Continual mixing of merchandise creates only passing notice; it fails in its influence upon the passerby. Too much confuses the eye. It is this consistency for the solid windows and the tasteful schemes of arrangement that makes the showings by all odds the finest. One thing and that at one price. Arrange your window displays to accord with certain events that occur by the use of merchandise by some central or special object, and this calls for **NOVELTY DISPLAYS**, which serve a purpose in arresting the attention to the store that always makes a point to have some attraction, consequently inducing a person to purchase. This style of display should only be occasionally introduced, relieved by usual dressing, only the draper should not confine himself to arranging the goods in one certain way; use some special design in showing up the articles. To this special item and to show what I term catchy displays I have scattered through this Pamphlet a number of illustrations.

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ERRORS IN APPRAISEMENT.

One of the most vexatious evils that the trade has been troubled with has arisen from the difference in appraisement by customs appraisers, chiefly outside of the large cities, which has worked to the great disadvantage of merchants in the larger centres. Some days ago an influential deputation from the Montreal Board of Trade headed by Mr. Cleghorn, ex-President, waited upon the Acting Minister of Customs and presented a petition signed by five hundred merchants doing business in various parts of the Dominion, praying to have uniformity established, and inequalities done away with in the mode of appraisement of goods in order to secure some practical interpretation of the tariff everywhere in Canada. The petition suggested the appointment of an officer whose duty should be specially to investigate all cases reported to him of wrongful appraisement of goods. The Acting Minister promised that their request should be considered by the Government at once.

TRADE MARKS.

WE have received another letter from a manufacturer of knit goods endorsing the views already expressed by others in *THE REVIEW* on the advisability of trade-marking their productions. He suggests that the manufacturers should hold a conference at some central point to discuss the question and endeavor to arrive at some definite decision and understanding thereon.

We do not think it would be possible to get such a conference together. It is scarcely a matter for combined action but rather for individual action. If a certain manufacturer honestly believes that by adopting a trade mark for his products he would reap considerable advantage by increased sales amongst the consumers he should not hesitate to be the first to start the innovation. It entirely rests with the manufacturers themselves. If it is found to be profitable in one country there is no reason why it should not be so in another.

The question has been referred to by trade papers in the United States. One of them—*The Dry Goods Economist*—says: In an article we published recently, attention was drawn to a controversy going on in the Canadian dry goods trade over the question of manufacturers trade-marking their goods. This practice was objected to by some jobbers and dealers, on the ground that it gave the manufacturer too much individual reputation and created a demand for a particular production, making it difficult to substitute other goods when occasion required or the opportunity occurred. Since the publication of that article we have received many communications from American manufacturers endorsing the practice, and claiming that it is not only desirable, but that it is the only method whereby they can be sure of receiving an adequate return for their expenditure in thought and labor.

There is no doubt whatever that merchandise put on the market with a well advertised name or trade-mark attached to it, bears on its face the impress of honesty; because it is understood generally that where a name or trade mark is thus associated with any article, it is because sterling value or merit is offered of which the sellers need not be ashamed. For such goods people will pay a higher price without hesitation, because they look upon the name or trade-mark as a guarantee, while there is uncertainty attached to merchandise produced indiscriminately. It will make little difference that such unknown merchandise is actually of better value than that which is known by name or trade-mark.

Nor should there be any objection to trade-marked goods on the part of distributors, as articles of well-known reputation can always be protected by the makers in such a manner as will compel a fair margin of profit to the seller. By all means, let the manufacturers trade-mark their products. It will help their profits and remove many lines out of the overdone competition of the day.

COMMERCIAL IMPERIAL FEDERATION.

In his recent budget speech Hon. G. E. Foster, Minister of Finance, hinted at the possibility of Canada adopting a discriminating tariff in favor of British imports. That the question of Commercial Imperial Federation is being seriously thought of in Great Britain is apparent from the following article in the *Textile Mercury*, of Manchester.

We firmly entertain the belief that the future prosperity of this country and of our colonies and dependencies is to a large extent bound up in the question of a close federation, both political and commercial. All these countries are to a large extent capable of greatly increasing their supplies to us of the raw materials we require in the conduct of our manufactures, and in turn of taking from us a very great increase of manufactured goods. Potentially our colonies and dependencies are far and away our best customers, because so many other countries, especially if they have any competing industries of their own, have done everything possible to preclude us from trading with them, so far as supplying them with any of our productions goes. This they do oblivious of the fact that

they have free entry to the markets of England, its colonies, and dependencies. Seeing, therefore, a tendency of modern sentiment in other countries setting strongly in the direction of so-called protection, which has been so marked and strong for the past 25 years, and which we have not been able to check either by influence or example, does it not become our bounden duty to conform to these facts, and turn them to the best advantage? We think it does. We do not mean by this that we shall slavishly imitate either the United States or our Continental competitors by imposing prohibitive tariffs upon their productions. Rather would we devote all our commercial energy to the extension of our trade with the countries politically connected with us, and such others as do or will permit commercial intercourse on the same or equivalent terms. If necessary, we would give the countries entering into such agreement with us, wherever possible, such preferential treatment as would ensure them a preponderant advantage in our markets. It would be well in the interests of our manufactures that, in all these various countries disposed to such favorable intercourse with us, we should originate a series of exhibitions of English manufactures, to be held in the leading commercial centres of each country, and that our manufacturers should make it a point of honor to contribute exhibits thereto. In return there ought to be an Indian and Colonial Exhibition in Manchester, as the most accessible and most important commercial centre in England. The exhibits for this should come from every land under the British flag, and thus shew the millions of people, who could easily gather here, what India and our Colonial empire can do for us. We need also to send such an exhibition, at least on a smaller scale, as that at Old Trafford, abroad, in order to bring before Indian and Colonial populations the productions of our manufacturing districts. This would be infinitely preferable to helping the Americans to do a lot of self-glorification and trumpet-blowing at Chicago, and then confiscating all the resultant advantages. On this question of commercial federation the President of the Association of Chambers of Commerce, Col. E. S. Hill, C. B., M. P., in his address to the representatives attending the annual meeting on the 8th inst., said:—"Viewing the injurious and sometimes exclusive nature of the tariffs which protection is setting up on the Continent and in America, it is but natural that our thoughts should turn more eagerly to our great colonies, extending as they do all over the globe, to seek, if it be possible, to tighten the bonds of our commercial intercourse, to the general advantage of the empire. Our colonies are our best customers, and with their varied climates are capable of furnishing us with all the food and raw material we require. Were it possible to develop their resources in this direction, they would be able to buy more largely from us, and be glad to receive, in much larger numbers, that surplus population the future of which causes so much anxiety to thoughtful statesmen. I am sure we all look with a sympathetic eye to the Conference summoned by the London Chamber of Commerce, and will be prepared to give most attentive consideration to any feasible scheme which may be proposed with a view to the attainment of so great an object." It is clear from this that the necessity of a move in a direction that will yield more satisfactory results than the one in which we have for a long time been travelling is becoming an impression of the leading commercial minds.

WHEN TO ADVERTISE.

It is a common expression of merchants "that business is so dull it will not pay to advertise." What would we think of the working-man who, when work is scarce, would not try all the harder to find it?

The duty of the merchant or manufacturer at such times is to create business by offering new and attractive styles, by seeking new customers and pushing beyond usual neighborhood limits. He should not sit down and wait for trade to come to him, but seek it on every side and through the use of every lawful instrumentality. When trade is dull a more active exertion must be made to secure it than when business is brisk.—*Hoster and Glovers' Gazette.*

SECRETS OF THE BARGAIN COUNTER.

A SALESMAN for one of the large auction houses in Chicago, who knows intimately the leading bargain house managers, says:

I happened into a State street establishment the other day and was being shown some of the special bargains offered to the public. Among other things was a considerable quantity of black gros grain silk, which would have retailed for not less than \$1.50 per yard, and which was being sold all over the counter at sixty-five cents. It was cut up into patterns of twenty yards each, and not more than one pattern was sold to any purchaser. The writer noticed among the shoppers who stood about the counter a number of young women he knew belonged in another place further down the street.

A while later I dropped in on a friend at the rival establishment and mentioned the fact that I had seen some of his girl clerks buying at the other place, and commented on the fact that they must be paid pretty fair salaries to enable them to sport gros grain silk dresses. The friend winked in an expressive way and remarked as he led the way to the rear of the store: "We know our business." Then he pointed out a stock of gros grain silk which was being rapidly increased by young women, each of whom brought in a package, which was carefully unrolled and added to the pile. A salesman was busily engaged in preparing a placard which read:

"As advertised, seventy-five cents a yard, worth two dollars."

"You see how nice and easy it is," said my acquaintance. "Blank & Co. advertise a specialty, and we send our girls down there to buy all they can get hold of at their price, put it into our stock and sell it at an advance of about 15 per cent."

"Great scheme. Do you work it often?"

"Oh, yes, we work it right along, and I suppose the other fellows work us. We shall advertise this lot of silk in the papers to-morrow

and make a great spread on it. They may come and buy it back from us to use in some future sale at another advance, but there is a profit in it to us, and we find the same tactics in all lines, whether it be silks, underclothing, notions or sundries, pay us very well."—Ex.

PUSH IN BUSINESS.

It is an assured fact now a days that if you intend to make money, you must, says Finance, take hold of something, you must devote your work, your skill, your experience, and whatever money you have to something.

Caution is, indeed, a great thing in investment; but, as in everything else, there can be too much of it. The man who is too cautious in his business policy runs a greater risk of being ruined by missing golden opportunities than one who is seemingly reckless in his undertakings. Conservatism of the genuine sort should be the characteristic of every legitimate business man; aggressiveness, however, in every line of commerce, enlarges to a thousand-fold the possibilities of success, while at the same time permitting of the employment of conservative methods.

The genuine business man is a speculator; he is no gambler. He takes risks, but they are warranted by the necessities of his enterprises. He, also, often comes to grief, but his ruin only emphasizes the mistakes that should be avoided by others.

Any man who wishes to invest has lots of good chances. But he must act and by rightly acting he will win.

CORRESPONDENCE.

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

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GENERAL AND PERSONAL NOTES.

MR. ROBERT CUTHBERT, the recently appointed assistant dry goods appraiser at the port of Montreal, has assumed his new duties. Mr. Cuthbert takes Mr. Davidson's place, the latter going to Toronto as appraiser in the post rendered vacant by the retirement of Mr. Sergeant. Up to recently Mr. Cuthbert was one of the best known jewellers of the Queen City and a prominent member of the choir of St. James' cathedral.

Mr. Edward McKeown, the Toronto dry goods merchant, who was arrested at the instance of Gault Brox & Co., charged with fraud and misrepresentation, has been committed for trial at Montreal and has elected to be tried by a jury.

Mr. Peddie, dry goods merchant, of Berlin, Ont., has removed to Toronto where he has gone into partnership with his brother. Before his departure from Berlin a number of young people called at his house and presented Mrs. Peddie with a beautifully worded and flattering address and valuable present.

Owing to depression in the cotton trade and demands of operatives, the English master spinners have declared a lockout in all the mills except those of Egyptian cotton spinners. The decision includes Oldham, Rochdale, Ashton, Bury, Stalybridge, Stockport and other centres. Altogether 17,500,000 spindles will cease, representing wages of \$250,000. The lockout will cause widespread distress.

The Supply Company of Niagara Falls, Ont., employ no travellers but send out their Price List instead. By this means they claim that they are enabled to sell goods at the lowest possible cost, and anyone who examines their Price List can readily believe that such must be the case. If any of our readers who deal in their goods have not received one of these lists, it would pay them to send for one.

The property of the Canada Cotton Manufacturing Company, Montreal, has been acquired by the Canada Colored Mills Company. At a meeting of the share holders of the former company to discuss the matter, a resolution was unanimously adopted handing over to the Canada Colored Mills Company the plant, assets, etc., of the Canada Cotton Manufacturing Company. The Company was represented by 7,500 shares and \$300,000 worth of bonds. The agreement is that the shareholders of the Canada Cotton Company receive \$400,000 in bonds and \$165,000 in cash and notes, and the Canada Colored Mills Company also assume the \$300,000 worth of bonds.

The Golden Lion of Guelph has been undergoing extensive alterations, and is now one of the most complete dry goods stores in the Dominion. A year ago new fronts were put into both stores, and more handsome fronts it will be impossible to find anywhere. This spring new alterations are being made by the proprietors, J. D. Williamson & Co., whereby they have been able to consolidate their business, having opened a large millinery and mantle show room on the second flat and put the cloths and men's furnishings into the department formerly occupied by the former branches. They have been able to save two thirds of one of their stores, which has been leased as a boot and shoe store to Mr. Neil, and the back of Mr. Neil's store is retained by them as a ready made clothing department. The Lion's show-room is pronounced by travellers to be one of the finest west of Toronto. They have introduced the latest and most improved cash carrier system in existence.

An influential deputation from the council of the Montreal Board of Trade, headed by the president, Mr. E. B. Greenfields, waited on March 28th upon Provincial Treasurer Hall, and asked for the repeal of the taxes upon commercial corporations. The deputation represented that the commercial corporation tax had the effect of driving business away from the province and of causing a discrimination between corporations and private firms, to the advantage of the latter. The council would accordingly be very glad, while fully recognizing the difficult position in which the new Administration was placed, if something could be done, consistently with revenue requirements, to reduce or abolish the tax. Mr. Hall, in reply, stated

that he would like to see the commercial corporation tax repealed, but in view of the heavy expenditure to which the province was committed he did not see his way clear to it at present. After what the deputation had said, however, he thought he might possibly be able to recommend some modification.

The Whiting cash and parcel carrier manufactured by Mr. W. H. E. Whiting, of London, Ont., has scored a great success everywhere it has been used, and Mr. Whiting has received many gratifying testimonials. He claims for his system the following points of excellence: It is neat in outline, a station being simply an ornamental bracket; it obstructs the view less than any other system in use; it is brass, nickel-plated, and adds to rather than detracts from the appearance of a store; it is very rapid, requiring but a few seconds for the longest line; it is the most noiseless system in use, it can be recalled as well as dispatched from either end; it is the strongest and most simple system in use, it is not dependent on a spring of any kind for power; it has not got a cord or spring of any kind about it; it permits the lines to run level or up grade, it has a brass car and brass cash box, not liable to breakage; it has nothing to get out of repair, it is the most expensively finished, yet most reasonable in price, it is the only system invented and manufactured in Canada by a Canadian.

A pleasing event took place in the warehouse of Gordon, Mackay & Co., Toronto, on April 16th. Mr. W. J. McMaster, on behalf of the employes of the firm, who had all assembled in the woolen department, expressed the gratification felt by one and all in the interest taken in them and the business of the house by Mr. A. G. Malcolm, the firm's head bookkeeper, and that, having heard of his approaching marriage, they desired to show their appreciation by asking him to accept as a token of their regard a cabinet of cutlery. The recipient was more than astonished, and found it difficult to express his gratitude and pleasure at the kind, opportune and most considerate gift. The cabinet, which is of black walnut, elegantly inlaid with satin wood and lined with blue satin, contained four dozen dinner, dessert, tea and fruit spoons; two dozen white ivory handled knives, with forks to match; two sets of carvers, sugar spoon, tongs and butter knife, all of solid silver. On the cover was a silver plate with this inscription: "Presented to Augustus Grant Malcolm by the employes of Gordon, Mackay & Co., on the occasion of his marriage, Toronto, 20th April, 1892."

TIME WORKS MANY CHANGES.

The flourishing condition of the wholesale grocery trade has been for some time back a source of envy to the wholesale dry goods men, but time works many remarkable changes. At present it seems singular that all the reports regarding sales from the whole sale dry goods trade this spring are favorable, and from the grocery trade the reverse. To account for this it may be that the grocers, not content with the agreement on prices on many lines of goods, took up sugars also, and afterwards shortened time sales and discounts. Theoretically this may be all right, but practically the result seems to be that many small wholesale houses, with a capital of \$20,000 or \$30,000, have got into the trade, and by cheaper working expenses and easy banking facilities, have curtailed the volume of trade done by other houses with ample capital and ability. Many of the dry goods houses on the other hand have disappeared into oblivion thereby cleaning the atmosphere and enabling the large houses to do an increased volume of business. Besides in late years the Ontario dry goods houses, who have remained in the field, have got a grip on the trade of the province, which has not shrunk from depopulation as has been the case with the trade in Quebec province and from which the Montreal houses have suffered in their own territory. Again Toronto and Montreal houses are both getting their share of the North-West trade and this combination of circumstances has helped the volume of trade in Ontario warehouses in a gratifying way this season, perhaps more than the bountiful harvest. But there is still room for improvement, and the "survival of the fittest" is not yet a thing of the past in the wholesale dry goods trade.

FALL STYLES.

Expert opinions concerning fall styles, says The Cloak Journal, as yet lack definiteness. It is generally believed, however, that fur-trimmed garments will be received with favor, and a fair supply of these goods has already been put in. The fur trade is in such an unsettled and unsatisfactory state that manufacturers are apt to find it difficult to fill duplicate orders at the prices they will accept early in the season, and the buyer who knows how to place his orders at the beginning of the season will have an advantage over his more slow-going competitor that may prove a very important one. Opossum will, we think, have the first call among fur trimmings. Astrakhan will be worn, but it should only be used in the best qualities. Moufflon, which was popular last year, proved to be so unsatisfactory in many ways that the demand for it will fall off materially. Last fall, much grumbling was heard from buyers who were unfortunate enough to get garments with leg astrakhan trimming. Pasted trimmings cannot stand any amount of handling and never give satisfaction. It would be more satisfactory to everybody concerned if buyers were to pay a little more for their goods and get trimming that will wear. There should be a general protest against using trashy stuff; trimming that cannot be sewed is apt to prove worthless.

ATTRACTIVE SAMPLE ROOMS.

We draw the attention of our readers to the advertisement on page three of the cover of Mr. I. T. B. Lee, Canadian agent for John Erskine & Co., New York, manufacturers of "Elbisrever" scarfs. We have seen samples of the scarfs, and have no hesitation in saying that finer goods could not be placed on the market. The colors are exceedingly rich and charming, and the paler shades are captivating in their delicacy and softness. The ties are double-faced and, therefore reversible, many of the styles having one face entirely different from the other, thus affording two distinct ties in one, and as the tie is woven in one piece there are no seams in the tie portion whatever. The goods will stand on their merits and should meet with a ready and increasing sale among the trade. Mr. Lee has also the agency for several other leading New York manufacturers including Cheney Brothers, the largest silk manufacturers of the world; M. Heminway & Sons Silk Co., spool, knitting, crochet and art needlework silks; Sacks & Bro, dress trimmings etc., C. E. Bentley, fancy goods, novelties etc.; The Castle Braid Co., braids, buttons, novelties etc.; W. T. Mersereau & Co., brass goods, etc., and many others of equally well-known repute. He has in his sample rooms the finest novelties to be seen anywhere, and visitors to the city should not miss the opportunity of calling there as the time spent will be amply repaid.

FINANCIAL ROTTENNESS.

One of the worst failures in the wholesale dry goods trade of the country is that of Pierre Hudon, St. Paul Street, Montreal. The unfortunate creditors will receive a first dividend of 1½ cents on the dollar. The total liabilities are \$75,150.21, and the dividend amounts altogether to \$1,127.70. This leads The Trade Bulletin to remark: "Talk of Love's heart aches in our young days, why they were pleasures compared to the rankling pangs created by such financial stabs as the above. It seems to us that it would have been far better had the whole thing been wiped out, for it would at least have saved the issuing of the dividend sheet among about 100 creditors, which must have been the very quintessence of cruelty. Now, the fact that such exhibitions of financial rottenness are not only possible, but are even becoming fashionable in the arena of bankruptcy shows that some prompt and severe legislative measure is needed to check these terrible evils which appear to be obtaining alarming proportions. We hope the Boards of Trade throughout the Dominion will continue to impress upon the present Parliament the urgency of passing a bankruptcy law that will afford better protection to the solvent traders of the country."

CHANGES OF FASHION.

The changes of fashion affect the dry goods and kindred trades more largely than most people imagine. They frequently involve a change in design, weave, style, finish or coloring, and often in widths necessitating in the first place a large expenditure on the part of the mill or factory for machinery, engraving, etc. Then, again, the jobber and the retailer are liable to be left with goods on his hand that have been good sellers, but have gone out of fashion. Such changes, while their occurrence is expected, are not always provided for, more especially by the retail dealer. The mills close out their surplus stock to the jobber, who in turn disposes of it to the retailer, and the latter, if he is not careful and does not take the proper means to get rid of the goods that are passing out of fashion, will have to carry them over. At this particular season of the year, every line that is suitable for spring and summer should be brought to the front and kept there until sold, for if one price won't sell another will. It is better to have the shelves cleaned in the spring and early summer months than to pack away the goods for another season when quite different styles may prevail. For the last few years novelties and specialties have had such a run that there is keen competition among manufacturers and importers to put on the market the most striking and attractive designs, so as to eclipse all previous productions in the same lines. Hence, the goods turned out by them are often radically different from those of former seasons, and the retailer should make a point of clearing out each season's novelties during the season. If any particular lines show a tendency to move slowly they should be reduced in price until they reach a saleable point, so that the money may be used in other directions. Dry Goods Chronicle.

WEAK-KNEED DOCTRINE.



Fiery Orator: Yaw shentlemens, der time vas ripe for making an end to der so-called rights of private property, und—

Auditor—Lend me your pipe, Hans; you can't smoke und talk, too.

Fiery Orator (bridling)—Mine friendt, dot vas my pipe. I bought it, don'd you see?

THE DRY GOODS REVIEW.

HEAD OFFICE—6 Wellington Street West, Toronto.

MONTREAL OFFICE—115 St. Francois Xavier Street—A. J. Ritchie, manager.

NEW YORK OFFICE—Room 105, Times Building, Roy V. Somerville, manager.

EUROPEAN BRANCH—Canadian Government offices, 17 Victoria Street, London, S. W.—R. Hargreaves, manager.



"MILLINERY is booming;" so say the wholesale houses. The brief hot spell in the beginning of April had the effect of stimulating business to an unusual degree, and travellers' orders came in with a rush. Last spring and summer season was considered to be the best for years, but 1892 bids fair to surpass it. The markets are being scoured to secure the latest things in hats and bonnets, and new patterns are constantly coming to hand. There is no diminution in the popular demand for flowers as hat adornments, and ribbons of all kinds are in high favor. Nacre and Nacre effects are being much used, particularly in the wider widths on the larger hats. Satin and velvet ribbons are being preferred for bonnet strings and for the bow of long hoops. Jets continue also in favor. The Toronto wholesale houses announce supplementary openings from the 18th to 21st April, when all the latest novelties will be shewn. In a circular to the trade one of the houses, in announcing the supplementary opening, says:—"In our early spring circular we gave our reasons for believing that we might reasonably expect, and at the same time make liberal provision for, a good spring and summer trade. As time advanced, our view of the situation was such as to leave no doubt on our minds as to the certainty of a great millinery season being before us. Supporting our decision by action, we despatched our buyer to the British markets on the 7th March, he having then been only ten days home. One month has been devoted by him entirely to securing suitable goods for the present assorting season. Latest advices from him bring the encouraging news that his early arrival in the foreign markets, enabled him to secure large quantities of seasonable goods, entirely new in character. Many lines so secured are now arriving almost daily." At the openings of the leading retail houses in Toronto there were great gatherings of the gentle sex, who had their tastes fully gratified by the beautiful displays upon which their eyes feasted. There will be a grand display of head-gear on Easter Sunday if the immense business done in hats and bonnets is any criterion.

MILLINERY IN MONTREAL.

By Our Own Correspondent.

The millinery openings for the spring season were held on the first of March, and on Tuesday, the twelfth of April, there were openings of summer goods. During the month that has elapsed since the first opening attention has been fully occupied in filling the orders which came with a rush the first few days in receiving new importations and attending to the ordinary business that is always passing. Hats, flowers, ribbons and laces form the staple of the spring trade, and in volume the business shows a marked improve-

ment over last year. At the opening of summer millinery on the 12th inst. the importations were shown which have come to hand within the last month. The difference between the openings is less marked than one would expect, but those who came to buy report that the purchases of a month ago have disappeared. The greys are more prevalent, there is a more tender delicacy in pale blues; soft yellows and the greys are clearer. The new shade "pompadour,"—a bluish green—the mauves, and ambers are in pronounced favor, and it is reported that the smoky "beiges" are becoming more popular. The hats remain small and the material the same—plain and fancy straws—and the shapes are all with low crowns, but of endless variety.

PARIS FASHIONS.

The Paris correspondent of The Drapers' Record says: In the way of head gear, the following have just sprung up. The "Bianca," made of mordore straw, lined with velvet, and trimmed with ivory-lace draped round the crown, with a garland of Parma violets and mimosa. The "Minerva" is a hat covered over with veiled pink crepon and black lace. The whole of the front of the hat and sides is trimmed with a bunch of roses and an owl of jet. A curious novelty is the "Chapeau Byzantine." It is a capote, the crown of which is in three pieces of tissue of gold, embroidered with many colored stones. The front is formed with a volant of pleated Chantilly lace, which is slightly vaseshaped at the front. It is held in by several pleats above the ear at the sides, and falls behind carelessly over the chignon, which should be raised high. Two feathers, red and black, are placed in the middle of the front.

The bonnets remain small and flat, and the trimming is placed in the middle or towards the back. Sometimes two small curled feathers are put back to back; laced flowers and ribbons are much used. Shot and watered ribbons seem favorites. The Marescot bonnet has a soft velvet crown, with fluted brim in nasturtium velvet and black lace. Bow in the front of satin soleil and an aigrette, narrow satin strings.

The following are latest novelties. La Parisienne, capote toque composed entirely of small wings changeants mother-o' pearl, the crown is composed of a chiffone of tulle and velvet, the velvet laid on in stripes narrow like the strings. C'est un rien! Le Moliere is a large round hat, with a passe slightly waved in black straw; large bow lined with black more held down with a Moliere buckle, and a similar bow at the back of the crown.

Le Printemps is a capote composed of rosebuds, which appear to shoot out of a chiffonne in moss tulle; butterfly bow in moss velvet, strings to match.

The Stuart is a capote in black rice straw, wings in black embroidery, large chou in anemone velvet, with black aigrette; strings in light anemone moire.

For driving, black rice straw hats, the crown composed of lace reappliquee, slight draping of lace on the passe, a jet ornament placed between two black feathers.

Lace is more popular than ever, and is worn on everything and in every possible way. Light elastic cloths will be worn. Tailor-made dresses also, and the long basques which threaten to die out have taken a new direction, and form swallow-tails. They call them the redingote bodices.

DESCRIPTION OF MILLINERY ILLUSTRATIONS.

No. 1 represents a slightly flared hat of black net, shirred upon wires and worn with black satin ribbon strings. This same ribbon decorates the back of the crown, which is surrounded by a wreath of yellow chrysanthemums, and trimmed with an ostrich feather pompon and aigrette on top.

No. 2 is of heavy white lace, after the style of Point de Genes, which is cunningly manipulated into a tiny evening bonnet, having strings of white satin ribbon, with a front trimming of lace fans, aigrette, flower and pearl ornaments in the shape of a diamond over the crown of the bonnet.—Dry Goods Economist.

ENGLISH FASHIONS.

"Miss Mantahni" in the Pall Mall Budget says: Women are in a flutter of excitement over the new fashions. Never have the windows looked more tempting. It is impossible to resist the fascinations of the bonnet shops. Everybody is saying how wonderfully lovely the new colors are—especially the pale shades of green and pink. Some of the smartest bonnets are trimmed with two shades of one color—light and dark green for example. The most remarkable bonnet to be seen anywhere is called the Victoria, and is a copy of the bonnet that was fashionable in 1841. Many women would be glad to buy such a thing to make a sensation with at one of the private views. It is the largest bonnet I have ever seen—the brim is about ten inches wide—and is made of black net, with an edging of jet and a bow of ribbon and three black tips for trimming. The strings are black ribbon. I saw the bonnet tried on by a fair young lady, and it suited her better than I should have thought. It is worn with a lace veil, long enough to reach the waist, mounted on elastic. If the wearer wished to have her face uncovered she would draw her veil to the side instead of turning it up. A large black hat with the new jam-pot crown was trimmed with a bunch of



No. 1.

yellow orchids, pale green ribbon, and a soft drapery of lace. It had a wide lace string, intended to be allowed to fall in folds about the neck, and fastened coquettishly with a green ribbon bow near the shoulder. Some of the French straw bonnets are quite as chic as those that are made of lace and flowers. I rather admired a

poke bonnet of brown and fawn straw decorated with a bunch of banksia roses and small bows of pink and fawn. It had pink moire strings. Virot is using beautiful ribbons with crepe stripes for trimming hats. Never has the choice of ribbons been so great as it is this season. There are charming wide-brimmed hats for wearing with cotton dresses. A pretty one in three shades of fancy straw—moss-green, eau-de-nil, and fawn—slightly curved



No. 2.

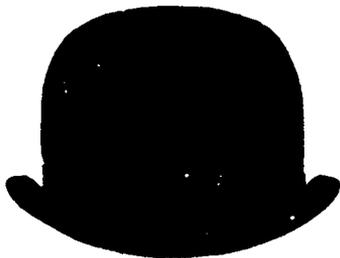
at the back, was lightly trimmed with rosettes and loops of beige ribbon in two shades of green. If one knew how to make those wonderful French bows one could have a smart hat for a mere song. Flower-trimmed bonnets are very much like they were last summer—trifles in the matter of size. A cheap and becoming bonnet with the Marie Stuart front is made of black lace and primulas or lilies of the valley. It has a narrow quilling of lace round the edge, and narrow velvet strings. There are some delightful summer hats for little girls made of art silk, flowered muslin, Venetian satin and crepon. They have full crowns and shady brims, lined with silk of a delicate color. There is no mixture that looks so fresh and dainty as white and apple-green, and one of the hats that took my fancy was of soft silk in these two shades. Ladies with an æsthetic taste in millinery will find their own taste provided for. There are light hats, turned up at different angles, made of velvet or art silk in extraordinary shades of green, terra cotta, and blue. One æsthetic hat—it was pretty for a wonder—was made of pearl-gray Venetian satin lined, with pale pink crepe, and trimmed with rosettes of the same material. The bonnets of this spring are distinctly prettier than those of last. There is less of tinsel about them, and the colors are much more beautiful than they have been hitherto. I saw a lovely saw of French bonnets. Colored strings of broad moire ribbons are one of the latest innovations, and in peach color and faint shades of pink and green, they are very becoming. Last year strings were generally made of inch-wide ribbon when not of lace. Among the new bonnet ornaments are claws of paste and flies with mother-of-pearl wings. The milliners told me they are putting flowers on everything. Bows of plaited straw are a new trimming. A good deal of gypure lace is used on hats and bonnets mixed with ribbons, but not often with flowers.



Travellers are now on the road for sorting orders, and it is apparent from the orders already received that good business will be done. Repeat orders are also coming in freely for popular lines of hats. Browns are quite a favorite color this season both in softs and stiffs, and it would be advisable for retailers to place their orders for this color as early as possible, as these goods are bound to be scarce as the season advances. The retailers report splendid business during March and bright prospects for the season. Shipments of straws are up to the average. The season is not yet advanced enough to show if repeats will be as large as last year, but if the weather is at all reasonable there is no reason to doubt that it will be otherwise. It seems as if wide-leaved boaters in fancy plats will be very popular.

POPULAR HATS AND CAPS.

A. A. Allan & Co. report that there is a brisk demand for the following styles:



Fashionable round crown hat for young men.



'Varsity cap made in fancy and plain tweeds and silks.



Ladies' yachting cap in plain and fancy checked tweed, subdued colors, which will be very popular for the seaside, boating, etc.

NEW YORK STYLES.

The Hatter and Furrier says. Now that all the styles are issued, there seems to have fallen upon the trade the quietness of a reaction, and it would be very hard to specify just what styles are most in popular favor. Each special style has its special adherents and advocates, and as business generally is very quiet, the public are left to follow their own sweet fancy. There are certainly styles

enough from which to select, and even the most finicky buyer can pander to his finicky ideas and still be in the swim. The stiff, flat brim, with soft crown, seems to be dead, as it deserves to be. The narrow brim derbys, are selling well in some sections. The shapes of the leading New York introducers of styles are neat and unobtrusive, and sell when anything does. In colors, the various shades of brown, in solid colors and mixtures, are still the most popular. There is some talk of a pearl or pearl mixture, but as yet it has met with no demand.

Tourist shapes continue to sell well, and will be good for months to come.

There is every indication of a strong revival of cloth caps in fine grades. This is as pronounced in England as here, and the cloth-cap makers are preparing for it in good earnest.

HUDSON'S BAY CO'S MARCH SALES.

We have received from T. Dunnet & Co., the following report of Phillips, Politzer & Co., on the Hudson's Bay Co.'s March sale: Although the fur market was unusually inactive at the commencement of the present year, the Spring Sales of the Hudson's Bay Co. disclosed quite a confident tone. The general heavy decline which was looked for, has not taken place, a few articles only giving way to the extent of 10 to 15 per cent., while many have brought prices equaling those of last year, and others even a substantial advance. Considering the mild winter and the heavy losses resulting from the Russian trade, the present firmness can only be attributed to an increasing demand for furs, against a stationary, if not decreasing supply.

The following are the results compared with the March sales of 1891:—

OTTERS—(9,748 skins—last year 8,171)—Firsts declined 10 per cent, Seconds and Thirds 15 per cent.

FISHER—(5,169 skins—last year 5,658)—Average 10 per cent lower, the fall on Seconds being heavier.

FOX SILVER, have declined 20 per cent.

FOX, CROSS—(2,740 skins—last year 2,427)—Firsts declined 5 per cent, Seconds 12½ per cent, Thirds 7½ per cent.

MARTENS—(73,439 skins—last year 64,689)—Have met with very good demand, more especially the good coloured Skins. Firsts have advanced 30 per cent, the best marks even as much as 100 per cent, Seconds and Thirds 15 per cent, Pale being in less request were only 5 to 10 per cent higher.

FOX, RED—11,104 skins—last year 13,948)—Firsts and Seconds advanced about 10 per cent, Thirds 5 per cent.

FOX, WHITE—(9,390 skins—last year 3,704)—Have declined 25 per cent.

FOX, KITT.—Advanced 20 per cent.

MINK.—(42,094 skins—last year 29,363)—Have advanced 25 per cent.

BEAR, BLACK—(11,414 skins—last year 8,960)—Continue in good demand, and prices remain about the same as last March, ex-

cepting Thirds and Fourths, which being very low this time, declined 35 per cent.

BEAR BROWN.—(1,875 skins—last year 1,411)—Show on the average a rise of 5 per cent.

BEAR, GREY.—(253 skins—last year 175)—Are 50 per cent higher.

MUSK OX.—(1,935 skins—last year 1,358)—Have declined 25 per cent, excepting damaged and Thirds which average 20 per cent more than last year.

LYNX.—(8,294 skins—last year 11,445)—The short supply brought about very heavy advances; Firsts being 35 per cent, Seconds and Thirds 45 per cent higher than last March; the greater portion was purchased for American account.

WOLF.—(1,684 skins—last year 4,237)—Sold at an advance of 15 per cent.

WOLVERINE.—(1,140 skins—last year 1,388). Have advanced 40 per cent.

SKUNKS.—(10,642 skins—last year 12,583)—Firsts, which sold last year out of proportion to their value are now 15 per cent lower, Seconds remain unaltered.

BEAVER.—Realized the same prices as in January.

MUSQUASH.—Firsts and Seconds advanced 7½ per cent; Thirds and Fourths 25 per cent.

FUR SEAL.—Advanced 12½ per cent on January prices.

BADGER.—Firsts advanced 60 per cent; Seconds doubled last year's figure.

HAIR SEALS.—The large and middling sizes are 30 per cent lower, while small Skins declined only 10 per cent.

In the smaller sales preceding the Hudson's Bay Co's., there were offered by the various Brokers:

MONKEYS.—(50,980—last year, 54,139)—Which were sold readily at an advance of 25 per cent on January prices.

AUSTRALIAN OPOSSUM.—(178,671—last year, 458,436).—The fresh supplies of this article are much smaller than in former years, and the advance on last January prices is fully 20 per cent.

WOMBATS.—(11,461—last year, 13,245)—Maintained the high values of the last Sale.

A. A. ALLAN & CO., WHOLESALE.

Felt Hat Department.

A full range of fine fur and wool Felt Hats in Black and Brown and Neutral Colors.

Just received cable repeats of the Popular FEDORA Hat so much in request this season.

Cap Department.

Our productions are famous for style and value.

Children's Fancy Caps, Boys' Club Caps, Ladies' Boating Caps, Men's Travelling Caps.

Straw Goods Department.

Buyers' attention is requested to our large assortment occupying two flats.

English, American and Canadian manufacture. Inspection invited.

A. A. ALLAN & Co.,
51 Bay St., Toronto.

B. LEVIN & CO.,

Wholesale Manufacturers of Fine Furs

—AND—

IMPORTERS OF HATS

491 & 493 St. Paul Street,

MONTREAL.

BRANCH SALEROOMS:

70 Bay Street, Toronto.

Our staff of Travellers are now on the Road with our Fur Samples for the Fall and Winter Trade of 1892. These will be found a very large and well-assorted line, and include a full assortment of Coats, Jackets and Robes.

Orders from the Trade will receive careful attention.

Wholesale Agents for the Dominion of Canada for

LINCOLN, BENNETT & CO., SACKVILLE ST., LONDON, ENG.

DRY GOODS ADVERTISING.

THE following practical hints to retailers by one of the most successful advertising managers in the States are given in the Dry Goods Economist :—

It is not an easy matter to "advertise judiciously."

It is still less easy to give good advice upon the subject.

As in science, so in advertising : there are problems that lie ahead which keep pace with the accumulated knowledge and the growth and increased power and insight of the individual student.

An advertisement that reads like a common business card does not take hold of the public. It lacks both pith and point, and strikes the reader as a sort of casual, general statement.

Advertising, generally, should be done as if you were shooting at a mark. Find the mark and aim direct for the bull's-eye ; not as if there were a dozen bull's-eyes and your shot was sure to hit one. There are many dozens of bull's-eyes, but hitting one produces little or no effect upon the others. Hit every one, if that is possible. Make direct, far-reaching, penetrating statements. Go right into the facts of the case and keep at the subject until you get to the end of it. Print all of the story at once, if necessary, or state the general or distinct conditions that relate to the goods for sale separately, covering a period of days.

Advertisements should impress every reader ; to do so and arrest attention they should be full of true meaning, explicit and complete.

Advertisements can be made to take right hold of the public, and the simple truth gets a firmer grip than the most skilfully devised misrepresentations of the trickiest advertiser.

Dipping into details and all the bearings of the case gives suggestions about goods, their possible uses and adaptations, which may never have occurred to retail buyers until told by the advertiser.

A fixed location of an advertisement in a newspaper is more valuable for the dry goods advertiser than a shifting position.

Newspapers should not be allowed to set up an advertisement as they please. It is better that a style of heading, signature, type and arrangement be originated or selected and continually used, because this gives the advertising of a firm character and peculiarity that is an advertisement in itself, and that becomes a recognized feature of the paper, growing more effective as it grows familiar, if the matter be kept fresh and inviting. Newspapers will protect an advertiser whose announcements are cast in an original mold exhibiting an exclusive feature, by their not admitting other firms' notices, should such be proposed, in close imitation.

Well-directed advertising exerts a beneficial power that is difficult to measure. A large dry goods house recently advertised a certain well known make of goods. By taking up the merits and possibilities of this particular line sensibly and thoroughly this house has, within three months, tripled its sales of these goods. It was a line kept by every other dealer in the place, each of whom had a good share of the trade for it, prices and qualities being the same all round. But the advertising told, and while the manufacturers reported only a small increase in the total business in the city for his specialty, he showed by his books that the advertiser of his (the manufacturer's) goods tripled his trade at the cost of the other local dealers.

Buying newspaper space by the inch is generally better for the merchant than being confined to a fixed space for a stated time, such as a quarter, a half, or a whole column for a year or six months. Pay so much per inch, taking whatever space is needed, and have the advertisement set uniform each day in some plain, fair-sized reading type. By this system there is never any crowding of space to get so much matter in, nor spreading out in order to fix more space than is necessary. Payment is thereby made for just what space is needed and no more.

The handbill as an advertisement is becoming a thing of the past in most all of the leading stores of the country. John Wanamaker, than whom there is, perhaps, no more successful dry goods advertiser in the land, says : "I never in my life used such a thing as a poster, or dodger, or handbill. My plan for fifteen years has

been to buy so much space in a newspaper, and fix it up with what I wanted. I would not give an advertisement in a newspaper of 500 circulation for 5,000 dodgers or posters."

Novelties, cards, pin-cushions, etc., do not amount to much as gifts, and they amount to very much less as advertisements. What any one can get for nothing, without making any other effort than asking for it, nobody cares much about. Gifts, however, have been made of great value, when rightly given, though such cases are not common. Gifts should never be offered as a direct inducement for people to purchase goods. Price and quality should be inducement enough.

Gifts can be made to fit in gracefully on store occasions, such as a beautiful souvenir on a store birthday, or flowering plants, gifts of roses on May-Day to those who purchase. But it is a delicate job to give away anything with goods gracefully.

Street-car advertising for dry goods stores is of doubtful value. If, in addition to signs, arrangements can be made to have conductors stop cars before a store and announce the name of it, street-car advertising may be worth while.

Theater programs can be but seldom used with much benefit.

Issue a leaflet or booklet on opening a new department, if such department is of the nature of Japanese goods, or holiday wares. Have it unique, original and characteristic of the department—a souvenir of the occasion. There must be nothing commonplace about it.

Cards printed in close imitation of fine engraving which is now done to perfection by many printers, make very tasteful invitations to openings of millinery or similar merchandise.

DO CIRCULARS PAY ?

"We send circulars, instead of advertising in papers. When we have special offerings to make, we send out a circular to the trade," was the remark of the gentleman in charge of the advertising department of a Broadway house. There is no doubt but that when a firm has a special offering below value to make, by sending out a certain number of circulars to those who trade with them they get results. To reach even 20,000 merchants engaged in the dry goods and kindred lines of trade the expense of sending out circulars would be very heavy. The postage alone on such a number would be \$200, to say nothing of the cost of the circulars and the expense of preparing them for the mail. The chances are that of these 20,000 circulars under a 1-cent stamp three-quarters would be thrown into the waste basket, while 50 per cent. of the remaining quarter would not be received in time for buyers at a distance to take advantage of the offer even if they wished. Do these circulars bring new trade? We say no. It is the experience of every merchant that a single advertisement, excepting for a special offering, does not pay, and a circular is obviously but a single advertisement. The only way for the merchant to make his name widely known is to keep it constantly before the public through the press, changing the reading matter whenever a special offering indicates that it is judicious. There are few, if any merchants, who can afford to do without advertising.—Dry Goods Chronicle.

MONTREAL'S OLDEST MERCHANT.

Thomas Mussen, the oldest business man in Montreal, died on April 5th. He was born at Barton Pidsey, near Hull, England, 17th March, 1804, and with his parents sailed from Hull for Quebec in the spring of 1818. He commenced business for himself in the dry goods line in 1827, and up to eighteen months ago continued in the active management of his extensive establishment. He was a fervent admirer of British institutions all his life and served as a volunteer during the troubles of 1837-38. He acquired a great deal of property and was considered to be one of the wealthiest men in the city. A very large number of Montreal's present business men were at one time clerks in his employ, as well as many others scattered over the continent, and he was widely known and as widely esteemed. He was known as a man of great business capacity and of a kindly, unassuming disposition.

AN ELEGY IN A COUNTRY STORE.

SIT down a minit, Mister, an' write a line or two,

An' let me tell my story—you'll say it's sad though true;

But some things hez their bright sides as well as darkest shades,

An' clouds are never brighter than when the sunlight fades.

There's trouble, disappointment an' trials all through life,

An' tho' yer peaceful-minded yer bound ter hev some strife;

But settle at four cross-roads an' keep a country store,

An' ye'll find yer troubles greater than e'er they were before.

But, 'scuse me, I'm a wanderin' a little off my text,

An' if ye'll tell yer paper when yer a writin' next,

How old Hank Smith of Johnsville was hooked an' done up brown,

Ye'll do a wondrous kindness to every country town.

I've kep' a store in Johnsville nigh onto twenty year,

An' every man an' woman to my old heart is dear,

I've paid what's due of taxes an' helped ter make the town,

An' many a totterin' farmer I've kep from breakin' down.

My bizness wos progressin', an' though my wants were few,

I couldn't lay a surplus by, as some I know well do—

Like old Ben Jones, the Deacon, down on the township line,

Who owns three hundred acres, the finest of the fine.

One day a deputation of farmers came to town,

An' called on me to offer their trade an' spot cash down;

They'd writin's, papers, letters, rules, by-laws an' the like,

Just like the honest workmen, preparin' for a strike.

An' Deacon Jones was leader an' read the rules to me,

An' Rodd of Township Logan, he of Concession Three,

Got up and painted to me the glories of the deal,

An' like a fool I signed it—they stamped it with a seal.

I was to get the business of a hundred farmers sure,

On only ONE condition—'twas simple an' secure—

That I should sell them freely, for cash, you understand,

Their goods, an' only charge them—a twelve per cent demand.

They said they'd buy all goods from me and pay me down the cash,

An' that the other merchants here would all go plunk to smash,

That I would do a roarin' trade an' make my money fast,

An' all my neighbors would get left for robbin' in the past.

I signed the paper as I said—they stamped an' sealed it too—

An' smilin' left my little store—that day I'll always rue.

At first they swarmed into the place an' ordered goodly lots,

Looked at my bills, put down the cash, an' grinned like idiots.

But Roberts 'cross the road from me, who'd kicked the whole gang out,

Cut sugar down below my cost, which raised a deuced shout,

An' Brown, up near the market, sent out a card to say,

That "Patrons or no Patrons," who had the cash to pay,

Could get what goods they wanted at less 'an Patron price—

He put his prices lower than for living would suffice.

An' every store around me, both in our town an' out,

Was cuttin' things below me, of that there was no doubt.

I kinder felt uneasy to see such tricks be made,

An' knew that I was losin' each blessed day more trade,

The Patrons seemed to vanish and leave no trail behind—

My neighbors was a smilin'—They didn't seem to mind.

An' then my trade intown got mad an' passed my store each day,

An' bought their goods from "Hustler" Brown or Roberts cross the way.

They wouldn't deal, they told me so, with any man who sold

To greedy men of wealth like Jones, for twelve per cent. of gold.

The Patrons didn't seem to come like once they used to do,

An' I began to see that things was gettin' mighty blue,

My business got into a mess, my bills could not be paid,

The wholesale house got dunnin' me—said "payments must be made."

I wondered what the matter was, an' couldn't make it out,

Until one night I met old Jones ('twas him without a doubt),

Aloadin' up his democrat in front of Brown's old stand.

I tumbled to the racket then—I saw the rascal's hand.

That night when I got home again I read the writin's through

To see just what the bargain was, an' what we had to do.

'Twas clear as daylight now to me—I'D ROUND MYSELF TO SELL,

While they had not agreed to BUY, except it suited well.

An' when my prices seemed too high, though I was sellin' straight

They either went to other towns or came at night quite late,

An' bought what goods they wanted from Roberts or from Brown,

Who worked together, strange to say, to beat my prices down.

I knew then just how things would go. I knew it, though too late,

That I was bound to clean bust up as sure as fate is fate.

I couldn't buck agin Old Brown, an' Roberts too was rich.

While they were making money, I was nearly in the ditch.

Next mornin' I hung out a card, with letters large an' red,

An' told the public—as I thought the Patrons was all dead,

An' that, though I was near the same, I'd drop the whole gang hot

An' sell my goods like honest men—I'd do it or be shot.

An' Mister, say, when you reach town, jest tell yer printer-man

To write an' show the merchants how they work their little plan.

An' if you'll only tell 'em straight, I'm sure you'll have success

An' many a trustin' brother will pause, an' think an' bless—

HEC. SECOND.

THE DRUMMER.

First in the crowded car is he to offer—

This traveling man, unhonored and unsung

The seat he paid for, to some woman young

Or old and wrinkled. He is first to proffer

Something, a trifle from his 'samples,' maybe,

To please the fancy of the baby.

He lifts the window and drops the curtain

For unaccustomed hands. He lends his case

To make a bolster for a child, not certain

But its mamma will frown him in the face,

So anxiously some women seek for danger

In every courteous act of every stranger.

Well versed is he in all the ways conducive

To comfort where least comfort can be found.

His little deeds of thoughtfulness abound,

He turns the seat unasked, yet unobtrusive;

Is glad to please you, or have you please him—

Yet takes it very calmly if you freeze him.

He smoothes the Jove-like frown of the official

By paying the fare of one who cannot pay;

True modesty he knows from artificial;

Will flirt, of course, if you're inclined that way,

And if you're not, be sure that he respects you.

The sorrows of the moving world distress him;

He never fails to lend what aid he can.

A thousand hearts have cause to bless him,

This much abused, misused commercial man.

I do not strive to cast a halo round him,

But I speak of him precisely as I've found him.

—Ella Wheeler.

THE GOOD IT DID HIM.

He exercised with clubs and weights.

Although it was no play;

He walked and rowed and puffed and blowed,

And never missed a day.

And after six long months, what was

The outcome of it all?

He found, alas! to his despair,

His dress suit was too small.

—The Clothier and Furnisher.

CLOTHING

Wholesale houses have been exceedingly busy in preparing their fall samples and travellers have just started out to push for orders in the Maritime provinces and British Columbia. It is too early yet to form an idea of what the trade will be, but there is every reason to hope that it will be satisfactory. Payments are not up to the mark in the clothing trades, particularly in the North-West. This can be accounted for from the fact that many farmers in the North-West have not been able to realise on their wheat, some of it not having been threshed before the winter season set in, and others holding back for higher prices that never came. But when the money for this wheat is in circulation, even though it will not be as much as was looked for, things will brighten up. Retailers in Toronto report that their business for March was exceptionally good, far ahead of March last year, and April is showing up well. There is an increasing demand for the finer grades of goods which is a hopeful sign. The custom tailoring trade has also been very brisk, some of the merchant tailors reporting that they have had more orders for Spring suitings than for some years back.

CLOTHING IN MONTREAL.

(By Our Own Correspondent.)

The clothing trade is in a satisfactory condition, in respect of sales and payment for goods. The season opens 1st December and closes 1st April. In this time the sales of one house show an increase of \$41,000 over last year, and for the month of March an increase of \$15,000 over those of the corresponding month of 1891. It is not quite certain that this represents such an actual gain in business, since this year, the spring being earlier, the goods were sent forward with greater despatch. Besides, this represents only the result of travellers orders and does not include warehouse business. But there are yet in hand orders for April shipment, which will keep up the output, and the warehouse sales are about of the average volume. The fall payments are now falling due, the bulk of them however in May, though nearly half of the bills matured in April and they were for the most part well cared for. Long credits still prevail, and it is quite remarkable that the effects upon this branch of industry are not more disastrous than they are.

The travellers have just left carrying fall samples, though some houses have not sent theirs out yet, as they find fault with the prevailing plan of forcing the seasons and the consequent dating ahead. They have as yet sent in no reports, and it is too early to speculate upon the prospects for next season, though a few scattered orders are coming in. The spring orders are not all filled, and there is some activity in the warehouses getting this business out of hand. About the 25th of April the travelers will leave on the sorting trip in Ontario and Quebec, but no attempt will be made to sort in the Maritime provinces or Manitoba, as they have bought well and the expense of such a trip would be too great. The clothing trade generally has grounds for hopefulness, and appears to share, in common with other industries, the increased prosperity of the country.

LONDON FASHIONS FOR SPRING AND SUMMER.

The London correspondent of the *Clothier and Furnisher* says: Interviews with leading fashion authorities result in the following prognostications, which I think will prove useful to many readers of this journal: The Prince Albert coat is again to be a prime favorite for ordinary dress among men of leisure, and as such has been subjected to several important modifications. In the first place, the skirt is again shorter, and lighter colors will be freely used. A wide liberty of selection in materials will be allowed, so that such as Shetland cloths or rough chevots will be largely worn, as will some of the finer makes of Harris tweeds, llamas, and vicuna cloths. Black frock-coats will be worn with cashmere or cheviot trousers, as will also some of the darker shades of the foregoing materials. In the fashionable garment silk facings to edge of button-holes will be employed, and vests will be double-breasted. Many frock-coats of gray and brown mixtures will be seen. I have had shown me within the past day or two a novel frock-coat made for a noted London swell, who is an undoubted leader. It is a surprise, and no mistake, being of fine black cheviot, with a collar very narrow at back, and dead-silk facings all around collar and down revers to bottom. It had silk basket buttons and cuffs buttoning on. Morning suits will be mostly of rough chevots and Shetlands, as far as the coat is concerned; trousers of either cashmere or light cheviot and waistcoats of marcella or any light washing material. Both coat and vest will be cut much more open, with the effect of summer lightness and elegance. The former will only button two, and the trousers average an inch smaller at bottom than at knee. Morning coats, buttoning three and higher, will also be in ample demand. Dress suits for summer wear will, of course, be of the lightest possible make, fine twills and llamas being the most favored. Dead black corded-silk facings will be employed, and vests of marcella, pique or white or black ribbed silk much worn in place of cloth. Moire antique will be a great favorite for this purpose. I have seen a recently made dress suit, the coat collar and vest of which were both elaborately embroidered with black silk, giving a somewhat ambassador-like effect to the wearer. Lounge suits of Donegal tweeds, Harris homespuns, chevots and diagonals will have their usual popular run, and in connection with the first-mentioned material I would caution American manufacturers to make their purchases as much as possible from Irish houses, as in that way they benefit the native producer much more directly. This being essentially a mixed-suit year in almost every variety of costume, suits of "dittoes" will have to have a special character. One of the best examples I have seen lately was a morning suit of light gray or drab cheviot, had shoulder seams especially elevated and the back size quite broad. Chesterfields will be of the "whole back" order as of late. No development of special garments during late years has been so great as that of sporting and tennis suits. The lines of flannels offered for these usages are almost bewildering in their extent, and many of the styles of cut gotten out in advance in order to show customers the most attractive. The most popular material for a very swell tennis suit this summer will be coat or "blazer" of cream or white flannel, with silk-woven stripes, patch pockets furnished with buttons, and cuffs finished with one button. Trousers will be cut very easy,

and will, where the material is not too loud, be the same as jacket. Before closing this month I must not fail to allude to the almost complete metamorphosis of the style of garments once thought racy and loud into the correct gentlemanly thing, and the adoption by the gambling, betting and bookmaking fraternity of the most refined class of outward habiliments. The popular overcoat this summer everywhere will be a "whole-backed" racing coat of drab or tawny brown covert coatings, gray cheviot or llama cloth, similar in style to a fly-fronted Chesterfield. Inwardly lapped seams and crescent-shaped diagonal pockets will be special features of these attractive garments, and by most London houses they will be thoroughly waterproofed by special process before delivery to customers.

BOYS' CLOTHING.

In an article combatting the views of certain feminine writers that youngsters should be taken abruptly out of their swaddling clothes and put into breeches, the Clothier and Furnisher says: Until within a very short time there was no special effort on the part of retailers beyond the providing of a few staple things for the boys, the stock being kept in some far away corner of the showrooms. Now, however, a regular department is conducted under special buyers in all the big general stores, and a majority of the clothing stores have important boys' and youths' stocks. Then there are lilliputian bazaars and stores devoted exclusively to boys' and youths' attire. The range has been greatly broadened as a result of this inclination. There are now special boys' clothing manufacturing concerns that must needs bestow as much forethought upon their products as the clothing manufacturers. There are now dress suits, cape coats, Coverts, special waistcoats, and all manner of summer clothing following directly in the footsteps of their elders. The manufacture of boys' and youths' clothing has indeed become very much a separate and special branch of clothing manufacture, requiring exclusive and undivided attention of the makers to insure success amid the competition. This has naturally tended to the betterment of the output in every way, just as summer clothing was actually made a specialty because of the opportunity to achieve pre-eminence in its construction to those who should undeviatingly give their attention to its manufacture. Do not take away from the youngster, therefore, any of the privileges nor endeavor to curtail his repertory of customs. It is to this freedom which the boy has been accorded that is largely due the strides forward the boys' clothing makers have made.

HOW HE GOT THE SUIT.

A Baltimore street clothing store proprietor tells the story of how a smart young man once swindled him out of a fine suit of clothes. "He was a brisk young fellow," the clothier says, "and when he came into my store, he told me, he was a Yankee drummer. It was a sweltering day. The thermometer was up in the nineties and everybody was asking 'is it hot enough for you?'"

Well, the drummer came in and said he wished to get a light suit of clothes of the best quality in the establishment. I showed him a fine suit. He went into the dressing-box and put it on. He examined himself critically in the glass, seemed very particular about the fit, and finally said it would do.

"Suddenly a thought seemed to strike him. 'Have you any very heavy ulsters?' he inquired, remarking that he expected to make a long trip and wanted to get up into the northern part of Canada before he returned home. I was glad of a chance to get rid of a last winter's coat and soon had a heavy garment on the counter. 'Just the thing,' he said. Then he asked me to put it on so that he could get an idea of how it would look when worn. Of course I put it on and he buttoned it up tightly upon me, apologizing meanwhile for troubling me and explaining that he would have tried it on himself but for the fact that he did not want to crush his new summer suit.

"Now will you walk down the store?" he requested, "so that I can get a good look at it." I walked. When I reached the end of the store I turned. My customer was gone and the new suit with

him. Realizing then that I had been worked by a smart thief, I forgot all about the ulster, which by the way, was intended for a man several inches taller than myself, and I made a wild dash for the street. Reaching the sidewalk my feet became entangled in the ends of the garment and I rolled on the sidewalk.

"A crowd collected and a policeman appeared. Covered with dust, and with perspiration pouring down my face, I rose to my feet. The officer gazed at me with mingled curiosity and astonishment. I had a great deal of difficulty in convincing him that I was not insane. I don't wonder that he thought me crazy, with a heavy ulster closely buttoned about my form on that hot day and my face smeared with dirt. Meanwhile, the thief got away and never was heard from afterwards. After I had recovered my temper, I did not begrudge him the suit. His method was so ingenious that I felt as if he had earned all he got."—Baltimore News.

BILL AGAINST "SWEATING."

Senator Hoar's bill, introduced into the United States Senate "to prevent the manufacture of clothing in unhealthy places, and the sale of clothing so manufactured," is causing the greatest excitement among the clothing manufacturers, who are exerting all their influence against the passage of the bill. The bill reads as follows:—

Sec. 1. That all articles of wearing apparel manufactured in one state to be sold in another, or sold in one state to be delivered in another, or sold or manufactured in one state to be delivered or sold in a foreign country, or transported from one state to another or to a foreign country, designed for sale, shall be identified by a tag or label not less than two inches in length or one in width which shall show the place or places, including the street and number of any house or building, where each article of clothing was made. The tag or label shall be placed on a conspicuous part of the article.

Sec. 2. That whosoever shall sell or expose for sale any one of said articles of wearing apparel, without a tag or label as aforesaid affixed thereto, or shall sell or expose for sale any one of said articles with a tag or label, in any particular false or fraudulent, affixed thereto, or shall wilfully remove, alter or destroy any such tag or label upon any one of said articles when exposed for sale, shall forfeit for each offense not less than fifty dollars nor more than one hundred dollars.

Sec. 3. That no person, firm or corporation shall sell or expose for sale, outside of the state where it is made, any article of wearing apparel that has been made, or worked upon, in any room occupied by any person ill with contagious or infectious disease, or in any room which contained less than three hundred feet of air space for each person occupying it while work was being done upon said wearing apparel, or in any room in any dwelling house occupied by two or more families, or in any room containing vermin or filth, or foul stenches, or in any room where the factory laws of the state are violated.

Sec. 4. That no wearing apparel which has been manufactured in part or wholly as described in section three shall be sold in one state to be delivered in another, or sold or manufactured in one state to be sold in another, or sold or manufactured in one state to be delivered in a foreign country, or transported from one state to another or to a foreign country designed for sale or exchange.

Sec. 5. That whosoever shall violate any of the provisions of this act, or any clause thereof, shall forfeit for each offense not less than fifty dollars nor more than one hundred dollars.

Sec. 6. That the Secretary of the Treasury shall appoint an inspector for each state whose duty it shall be to enforce this law under such regulations and restrictions as the secretary shall provide. The secretary shall also in his discretion appoint for any state where it may seem necessary an assistant inspector, who shall be subject to the lawful order of the inspector in the discharge of his duties. The inspector and his assistant shall receive compensation at a rate not exceeding — per month to be fixed by the secretary, for the time they are actually employed in the discharge of their duties.



The celluloid novelties are still "in design," but there are some surprises for the trade in this direction.

In leather goods the most noticeable were fine solid leather travelling cases which reminded one of trips in England where the storekeepers always push forward their English sole leather.

The display of horn goods is extensive and interesting. The beautiful polish obtained and variety of grains in the horns are quite a study, and for wall or table ornaments they are very appropriate.

In toilet cases the polished wood boxes excite admiration. They are both handsome and serviceable, and being made in Canada they will stand the climate without warping. When combined with engraved silver ornaments and sides they are truly handsome. They are also becoming popular as presents for wooden weddings. Unique chamois covered cases meet with a constantly increasing sale, but the plush goods still hold their own against all innovations and will continue to do so, so long as the best quality of materials is used and proper care exercised in finishing the goods. The ornamentations both in and outside the cases are very pretty and the brushes, combs, mirrors and little manure pieces are wonderfully ornamental. Perhaps the greatest novelties were a number of photo boxes gotten up in different shapes and styles for holding loose photos. The ingenious contrivances of some of these were very pleasing, and seemingly the album has at last met with a worthy rival.

A SKIN GAME IN SOCKS.

Customer "Give me a dozen shirts."

Shopkeeper "Here you are, sir, the best quality."

Customer "How much?"

Shopkeeper "One dollar and fifty cents each."

Customer "All right, wrap them up. Now how much are these socks?"

Shopkeeper "Fifty cents a pair."

Customer "Well, I'll take three dozen pairs instead of the shirts."

The socks are done up and the customer starts for the door with the bundle.

Shopkeeper "Hold on, there; you haven't paid for those socks."

Customer "Certainly not, I took them in exchange for the shirts."

Shopkeeper "Yes, but you didn't pay for the shirts."

Customer "Certainly not, because I didn't take them."

Shopkeeper "That's a fact. And he spends the next half hour trying to make his cash balance." —New York Herald.

"MUSTARD AND CRESS."

Tales told by travellers

WHAT! MORE!

Last week two old travellers sat down to dinner at a village hotel on the Northern railway. It happened that the landlord and his wife were away. The girl, who waited on table, had only arrived the day before from off "a back fifty lot", it was the first time she had been away from home. Everything went agreeably until she came to change the plates. She said "apple pie or rice pudding." "I'll take a little of each, please," said Robert. "No you won't, you can't have both. Ma wouldn't allow us to have pie and pudding, at home, and you can't have both. Which will you have?" This was a poser; but when Mr. Heron also said he would take a little of each she exclaimed. "Did you ever? If you had been raised where I was you wouldn't dare ask for both pudding and pie, not much you wouldn't; you would have got a good spanking if you did." The two travellers haven't enjoyed such a hearty laugh at the dinner table for a long time. They have both received letters of apology from the landlady since.

AN OLD MAN'S BLESSING.

Old squire Dudgeon was about the first white settler in the wild and unorganized district of Nipissing. He acted as doctor, lawyer, magistrate, preacher, and judge, and gave advice on matters temporal and matters scriptural. On one occasion after joining together a young English couple in the holy bonds of matrimony he felt like saying a few words of cheer and congratulation, which he did as follows: "My dear young friends, I now pronounce you man and wife according to the laws of this district and may the Lord have mercy on your souls."

SOMETHING LIKE AN APPETISER.

There were about fifteen commercial men on the first boat up to Parry Sound last season. The boat is conducted on strict temperance principles. As it was a cold stormy day several of them expressed a wish for something to "give 'em an appetite" before dinner. As the bell was about to ring a grocery traveller called each one of his friends into the wash room and handed them a flask, requesting them at the same time to keep it quiet as that one bottle was all he had. About half a dozen assorted travellers sat down to dinner coughing and sneezing with tears in their eyes, each one crying out for cold water. That bottle contained cold tea and cayenne pepper.

QUITE A DIFFERENCE.

A short time ago Mr. Gamon, who is proprietor and editor of The Morning Glory Banner, wrote the following item for the local column. M's. Murchison has by all odds the largest, prettiest and most brilliant array of plants in the village. The boy in setting up the item left the letter "I" out of the word plants. The whole village was in an uproar. Mrs. Murchison took after the editor with a gun but he got out the back way and skipped. The Banner is now in the market.

TOM SWALWELL.

CLIPPINGS.

The first "ad" is good, but the one hundredth is worth more than five hundred times as much as the first.

Time and tide wait for no man; neither does the public wait for the "ad" which is to appear next year.

Quitting advertising in dull times is like tearing out a dam because the water is low.

As it is known that the most successful business men are the greatest advertisers, so it is a fact that all successful advertisers are firm believers in the newspaper — believers not only in its effectiveness but its cheapness.

The man who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to back up to him, was the eldest brother of the man who kept store and did not advertise, because he reasoned that the purchasing public would back up to his place when it wanted something.

The man who for a year lives in one community and leads a reputable life, even though he be of moderate ability, will grow in the confidence and esteem of his fellows. On the same principle a newspaper advertisement becomes familiar, and its presence in the columns of a paper inspires confidence in the stability of his enterprise.

COLORS OF STUFFS THAT ARE SUITABLE TO THE COMPLEXION.

An artist's rule as to color is: Choose carefully only those tints of which a duplicate may be found in the hair, the eyes, or the complexion. A woman with blue-gray eyes and a thin, neutral-tinted complexion is never more becomingly dressed than in the blue shades in which gray is mixed, for in these complexions there is a certain delicate blueness. A brunette is never so exquisite as in cream color, for she has reproduced the tinting of her skin in her dress. Put the same dress on a colorless blonde and she will be far from charming, while in gray she would be quite the reverse. The reason is plain—in the blonde's sallowness there are tints of gray, and in the dark woman's pallor there are always yellowish tones, the same as predominate in the cream-colored dress. Women who have rather florid complexions look well in various shades of plum and heliotrope, also in certain shades of dove-gray, for to a trained eye this color has a tinge of pink which harmonizes with the flesh of the face. Blondes look fairer and younger in dead black like that of wool goods or velvet, while brunettes require the sheen of satin or gloss of silk in order to wear black to advantage — Fancy Goods Graphic.

DRY GOODS STORE FOR SALE.

I desire to sell my one-half interest in a Dry Goods Store, in live and growing country seat of 10,000 population. One of the cleanest stocks in Northern Ohio. Nothing but legitimate competition. Invoices \$32,500. Gross business \$60,000 annually. Net business \$16,000. Wish to retire on account of age. Address, MERCHANT, P. O. Box 351, Toledo, O.

THE DRY GOODS REVIEW is printed for the Publishers by The J. B. McLean Co. (LTD), Printers and Publishers, 6 Wellington St West, Toronto, who make a specialty of high-class magazine printing.



SPECIALTIES
FOR
SPRING, 1892.



THE "TOUR-ANGLAIS" SILK SCARF.

THE "CROCHET" SILK SCARF.

NOVEL FABRICS
BEYOND IMITATION.

WOVEN ON THE LOOMS
OF

JOHN ERSKINE & CO.

476 & 478 BROOME ST.,
NEW YORK.

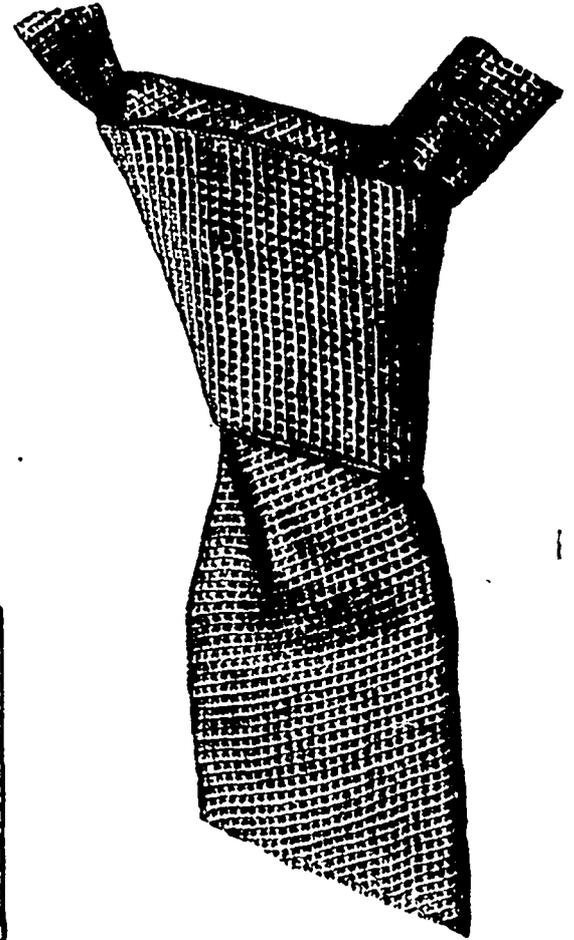
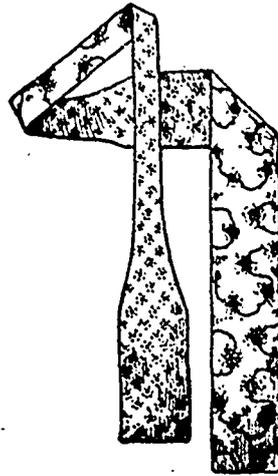
MANUFACTURERS OF

"ELBISREVER" SCARFS.

A
NOVELTY
IN
NECKWEAR.

A
Four-in-Hand,
Seamless in
tie portion,
woven in one
piece.

REVERSIBLE.



The three styles illustrated above are of open fabric, soft and effective in the tying. We offer them in an extensive line of delicate colorings. Write for prices and color list.

THE SUMMER CROCHET (pattern 98) is a cotton four-in-hand scarf in solid white, also in mixtures. Send for sample and color card from which to make up order.

We invite the attention of the Gents' Furnishing Trade to our Double-Faced, Reversible Four-in-Hand Scarf, in which we are offering attractive lines.

This Scarf has been received by the trade as an article of pronounced merit. It has commanded attention and a ready sale wherever placed before the public thus far.

It is Doubled-faced and, therefore, is reversible. In many of the styles one face is a different effect from the other, thus affording TWO DISTINCTLY DIFFERENT Ties in ONE. The scarf is woven in one piece, presenting no seams in the Tie portion ever.

We are continually adding to our styles and patterns. The prices for these goods range from \$2.25 per dozen upward.

We solicit an early call from your representative when in Toronto, purchasing new stock, to whom we shall be pleased to have an opportunity to show the lines we are offering.

By placing your order with me, you are dealing direct with the manufacturer and saving the middleman's profit.

J. T. B. LEE, CANADIAN AGENT.

60 YONGE ST., TORONTO.

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JOHN MACDONALD & CO.,

Wellington and Front Streets E., Toronto.

TO THE TRADE

Are showing in Silk and Dress Goods Department, an excellent range of light weight DRESS FABRICS, suitable for mid-summer trade, in Nun's Veilings, DeBeiges, Serges, etc., etc. Also a great variety of odd lines in fashionable DRESS GOODS, at clearing prices.

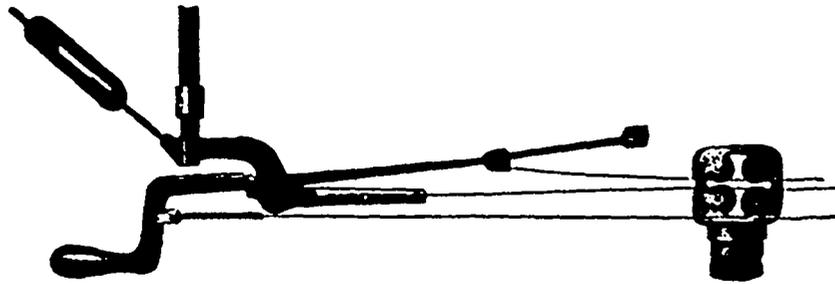
In Hosiery Department, their stock of Ladies', Misses, and Children's Hose is fully assorted.

In Glove Department, they show Ladies', Misses, and Children's Gloves in the following lines: Lisle Thread and Taffeta in Black and Tans, Silk in Black, Cream, Greys and Tans.

ORDERS SOLICITED. FILLING LETTER ORDERS A SPECIALTY.

THE GREAT ASSORTING HOUSE OF THE DOMINION

WHITING CASH AND PARCEL CARRIER.



SIMPLICITY SIMPLIFIED.

The most perfect system on the market, no cords or springs to get out of order. Can recall as well as despatch the car from either end, neat in appearance, silent and swift in action, moderate in price. Can be leased or bought outright. Send for descriptive circular, price list and testimonials to

W. H. E. WHITING, Patentee and Manufacturer, London, Ont.

Trade Mark "UNION MAKE"

THE UNION SUSPENDER CO., LTD.

55 and 57 Yonge Street, TORONTO.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armlets, &c.

Also Manufacturers of the Celebrated and Fashionable BELVEDERE SASH. The hit of the season.

Travelers are now out with full lines of Spring Samples. Letter Orders solicited, which will have prompt attention.

THE LEE SPOOL

—TOOK THE—

- Gold Medal at the Jamaica Exhibition

—AS THE—

Best Sewing Cotton for Hand or Machine Work.

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