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CHRISTMAS TRADE.

December, 1895.

# THE DRY GOODS REVIEW



*Publishers:*  
*The MacLean Publishing Co. Ltd.*  
*Montreal and Toronto*

Spring Trade Edition will be issued Feb. 1st., 1896.

Established 1792

**KNOX'S**



Tailors' Linen Threads

—ARE—

**UNEQUALLED**

FOR —

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors  
Throughout the World

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

**Lister & Co. Limited**

32 Inch Black Silk Velvet

For Short Capes.

18 Inch Black and Colored Silk

Millinery and Dress Velvets

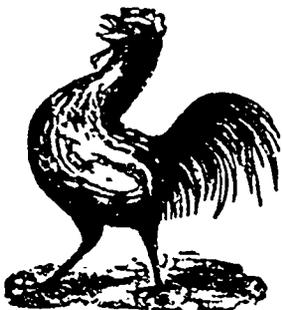
NONE TO EQUAL.

To be obtained from leading wholesale houses in Canada.

Manningham Mills

BRADFORD Eng.

**ROBERT C. WILKINS**



"I crow over all."

Manufacturer of

Shirts . . .  
Overalls . . .  
Jackets, etc.

188 McGill Street

**MONTREAL**

**BLACK CHERRIES and BLUE PLUMS**

List of our Leaders

**SHIRTS**

BLACK		BLUE
\$4 00	A shirt at a price	
\$5 00	A better shirt at a better price	\$5 00
\$6 00	A reliable and ready seller, recommended	\$6 00
\$6 25	Silk finish, very showy	\$6 25
\$7 00	Very heavy, for workmen	\$7 00
\$8 00	Soft satin finish, excellent value	\$8 50
\$9 00	Extra heavy, railroaders' and mechanics' special	
\$9 50	Corded, brilliant finish, tough as wire	\$9 50
\$10 00	Embroidered in silk (this is our specialty)	\$10 00

All lines Winter Shirts for assorting.

Overalls and Jackets for Every Class of Mechanic.

Also I. E. L. H. & Co. Tailors, 188 McGill Street, Montreal.

**Queen Victoria**

... THE VICTORIA IS QUEEN OF CHOCHET THREADS



No retailer's stock is complete without a 50 spool cabinet of assorted colors.

**ADVANTAGES OF THE VICTORIA**

SOFT AND SILKY TO WORK  
WILL NOT KINK  
NOT HARDENED BY WASHING  
NUMBERS ALWAYS THE SAME

One trial will convince the user of the superiority of this thread over all others.

If your dealer does not keep it, write for names of those who do.

**R. HENDERSON & CO.**

Sole Agents for Canada.

323 St. James St., MONTREAL

# S. Greenshields, Son & Co.

MONTREAL and VANCOUVER, B. C.

Prices have advanced "By Leaps and Bounds." We are well bought in the following lines for

## — SPRING 1896 —

Black Alpacas, plain and figured.

Black Mohairs

Black Sicilians

Plain Estamenes, Navy and Black.

Black and Colored Cashmeres

Plain Cheviots

Coating Serges

French Serges, etc., etc.

We can promise early delivery of all these Goods. Our friends should take advantage of this.

# Priestley's

High-Class Dress Fabrics

"For Gentlewomen"

"THE QUEEN,"

May 25, 1895, says:

"This firm have established such a reputation as manufacturers of black materials that it would be superfluous to sing their praises anew."



"LADY'S PICTORIAL,"

May 25, 1895, says:

"Materials associated with the famous name of PRIESTLEY are known all over the world for their absolutely perfect texture and their wonderful wearing qualities."

## There are No Higher Authorities

Those Dry Goods Stores who wish to be known as keeping The Best of Everything, must have PRIESTLEY'S.

**Save 10% to 25%**

AND GET  
STRAIGHT GOODS

*— Direct from Manufacturers*

New Goods FOR

JUST RECEIVED  
PER S.S. "EMPRESS OF JAPAN"



**XMAS Trade**

*Mantel Drapes*

*Table Covers*

*Pillow Tops*

*Chair Scarfs*

*Hemstitched Plain Silk Handkerchiefs*

*Twilled Silk Handkerchiefs*

*Initial Handkerchiefs*

*Fancy Bordered Handkerchiefs*

*Silk Mufflers*

*Windsor Ties*

*Plain Colored Silks*

*ORIHIME Black and Brown Satin*

*Gold Stamped Cotton Crepe*

*Silk Gowns and Jackets*

**HAND-MADE DANTSU RUGS**

IN ALL SIZES

**K. ISHIKAWA & CO.**

YOKOHAMA and MONTREAL.

Send for Price List and Samples to our Canadian Branch  
No. 23 St. John Street, MONTREAL.

## WOOL, LINEN, SILK, COTTON

Dress Goods  
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Linens  
Silks  
Muslins  
etc.

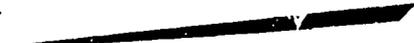
# Stewart & McDonald

GLASGOW

Tweeds  
Cloths  
Carpets  
Cottons  
Hosiery  
etc.

The experience of thirty-two thoroughly trained buyers, in constant touch with every European market, is at the service of our customers. Our travellers are now out for spring, and a full range of samples is always on hand at our

**Montreal Office, 206 McGill Street.**

*In Stock* 

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

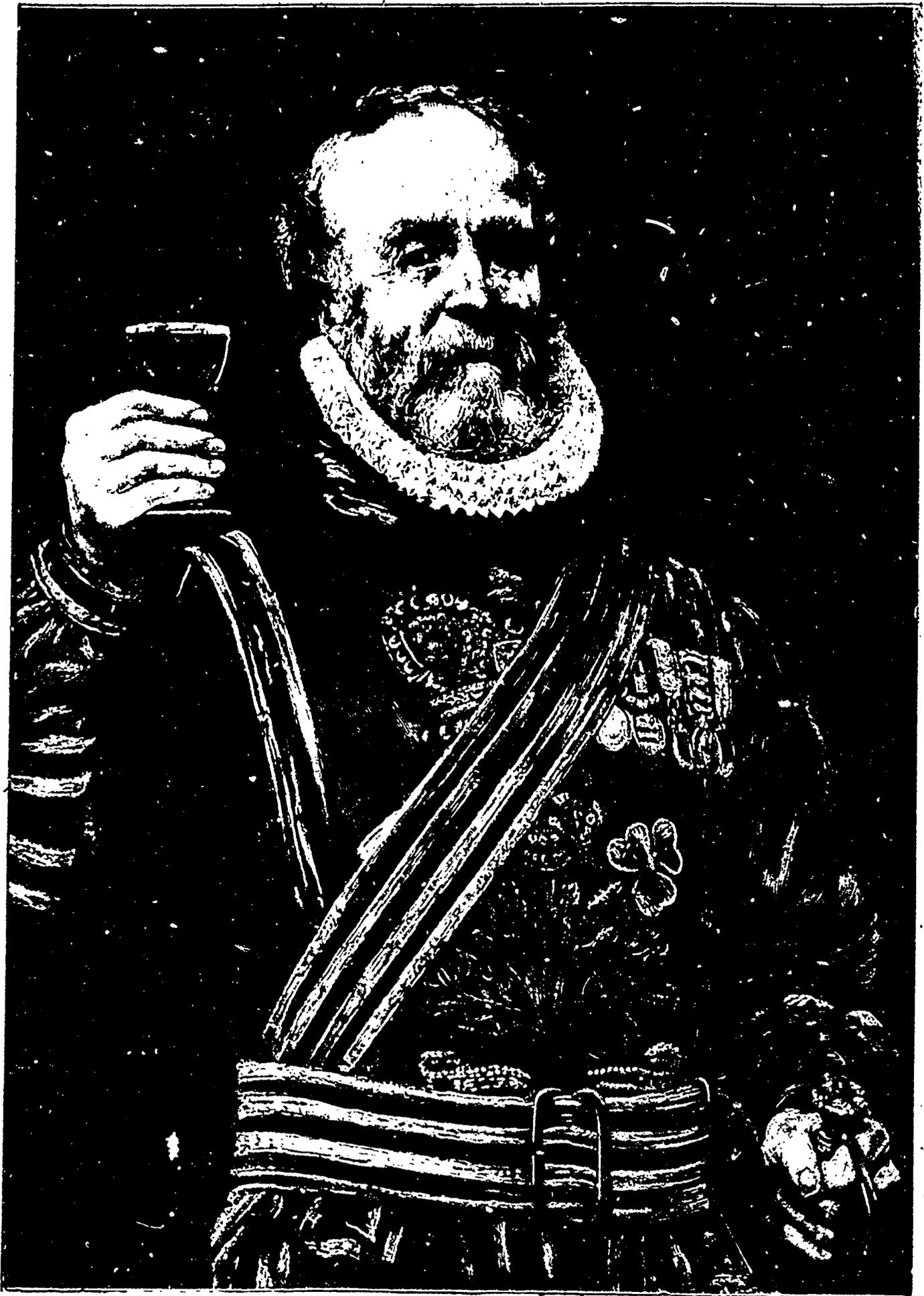
**Quality, Style, Fit**

**DISTINGUISHING CHARACTERISTICS.**

7 Stud Laced, Gusseted, \$12.00; Guaranteed line, a specialty.  
Color assortments: Light, Medium, Dark, and Blacks.

. . Just Received . .

## Fitzgibbon, Schafheitlin & Co., Montreal

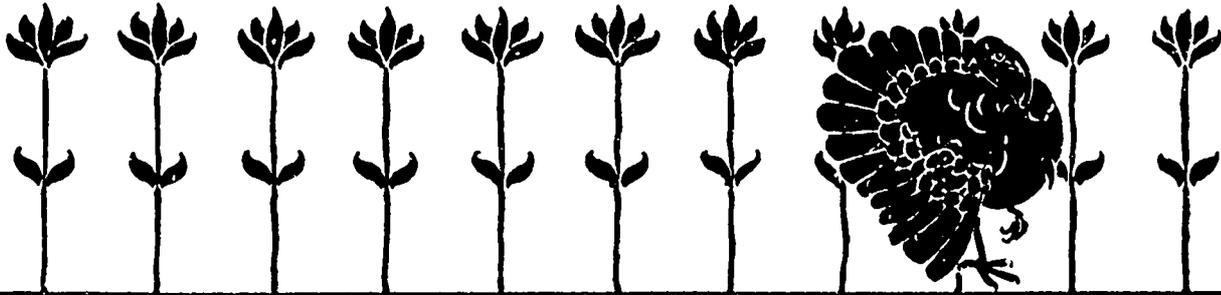


"THE QUEEN, GOD BLESS HER."

Publicity Paves the Path of Prosperity.

# THE DRY GOODS REVIEW

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



Vol. V.

MONTREAL AND TORONTO, DECEMBER, 1895.

No. 12.

**THE MACLEAN PUBLISHING CO., LTD.**  
Trade Journal Publishers.  
and  
Fine Magazine Printers.

MONTREAL, - - - - 146 St. James St.  
TORONTO, - - - - 26 Front St. West.  
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JOHN CAMERON, General Subscription Agent.

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HUGH C. MacLEAN,  
Sec.-Treas.

Subscription, \$2.00.

Published the  
First of Each Month.

## BRIGHT, ORIGINAL AND ATTRACTIVE



WILL be the Spring Trade Edition of THE DRY GOODS REVIEW of 1896. Business men in countries outside of Canada expressed surprise a few years ago when they saw our first special number. They could not believe that such work could be turned out in "a frozen country." They were also surprised at the enterprise and snap shown in its pages by the wholesale and manufacturing trades. We wakened them up to the fact that Canadians are an enterprising people; with well developed manufactures; with large wholesale houses; with a great retail trade which demands the very best goods, native and foreign.

We propose to show in the coming Spring Edition what we really can do when we try.

Its chief aim has been to encourage better business methods among manufacturers, wholesale and retail dealers. We have discouraged firms who cut prices or attempted to draw trade by other unbusinesslike methods, which almost invariably lead to

bankruptcy. Instead, we have shown that by better buying, window dressing, advertising, etc., customers may be attracted and goods be sold at profitable prices. It is a remarkable fact that hardly a subscriber of THE REVIEW has failed in 1895.

We have also proved to the wholesale merchants and manufacturers that it pays to advertise that they are in business and what they have to sell. Nearly all our advertisers have spent thousands of dollars endeavoring to reach the trade of Canada by other mediums, and many gave it up in disgust. It was with difficulty they were induced to try THE REVIEW. That it has paid them is shown by the fact that they are now permanent advertisers; they are withdrawing from all other mediums and giving their entire appropriations to THE REVIEW. It is read by the best merchants in every part of Canada. Every one of them is a buyer of the goods advertised. They watch the advertising pages as closely as the news columns and know what goods are on the market. They know what to ask for specially when the traveler comes round with his samples. This is why it pays to advertise.

The manufacturers can attract business to Canada by seeing that THE REVIEW properly advertises their goods; the wholesale firms can stimulate home trade by bold and judicious announcements. Do this—and we will do the rest.

## CANADIAN TWEEDS FOR EUROPE.

Canadian tweeds seem to be gaining world-wide popularity. They are in great favor on the home market when they are made up into bicycle suits, golf knickerbockers, etc., and it is also a well-known fact that these goods are shipped to all parts of the United States.

And now we learn that, not satisfied with fame limited to one continent, Canadian tweeds are reaching out to grasp the favor of Europe.

Last month the Oxford Mfg. Co., of Oxford, N.S., received application for samples from a large importing and exporting house with headquarters at Amsterdam (Holland). The samples were sent, and by return mail came an order for an immediate shipment of a large quantity of goods.

## THE SPRING TRADE.

THE reports regarding spring trade are favorable and indicate a good year's business for 1896. There are some signs of cautious buying, as if the retailers of the country wished to be pretty well assured of the future before laying in too extensively for a trade that might not materialize. But their action in this respect is not too pronounced, and so far as the spring trade has gone it has opened well. Years ago no notice would have been taken of purchases made for spring before December as indicative to any great extent of the trend of trade, as purchases of this class were not heavy before January, so that a tendency toward cautious buying this year is only a partial return to the old practice of buying late.

There is no doubt of a good spring trade. The crops have been excellent. Trade abroad continues more active, especially in Britain and the States, which countries most nearly concern us. Our exports are in large demand. The prices of raw materials and made goods either advance or hold their own — conditions which show a marked stimulus in the world's commerce. Canada has its local causes for cheerfulness. The investments of British capital in this country are certainly steadily increasing. Recent reports prove this conclusively. The railway returns are better. Stocks are on the up grade. The mills are working full time, and wage-earners are able to spend at the stores. The readers of THE REVIEW may look out for some interesting business announcements in the spring trade number, for all our reports to date point to a very marked stimulus in the volume of trade, and its character promises to be sound and healthy.

## BUILD UP OUR ATLANTIC PORTS.

The western merchant must sympathize with every effort to build up ocean traffic via our Atlantic ports. Every dollar spent in developing our Maritime Province routes returns to the western Canadian shipper and merchant. The promise, therefore, to subsidize a Liverpool - St. John service is exactly in line with the general interest and the commonly accepted policy of Canada. It is true that geographical situation and the earlier development of United States railways have drawn a good deal of Canadian traffic through United States ports, especially in winter. This has led the Americans to think we have no winter ports. Their politicians and newspapers frequently say so. But, the fact is, we have Atlantic ports nearer Europe than theirs, and we ought to encourage the use of them. The privilege Canada possesses of passing goods in bond through the United States is at the mercy of Washington politicians. They are always threatening to stop it. Already several articles of the Washington treaty of 1871—which confers the bonding privilege—have been formally abrogated. Congress has passed legislation giving the President power to "retaliate" against Canada by suspending this privilege of importing and exporting in bond. No sane business man on either side of the line wants this done, but how often do politicians of any stripe consider business interests? The bonding privilege is a convenience to Canada and a source of profit to United States transportation companies. But its continuance is subject to political wire pulling, and no one can be quite sure of its permanence. Meantime, Canada is wise to develop her own ports. The commerce of Western Canada will either directly or indirectly benefit such a policy.

## THE DRESSMAKING DEPARTMENT.

Wilson & Wilson, Almonte, seem to have solved the question of whether a dressmaking department in connection with a dry goods store can be made profitable. This has been discussed several times, and various experiences for and against have been given.

In this case Wilson & Wilson tried the plan of leasing a department and allowing the work to be carried on nominally under their control, but in reality they had nothing whatever to do with it. It helped their business to some extent, but they had to suffer if any of the patrons of the dressmaking establishment were dissatisfied, and they had no direct means of remedying a grievance. The dressmaker had no interest in the sale of goods, and took very little trouble to retain a customer.

Under their present system the dressmaker and the employes of that department receive weekly wages. They are interested in selling goods. They do everything in their power to retain the good-will and interest of a customer, and in every way to popularize the department, and, indirectly, the store.

## MAKING CANADA KNOWN.

Whoever may be guilty of neglecting to push knowledge of Canada into the heads of Englishmen, the Canadian Pacific Railway certainly is not. The company's European officials are tireless in utilizing every chance to attract attention to Canada. The latest device is that of Mr. Archer Baker, in London. Last winter the handsome window-space of the Canadian Pacific offices in King William street, facing London Bridge, was turned into a luxurious car of the Canadian Pacific transcontinental service, and each morning and evening the transformation of sleeper into drawing-room car, and vice versa, was watched by crowds so large as to vex the souls of the city police. Thus winter a large sheet is erected, and at dusk beautiful views of Canadian scenery are thrown upon it for the enlightenment of the city man as he makes his way home by way of London Bridge. The series includes farm scenes on the prairie, some of the snow peaks of the Rockies and Selkirks, leading cities on the line, birds and fishes, and in fact everything that can help the Englishman to realise the great natural wealth and scenic attractions of the country traversed by the Imperial highway to the east.

## THEY ARE DISCOVERED.

Arthur F. Wright, of A. A. Wright & Co., general merchants, Renfrew, Ont., writes in answer to the enquiry made by McCurdy & Co., Antigonish, N.S.:

"I notice in the November DRY GOODS REVIEW an enquiry as to whom the manufacturers of Hygeian underwear are. As far as I can find out, the Eagle Knitting Co., Hamilton, Ont., are the manufacturers.

"They don't advertise, so it is a little harder to be sure, but the E. K. Co. in gilt or black letters on the labels bears out the statement.

"Hoping that this may be of some use to your readers, and wishing you every success with THE REVIEW, which we prize very highly."

Since receiving this letter another Renfrew reader, W. Roy Barnard, manager for Carswell & Mackay, writes, saying they are made by the E. K. Co., Hamilton.

**DIRTY BILLS AND BAD COINS.**

THE merchant has frequent cause to complain of the silver and small bill currency of Canada. Some of the silver coins are in poor condition. The one and two dollar notes of the Dominion are often a mere aggregation of rags, and usually filthy.

Now, the merchant cannot well complain to his customer of the quality of the cash. He is glad to get it always, be it ever so dirty, and the customer would be offended if any criticisms of his money were indulged in. Therefore, we cannot expect the evil of mutilated coins and greasy bills to be remedied by the traders refusing to take them. We must look elsewhere for a remedy, and in a direction where we have a right to look for it, namely the financial administrators at Ottawa.

There are circulating in Canada to-day silver quarters that are only accepted as tokens of value by the exercise of a boundless faith and an unlimited charity. There are Dominion notes—ones and twos—which are more tattered and smell more offensively than the soles of many a tramp's boots. They are a nuisance always, and a loss not seldom. The bills of chartered banks are often no great shakes, but for accumulated dirt, ragged appearance, and an odor the very opposite of Araby the blest commend us to a fifteen-year-old Dominion note.

Canadians have perfect faith in their paper currency and silver change, because they know it is based on gold, and the credit of the country is pledged by law to uphold it, and render it as safe as the Bank of England. But why should this be any excuse for allowing many of the tokens of our national currency to depreciate into bent, worn coins, and ill-smelling rags?

As far as THE DRY GOODS REVIEW can learn, the means taken by the Government to keep its coin and bills in good condition are quite inadequate to resist the tendency to depreciation. When Dominion notes are sent in quantities by the chartered banks into any of the Receiver-General's offices throughout Canada, they are looked over and the most diseased specimens are put to one side. These are cancelled and new ones replace them. So far, so good. But the officials have no standard to judge by, and many and many a bill that has honestly earned a grave, bears a weary expression, and needs a bath, is sent back into circulation. Why is this? These dirty bills carry disease, and the sapient Government which permits them to go on spreading disease, passes quarantine laws and health enactments! When the smallpox was prevalent in Canada years ago it is well known that the bills helped to spread it. The death of a public official was once hastened by a disease of the finger caught in handling such currency.

As for the silver currency, no particular efforts are used to replace bad coins with good. The Dominion Government sternly hunts out counterfeiters, and detects spurious coin, but its own lawful issue is left to tread the downward path until it becomes a loss and an offence to the mercantile community.

**TO CATCH THE LATE BUYER.**

The habit of putting off purchases till the last moment is one of the most aggravating symptoms of public apathy. It is due in many cases to people not having the money till the last moment. In others we can only attribute it to "pure cussedness," as the boys say. Some people delay it till Christmas eve and then dash in wildly to buy. How can they expect to get the same choice of goods and the same attention from the clerks? Anyway, it is a good plan to try and encourage earlier

buying. A neat card in a window which is well-dressed with possible presents may have an effect with many. It might read: "Better buy when the best things are here;" or "Don't wait till the last moment;" or "The Christmas sale is on; why aren't you in it?" Something that will attract the lazy buyer and bring him or her to the counter is what you want.

**OATER FOR THE BICYCLIST.**

Bear in mind that the spring of 1896 is going to see a marked development in the trade for bicyclists' outfits. The cost of a wheel has hitherto kept a good many people on their feet. But prices of bicycles are going down. A well-assorted stock of goods for bicyclists will be a paying department the coming year. In woollens, the demand for Oxford tweeds for this purpose has steadily grown the past year, and the prospect is favorable for their continuance. Serges, blue and black, also figure in this trade, and, as a general rule, cloths which will look well and won't show the dust are the most acceptable. The bicyclist is not a person who can afford to look ill-dressed. His wheel brings him into prominence. You can afford to slink along the street in a last year's suit if you are only going to and from your place of business. But wheeling makes you conspicuous, and you want to look tastefully, if simply, dressed. An ill-clothed bicyclist is like a burglar in a strong light—all the spots show. A wheeling garb is getting to be not a special uniform, but an all-day suit. Evening calls have to be made in it, and provision against muddy weather or accidents often necessitates the possession of more than one suit. Waterproof cloths, both for light overcoats and the suits themselves, will take well. The stock should be made complete in stockings, guernseys, shoes, etc. A good trade will be done.

**TRAVELERS' MEMORIAL RE HOTELS.**

The memorial presented last week to the Provincial Secretary of Ontario by the delegation of commercial travelers, praying for the appointment of a sanitary inspector for hotels, was not based upon any supposititious grievance.

Commercial travelers suffer inconvenience, swallow annoyances, and undergo hardships with a great deal more grace than do any other class of the traveling community. Like the boy accustomed to travel barefooted over rocky roads, they become used to their surroundings, scarcely recognizing whether their pillows are made of feathers or straw.

When commercial travelers as a body have, therefore, a grievance to air it is usually worthy of attention.

The sanitary condition of many of the hotels which the traveler has almost daily to put up with is notoriously bad. Any one who has traveled at all knows this. Lavatories are frequently worse than pig pens, dining-rooms unwholesome, and sleeping compartments foul.

The Provincial Government has established a code of rules for the regulation of hotels and bar rooms in almost every other particular except their sanitary arrangement.

This one particular should be no longer made the exception. Unsanitary hotels mean a menace to health.

The commercial traveler is one of the greatest factors the world possesses to-day for the facilitation of trade, and it is the duty of the Government to see that the places in which he is compelled to spend so much of his time in lieu of his home are made fit habitations for him.

**DOWN QUILTS AS CHRISTMAS PRESENTS.**

**A**MONG the very wealthy people it has been quite a common thing for many years for ladies to give their bachelor friends a down quilt as a Christmas present. In Great Britain and in Germany, where the officers are the pets of society, there is scarcely one of them who has not one and sometimes two, the gifts of some of their fair friends. The same applies to the officers of the Canadian permanent corps and in the mounted police, as can be noticed by a visit to their quarters in the different barracks. In fact, they are generally also supplied by the same sources with cushions.

The cost of really excellent down quilts is now so low that an increasing number of them are being given as presents each season. So far there has been no cutting in them. They give the dealer a good profit. Judicious advertising should help the sale of them. Retailers can make them a fashionable Christmas gift in their locality by advertising in the local papers that they are most acceptable. One reader of *THE REVIEW* is advertising by pointing out that one wakens after a night under a heavy pile of blankets tired and worn out, that a down quilt is warmer than several blankets and much lighter than one.

The development of the trade here is shown by the fact that there are two concerns in Canada, one in Montreal and the other in Toronto, which are able to run factories and keep travelers on the road. Besides this some of the wholesale houses import a few from Europe. There are not many of the latter now, as those turned out by the Canadian manufacturers are made in as neat and attractive designs as anyone could wish for and quite as good as any brought from abroad.

It seems hardly necessary to have more than a few samples. No doubt either of the companies would be glad to send samples of covering to any enquirers.

**FOUR TIMES A YEAR.**

Regarding the projected trade excursions to Montreal four times a year, the question was fully discussed at a joint meeting of railway officials and representatives of all branches of trade last week. The railway authorities raised certain points on which they wished the opinions of the trade. For instance, they declared that at reduced rates the increase of passenger traffic would require to be more than doubled to recoup the transportation companies, and wished to know if the excursions would result in an increase of freight business. The trade considered that when the merchants had the advantage of personally inspecting the importers' stocks they were better situated to judge of local trade requirements and to buy—as they expected to sell—on a larger scale. The railway men seemed also to think demands would be made for trade excursions by every point in Canada with over 10,000 people, but it was pointed out to them that the great distributing centres must always have priority of claim in such matters. The companies will duly weigh the question and return an answer at an early date.

**A VERY GOOD SEASON.**

Writing a few days ago to *THE REVIEW*, Mr. Turnbull, of the C. Turnbull Co., Galt, lamb's wool underclothing and knitting yarns, says, in the course of his letter, "We have had a very good season, and find it keeping up pretty well. We like *THE REVIEW* very much."

**THE GRAND TRUNK'S NEW MANAGER.**

Those who know Mr. Hays, who will assume the general managership of the Grand Trunk on the first of next month, say that there are certain features which he will make a point of maintaining as the policy of the road. One is, that of civility toward the public from the highest to the lowest officials. Mr. Hays, they say, is a man of that kind himself, and if spoken to on the street by a newsboy will return a courteous answer. Another point is the interest he takes in the welfare of the railway employe. He believes in all the humanizing, benevolent influences that can be brought to bear on railway workmen. A short time ago the Toronto Y. M. C. A., knowing Mr. Hays' sympathies in work of this kind, invited him to deliver an address before the association. He replied that when he came to Canada and had an hour to spare he would be glad to do so. It is said that so good an investment did Mr. Hays consider Y. M. C. A. work to be, from a railway's standpoint, that for a time on his road the secretary of the railway branch of the St. Louis Y. M. C. A. was on the pay roll of the company. Employes who resort in their off-hours to a good reading-room and a pleasant parlor, like those of the Y. M. C. A., are likely to be more careful workmen, preventing accidents and consequent suits for damages.

**CHRISTMAS IS NEAR.**

Christmas is a time when the merchant may, with propriety, consider the case of his clerks. They are a large factor in the Christmas trade. To their obliging disposition and alertness in making sales are due a good sized slice of the extra business done. If the clerk has no home, the employer's duty toward him is not done when the shutters are closed up Tuesday night, the 24th, and he has been formally wished a "Merry Christmas." Very often he cannot get home for Christmas. The closing hours are necessarily later than usual, and the clerk must stay on duty. In such cases the merchant might well invite him to share the Christmas dinner and cause him to feel still more strongly that his and his employer's interests are one and the same. No one loses by treating his staff well, and a friendly invitation at Christmas is a kindness never forgotten. The clerks feel that they are not without good friends, and they begin the new year in a spirit that bodes well for the future.

**WE APPRECIATE THEM.**

Beer Bros., wholesale and retail dry goods, Charlottetown, P.E.I., write Nov. 18:

"We doubt you are so accustomed to compliments that they are now scarcely welcome. We will not, therefore, tell you what we think of *THE REVIEW*."

"If ——— are not already subscribers, please send to them and charge us."

**TRADE ON THE ISLAND.**

Writing on Nov. 19, Beer Bros., Charlottetown, P.E.I., say: "The very low prices prevailing here for farm produce have had a depressing effect upon business generally. Heavy goods and furs have not been in brisk demand owing to the mild weather."

## TOPIOS OF THE MONTH.

THEY are exercised in Ottawa over the practice of ladies going to other cities to do their shopping. A number of ladies took advantage of the cheap rates afforded by a football team's excursion the other day to do shopping in another city. The Journal sarcastically remarks: "It will soon be in order for Ottawa merchants to open branches of their business in Montreal, Toronto, New York, Boston and Portland if they want to hold the trade of the city people who take advantage of the 'cheap rates' to do their shopping elsewhere."

Plush, or that shorter piled plush known as velour du nord, will be very generally used, says an English exchange, for the handsome capes and mantles of the coming season, and one gets so tired of the black capes thickly embroidered with beads, which are shown by every mantle maker, that it is quite a relief to turn to the rich, glossy lisreine, or seal-brown plush, with trimmings of fur.

THE REVIEW observes that Blaquier & Jones, Wyoming, Ont., are doing some effective advertising in the local press. The ads. are clear and pointed in style, and are well set—which is a marked advantage. THE REVIEW thoroughly believes in well-set advertisements, and endeavors to practise what it preaches.

According to the Washington statistics, United States imports from Canada increased from \$30,790,916 in 1894 to \$36,534,211 in 1895, or 19 per cent., while the exports to Canada declined from \$56,664,094 to \$52,894,916, or 7 per cent.

Canadians who went to the Old Country to buy for the spring trade this year report a very different reception from the usual one in Bradford and other busy centres. Formerly their arrival was at once known, and they were ushered into the houses of the trade with flattering welcomes. This year they had to wait to see the men they wanted. In some cases taking orders was a favor. One man said to a Canadian buyer: "I am making £1 more per loom on 500 looms than this time last year."

A private letter from a well-informed buyer now in Europe says: "Prices are very firm here on all classes of goods, and trade seems healthier, with more life in it than has been seen for several years past."

Mr. John Macdonald was in New York for the Horse Show. He is as qualified a judge of "the noble animal" as he is alert and enterprising in business. There was a great display of costumes at the Horse Show, and all the world seemed to be there. No trace of hard times or dull trade in the richly dressed throngs which attended this function. It is only an event of this sort which gets Mr. Macdonald away from his business. THE REVIEW has never found him absent yet.

J. R. Whinerey, buyer for Stobart, Sons & Co., wholesale dry goods, Winnipeg, returned from the European markets by the s.s. Etruria, of the Cunard line. He spent a few days in Montreal before returning to the City of the Plains. While conversing with a representative at the Windsor, he said he

liked THE DRY GOODS REVIEW very much; it was certainly a useful and valuable journal, and should be supported by the trade.

A Canadian visitor to Paris in September tells me that dresses of mohair or lustre, plain blacks and figured, were seen everywhere.

## CONTINUING THE BUSINESS.

Someone must succeed you in the business. No doubt you come of a long-lived family, and naturally you expect to last a good while yet. But the merchant who is spending his energies in building up a successful business should see to it that there is someone to carry it on when he is gone.

An essential feature about a business is that it should be not a speculation, but a permanency. An old established store with good credit, an honorable reputation and vigorous management is worth all the professional careers in the world. Let someone be trained to take up the reins when you drop them. Let him be a practical man; if a son, so much the better, if not, a near relative or a trusted associate. If he is industrious and takes a pride in the business, determined to uphold its traditions and keep abreast of the times, you will have the comfort of feeling that you are building not a temporary edifice, but one that will hand down your achievements to the future.

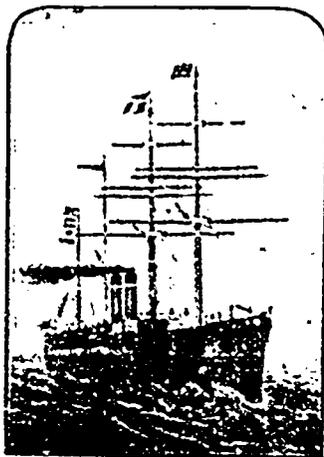
This is a young country, but already there are houses, wholesale and retail, which have lasted for two, sometimes three generations. It is common enough in the Old Country, and the same principle should guide us here. If a house is trusted and liked, its strength grows with the years. It must not be allowed to fossilize and let patronage slip into the hands of younger and more progressive rivals. The enterprising spirit of a younger man prevents this, and there is nothing more satisfactory to see than a good house which one knows to be permanent because the men to maintain it are there, and the system followed is sound and upright.

## TRADE CONDITIONS IN GREAT BRITAIN.

Mr. Stapleton Caldecott, president of the Toronto Board of Trade, who returned from England November 27, said to THE REVIEW: "In the English trade centres they all speak hopefully, and there is no sign of dull trade. The crops there have been good, and, except among the farmers, whose rents are high, and the prices of whose products are low, there is general satisfaction. The Lancashire cotton men, it is true, view with some apprehension the state of trade in India, where the manufacture of the coarser grades of cotton is being begun. Machinery for new mills is being sent to India, and this will cut into Lancashire trade. In England there continues strong attachment to free trade as a policy. Lord Salisbury has declared against protection, and since a Conservative majority of 150 in Parliament does not encourage the present Government to reverse free trade, one can see how hopeless the protection, or even fair trade, agitation is. In London great preparations are being made for the Chamber of Commerce Convention in June next. Delegates from all over the British Empire will attend, and Toronto will send its quota, as will other cities. It is felt in Great Britain that Mr. Chamberlain as Colonial Secretary will see that more attention is given to our needs than ever before."

## . . . . A GHOST AT SEA . . . .

THE AWFUL EXPERIENCE OF A CANADIAN BUYER ON HIS CHRISTMAS TRIP HOME.



zon, and said: "It looks like a ghost." Someone else said scoffingly: "It's the only ghost a sober man ever sees."

Stoddart's clear grey eye flashed, and he put in quickly: "You are wrong." We all started. No one who knew Stoddart ever scoffed at what he said.

"Do you mean," said one, "that you can tell us a ghost story—you?"

"No, not a story, an actual experience," he returned quietly. "Tell us," was the cry all around. Stoddart, in his deliberate way, took his cigar out of his mouth, and began in the low, distinct tones that were characteristic of him:

"I have crossed the Atlantic many times. Whenever possible I took the Montcalm—took, I say, for I never take her now. On the voyage in question I was returning very late from my fall trip, having been detained in London by private business until December. On embarking at Liverpool I found there were an unusually large number of saloon passengers for the time of year. I noticed a peculiar expression on the steward's face when I said that my state room was 97, lower berth. I followed him below. On the way we met the ship surgeon, who shook hands and said: 'Where are you quartered this trip?' 'In 97,' I replied, and the expression on the doctor's face caused me to regard him with surprise. He looked uncomfortable and nervous. 'You may find—share mine with me,' he stammered. 'I shall be glad of your company.'

"I thank you very much, doctor, but I shall no doubt be quite comfortable without inconveniencing you," I replied, and proceeded to 97 with the steward. The stateroom seemed to be one of the usual sort on board the Montcalm—comfortable if you are a good sailor, a place of misery if you are not. I had no misgivings, although it struck me as rather an annoying thing that I could not, even at that season, get a room to myself. There was a good-sized travelling bag already at one side of the room, and a man's overcoat thrown into the upper berth. I said nothing, mentally resolving to steer clear of my companion as far as possible. It's a safe plan to avoid bores at sea. On assembling for tea at six o'clock I could not see a face I knew among the passengers. I retired early and was in a drowsy condition when the occupant of the upper berth came

in. I had drawn the curtain across my own berth and could not see him. He seemed a hasty sort of a man, for he undressed quickly, tossed his boots outside the door with some noise, and climbed hurriedly into his upper berth.

"I fell into a heavy sleep and had some uneasy dreams. I was awakened suddenly in the night by the sound of my fellow passenger jumping out of the berth and landing with a thud on the floor. He threw the door open and rushed out. I waited a full two minutes, for it doesn't do to be too cranky about the habits of your companions on board ship. As he did not return I threw aside the curtain and peered out. The room was dark, and the passageway outside but dimly lighted by a distant lamp. The room was very cold, and a strong smell of stale sea-water greeted my nostrils. The porthole was open. I reached up and closed it and then shut the door. In a few minutes I was asleep again, and it was seven in the morning before I woke. The upper berth was empty, and the clothes of its former occupant were scattered about the room. After dressing and going on deck I sought the captain and related the episode. He drew me aside and said: 'Mr. Stoddart, you are a man who can keep silence about an unpleasant affair. Your room-mate has disappeared. We fear he has gone overboard, for we cannot find him anywhere. What makes me the more uncomfortable is that he is the second passenger who has similarly disappeared from stateroom 97. You might change your room to-night and say nothing of this matter to anyone, will you?'

"As to keeping silence, certainly, captain, but I see no reason to change my berth. I am quite comfortable in 97, and am in no way superstitious.' 'As you please, of course,' he retorted shortly, 'but I would have liked to close up 97 altogether.' Nothing more was said. On retiring the second night I was not quite so easy in mind as I expected. The idea of my room-mate—dead, drowned—tossing about among the waves two hundred miles astern, would dwell in my mind. Just as I was about to step into bed a draft of cold air struck me, and, turning, I saw that the porthole was wide open! I closed it quickly, with an angry imprecation at the steward's carelessness.

"I lay awake for some time, occasionally glancing at the porthole, which I could just see from where I lay, and which, in the darkness, looked like a faintly-luminous soup-plate suspended in blackness. I believe I must have lain there for an hour, and, as I remember, I was just dozing into sleep, when I was roused by a draft of cold air, and by distinctly feeling the spray of the sea blown upon my face. I started to my feet, and not having allowed in the dark for the motion of the ship, I was instantly thrown violently across the state-room upon the couch which was placed beneath the porthole. I recovered myself immediately, however, and climbed upon my knees. The porthole was again wide open and fastened back!

"Now these things are facts. I was wide awake when I got up, and I should certainly have been waked by the fall had I still been dozing. Moreover, I bruised my elbows and knees badly, and the bruises were there on the following morning to testify to the fact, if I myself had doubted it. The porthole was wide open and fastened back—a thing so unaccountable that I remember very well feeling astonishment rather than fear

# W. R. Brock & Co.



The inducement we hold out to the  
Trade to

## CONSTANTLY ASSORT

1895

{ is a complete stock held  
by us **"All the Year  
Round."** }

1896

*COTTONS*



*WOOLLENS*

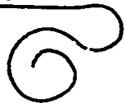
TRY OUR

*LINENS AND*

*LETTER ORDER*

*FANCY GOODS*

*DEPARTMENT*



Suitable for all seasons

BY

MAIL

TELEGRAPH

TELEPHONE

See our Spring Prints



# W. R. Brock & Co.

when I discovered it. I at once closed the plate again, and screwed down the loop nut with all my strength. It was very dark in the state-room. I determined to watch the porthole and see whether it would open again. Those brass fittings are very heavy and by no means easy to move; I could not believe that the clump had been turned by the shaking of the screw. I stood peering out through the thick glass at the alternate white and grey streaks of the sea that foamed beneath the ship's side. I must have remained there a quarter of an hour.

"Suddenly, as I stood, I distinctly heard something moving behind me in one of the berths, and a moment afterwards, just as I turned instinctively to look—though I could, of course, see nothing in the darkness—I heard a very faint groan. I sprang across the state-room, and tore the curtains of the upper berth aside, thrusting in my hands to discover if there were anyone there. There was someone.

"I remember that the sensation as I put my hands forward was as though I were plunging them into the air of a damp cellar, and from behind the curtains came a gust of wind that smelled horribly of stagnant sea-water. I laid hold of something that had the shape of a man's arm, but was smooth, and wet, and icy cold. But suddenly, as I pulled, the creature sprang violently forward against me, a clammy, oozy mass, as it seemed to me, heavy and wet, yet endowed with a sort of supernatural strength. I reeled across the state-room, and in an instant the door opened and the thing rushed out. I had not had time to be frightened, and, quickly recovering myself, I sprang through the door and gave chase at the top of my speed, but I was too late. Ten yards before me I could see—I am sure I saw it—a dark shadow moving in the dimly lighted passage, quickly as the shadow of a fast horse thrown before a dog-cart by the lamp on a dark night. But in a moment it had disappeared, and I found myself holding on to the polished rail that ran along the bulkhead where the passage turned towards the companion. My hair stood on end, and the cold perspiration rolled down my face. I am not ashamed of it in the least: I was very badly frightened.

"Still I doubted my senses, and pulled myself together. It was absurd, I thought. The Welsh rare-bit I had eaten had disagreed with me. I had been in a nightmare. I made my way back to my state-room, and entered it with an effort. The whole place smelled of stagnant sea water, as it had when I had waked on the previous evening. It required my utmost strength to go in, and grope among my things for a box of wax lights. As I lighted a railway reading lantern which I always carry in case I want to read after the lamps are out, I perceived that the porthole was again open, and a sort of creeping horror began to take possession of me which I never felt before, nor wish to feel again. But I got a light and proceeded to examine the upper berth, expecting to find it drenched with sea-water.

"But I was disappointed. The bed had been slept in, and the smell of the sea was strong; but the bedding was as dry as a bone. I fancied that the steward had not had the courage to make the bed after the accident of the previous night—it had all been a hideous dream. I drew the curtains back as far as I could and examined the place very carefully. It was perfectly dry. But the porthole was open again. With a sort of dull bewilderment of horror, I closed it and screwed it down, and thrusting my heavy stick through the brass loop, wrenched it with all my might, till the thick metal began to bend under the pressure. Then I hooked my reading lantern into the red

velvet at the head of the couch, and sat down to recover my senses if I could. I sat there all night, unable to think of rest—hardly able to think at all. But the porthole remained closed, and I did not believe it would now open again without the application of a considerable force.

"In the morning I related the whole story to the captain. He listened attentively and with a puzzled, but not sceptical, air. I told him that there might be a practical joker on board, and that the ship's carpenter should thoroughly examine the state-room to see if there was any place of concealment for a would-be clever person. The carpenter came, and the whole place was thoroughly explored. The planks were tried, the flooring tapped and every fitting tested. There was nothing amiss. The captain then said, if I was willing, we would both occupy 97 that night and watch results. I was only too eager to have a companion and solve the mystery in the company of a courageous, level-headed man. We went below shortly after 10 o'clock, and the captain closed the door behind us and bolted it.

"Supposing we put your trunk before the door,' he suggested. 'One of us can sit on it. Nothing can get out then. Is the port screwed down?'

"I found it as I had left it in the morning. Indeed, without using a lever, as I had done, no one could have opened it. I drew back the curtains of the upper berth so that I could see well into it. By the captain's advice I lighted my reading lantern, and placed it so that it shone upon the white sheets above. He insisted upon sitting on the trunk, declaring that he wished to be able to swear that he had sat before the door.

"Then he requested me to search the state-room thoroughly, an operation very soon accomplished, as it consisted merely in looking beneath the lower berth and under the couch below the porthole. The spaces were quite empty.

"It is impossible for an human being to get in,' I said, 'or for any human being to open the port.'

"Very good,' said the captain, calmly. 'If we see anything now, it must be either imagination or something supernatural.'

"I sat down on the edge of the lower berth.

"The first time it happened,' said the captain, crossing his legs and leaning back against the door, 'was in March. The passenger who slept here, in the upper berth, turned out to have been a lunatic. He rushed out in the middle of the night, and threw himself overboard, before the officer who had the watch could stop him. We stopped and lowered a boat; it was a quiet night, just before that heavy weather came on; but we could not find him. Of course his suicide was afterwards accounted for on the ground of his insanity——what are you looking at?' he asked, stopping suddenly in his narration.

"I believe I gave no answer. My eyes were riveted upon the porthole. It seemed to me that the brass loop-nut was beginning to turn very slowly upon the screw—so slowly, however, that I was not sure it moved at all. I watched it intently, fixing its position in my mind, and trying to ascertain whether it changed. Seeing where I was looking, the captain looked, too.

"It moves!' he exclaimed, in a tone of conviction. 'No, it does not,' he added, after a minute.

"I rose and tried the nut. It was certainly loosened, for by an effort I could move it with my hands.

"My reading lantern, which had been placed in the upper

# Spring Samples



Now in Travellers' hands.

SEE OUR . . . . .

**American Gingham**

**American Cotton Worsteds**

**American Tartan Dress Goods**

**Ladies' Cotton Vests**

These are special lines—easy selling goods. A special line of double-width Tartan Dress Goods just in. Price 12½c. Send for Samples.

**KNOX, MORGAN & CO.**

Wholesale  
Dry Goods

**HAMILTON**

*Caldecott, Burton & Spence*

**CHRISTMAS TRADE, 1895**

**BLOUSE SILKS . . .**

Fancy Brocade Silks, all shades  
Fancy Striped Pongees, all colors  
Printed Pongees, choice designs  
Double-fold Chiffons, all colors

**DRESS SILKS . . .**

Peau de Soies, all colors  
Black and Colored Satins  
Black and Colored Failles  
Black and Colored Surahs

Trimming Velvets—all shades.  
Black and Colored Velveteens

**Now is the Season for  
Handkerchiefs**

Silk Hemstitched Handkerchiefs  
Embroidered Swiss Handkerchiefs  
Silk Brocade Handkerchiefs  
Embroidered Japanese Handkerchiefs  
Linen Handkerchiefs  
Lawn Handkerchiefs, Cotton Handkerchiefs

*Caldecott, Burton & Spence*

TORONTO

berth, was suddenly extinguished. There was still a good deal of light from the pane of ground glass near the door, behind which loomed the regulation lamp. The ship rolled heavily, and the curtain of the upper berth swung far out into the state-room and back again. I rose quickly from my seat on the edge of the bed, and the captain at the same moment started to his feet with a loud cry of surprise. I had turned with the intention of taking down the lantern to examine it, when I heard his exclamation, and immediately afterwards his call for help. I sprang towards him. He was wrestling with all his might with the brass loop of the port. It seemed to turn against his hands in spite of all his efforts. I caught up my cane, a heavy oak stick I always used to carry, and thrust it through the ring and bore on it with all my strength. But the strong wood snapped suddenly, and I fell upon the couch. When I rose again the port was wide open, and the captain was standing with his back against the door, pale to the lips.

"'There is something in that berth!' he cried, in a strange voice, his eyes almost starting from his head. 'Hold the door, while I look—it shall not escape us, whatever it is!'

"But instead of taking his place, I sprang upon the lower bed, and seized something which lay in the upper berth.

"It was something ghostly, horrible beyond words, and it moved in my grip. It was like the body of a man long drowned, and yet it moved, and had the strength of ten men living; but I gripped it with all my might—the slippery, oozy, horrible thing—the dead white eyes seemed to stare at me out of the dusk the putrid odor of rank sea water was about it, and its shiny hair hung in foul, wet curls over its dead face. I wrestled with the dead thing; it thrust itself upon me and forced me back and nearly broke my arms; it wound its corpse's arms about my neck, the living death, and overpowered me, so that I, at last, cried aloud and fell, and left my hold.

"As I fell the thing sprang across me, and seemed to throw itself upon the captain. When I last saw him on his feet his face was white and his lips set. It seemed to me that he struck a violent blow at the dead being, and then he, too, fell forward upon his face, with an inarticulate cry of horror.

"The thing paused an instant, seeming to hover over his prostrate body, and I could have screamed for very fright, but I had no voice left. The thing vanished suddenly, and it seemed to my disturbed senses that it made its exit through the open port, though how that was possible, considering the smallness of the aperture, is more than anyone can tell. I lay a long time upon the floor, and the captain lay beside me. At last I partially recovered my senses and moved, and instantly I knew that my arm was broken—the small bone of the left forearm near the wrist.

"I got upon my feet somehow, and with my remaining hand I tried to raise the captain. He groaned and moved, and at last came to himself. He was not hurt, but he seemed badly stunned.

"Well, do you want to hear any more? There is nothing more. That is the end of my story. The carpenter put half a dozen four-inch screws through the door of 97; and if ever you take a passage in the Montcalm, you may ask for a berth in that state-room. You will be told that it is engaged—yes—it is engaged by that dead thing.

"I finished the trip in the surgeon's cabin. He doctored my broken arm, and advised me not to 'fiddle about with ghosts

and things' any more. The captain was very silent, and never sailed again in that ship, though it is still running. And I will not sail in her either. It was a very disagreeable experience, and I was very badly frightened, which is a thing I do not like. That is all. That is how I saw a ghost—if it was a ghost. It was dead, anyhow."

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### RIBBONS.

An exchange of recent date, speaking of ribbons, says: "All ribbon manufacturers, importers and dealers are of the opinion that these beautiful goods will not only hold their strong position during the fall, but show even increased popularity in the spring demand. A large business is expected during January and February. European mills have all they can do for months to come. Ribbons have advanced more abroad than here, and, in any event, the looms are so much engaged that manufacturers cannot accept business for early delivery."

The Lyons silk looms are stated to have orders in hand that will keep them busy for several months to come. This refers to both piece goods and ribbons.

The ribbon department is doing a large and increasing trade with Brophy, Cains & Co. They report that the price of ribbons has continued to advance in the European markets, and the outlook is excellent.

A circular from Belding, Paul & Co. informs the trade that in ribbons the whole product has been sold up to April, and no more orders are being taken for May delivery. Within the month advances of from 5 to 10 per cent., covering double satin and gros grains, are recorded. Prices for future orders are not guaranteed, as a meeting of makers in a few days is expected to result in some further advance.

Caldecott, Burton & Spence have a large range of double-faced colored satins.

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### BRIEF TRADE NOTES.

Brophy, Cains & Co. carry the Imperial safety pins, made by the M. S. & U. Manufacturing Co., whose ad. appears on another page.

In our November issue, speaking of Granite Mills prices, we said they contemplated an advance. We should have said, prices had advanced from 10 to 20 cents.

S. Greenshields, Son & Co. have got exclusive control of a line of Chinese mattings for the Dominion. The styles are greatly improved and prices much lower than in former years.

James Johnson & Co. report an excellent sorting business, and the spring trade has opened up well.

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### TRIMMINGS FOR SPRING 1896.

Speaking with Brophy, Cains & Co. regarding trimmings for next spring they said "that jet would lead and be the most fashionable for all 'bright effects' in black goods." They will have many new and handsome designs in stock in January. Velvet ribbons will be much used for mohair dresses; they have all widths now on hand, just received, and additional stock to arrive in January.

# For Your Christmas Trade



**G**HERE is a demand now for Fancy Blouse Silks; we have them and Black Silks at all prices, in plain and fancy.

Velveteens and Silk Velvets are fashionable goods; another shipment just received.

December is the best month in the year for Silk Handkerchiefs; a few hundred dozen to hand for Xmas trade.

You ought to have our **NEW TARTAN CHECKS** for Blouses, received ex "Numidian." This has been the best season we ever had for Underwear. (We will beat it next season). We still have a few lines in Fall and Winter weights, but no large quantities.

We can now fill orders for Black and Navy Dress Serges from 19½ to 95 cts. per yard.

Victoria Lawns are always wanted; **OURS WON'T CURL.**

We have added several new lines to our Smallware Department since 1st November.

We sincerely wish you and every retail house in our fair Dominion a good holiday trade.

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## BROPHY, CAINS & CO.

196 McGill Street

MONTREAL

A Good Motto.

Be sure you are right,  
then go ahead.

## KID GLOVE NOTES.

**T**HERE is little to add to former remarks regarding this line. Fall deliveries have been completed some weeks ago, a fact of which importers may feel proud in view of the difficulty which makers in Grenoble have had in obtaining labor of a satisfactory grade, and also the fact that owing to the firm prices of skins during the last six months there has been no inducement to manufacturers to accept orders, or, when accepted, to deliver them.

The season has passed, however, without friction between importers and local dealers, those agencies who secured import orders having rather cleaner shelves than usual, so that those buyers who have not fully provided for Christmas and future winter trade may find it difficult to make varied selections, especially in French kid goods.

This applies to a still greater extent to cheaper German grades, the extreme prices demanded by makers last spring and summer resulting in actual import quantities, there being, even at currency advances, no wisdom or advantage in providing a surplus. One good result, however, is that a larger trade in French goods has been done, with the decided probability of its continuance in preference to lower, though really dearer, grades.

THE REVIEW has interviewed some of the best known glove agencies, and found a very cheerful tone as to future business existing. Provision for holiday trade is in some cases being made. The well-known Eugene Jammet agency has just received a large and varied assortment of high-grade laced and other lines, and reports increasing trade, which, with satisfactory goods, always follows prompt delivery.

## RIGBY PROOFED FIBRE CHAMOIS.

THE COMING INTERLINING FOR OUTER CLOTHING, LADIES' SKIRTS, ETC.

The proprietors of fibre chamois in Canada are sanguine and progressive, to say the least.

An agreement has lately been entered into between Messrs. H. Shorey & Co., the well-known clothing house of Montreal and proprietors of the Rigby process of waterproofing textile fabrics, and the Canadian Fibre Chamois Co. of Montreal, whereby the latter obtain control of the Rigby process to render waterproof the goods manufactured by them and all other similar lines. Experiments have been carried on for some time past with successful results, and the Fibre Chamois Co. are now putting in an extensive plant, and expect to have this new line on the market before January 1.

The wholesale clothing trade, who have been seen, express great hopes for this new line, and predict a lasting and successful future, as it will not only take the place of other and more expensive interlinings used to give body and support to garments, but will make them wind-proof, and of necessity warmer than other garments not so lined, and above all waterproof, so that one may have no fear of being drenched through, no matter how inclement the weather may be.

The desirable features of this new line as an interlining in ladies' skirts are very apparent, as it will be inexpensive, light, durable and unaffected by wet, sloppy weather.

## AN ATTRACTIVE GIFT.

In napery McMaster & Co. are showing some fine table napkins, cloths and sets, in all prices and sizes. A nice holiday gift is a set, tablecloth and twelve napkins, of which a fine line could retail at \$5.

## A HOLIDAY ANNOUNCEMENT.

The holiday and Christmas trade finds John Macdonald & Co. well prepared with new attractions. New goods in chenille and lace curtains, chenille table covers, Japanese rugs, sheep-skin mats, Madras muslins and draperies are shown.

In men's goods are to be found dressing gowns, smoking jackets, Japanese and continental handkerchiefs, motto-embroidered handkerchiefs, white dress bows and the largest stock in holiday neckwear. The leading styles are the New Regent Club and the Defender in the knot shape. The latter is very popular.

Among the fancy goods are noted leatherette goods, baskets, American metal novelties, etc.

A big range in doyleys, napkins, tablecloths, sideboard cloths, tray cloths, embroidery linen has just been opened up especially for the Christmas trade.

In overcoatings the trade has been very good. A good feature is the demand for better stuff. Mantle cloths have gone well, especially in beavers and friezes. Orders for spring are coming in freely.

## RISE IN THE PRICE OF MOHAIR.

A report received at the Department of State from Consul Claude Meeker, at Bradford, says that the almost unprecedented rise in the price of mohair and mohair products has aroused renewed interest in that lustrous material. The price of the raw material has, in the last few months, increased from 24 cents to 64 cents per pound, or more than 165 per cent.; yarn has increased from 48 cents to \$1.03 per pound, an increase of nearly 115 per cent., and the finished product has increased about 70 per cent. over the price of a year ago. One firm of manufacturers is alleged to have cleared \$5,000,000 in less than five months.

Half a dozen other firms are reported to have done nearly as well, while merchants who have been in a position to buy and sell the hair, the yarn or the fabric, have made great profits. The cause of the rise in mohair has been the change of fashion and the return of mohair and lustre fabrics.

Mr. Meeker has received inquiries from this country for information as to the culture of the Angora or mohair goat. One correspondent writes him from Texas that he has a flock of 1,000 goats, which are doing well, and he believes it would be of great advantage to the country if the subject were more generally understood.—Am. Exchange.

A Canadian manufacturer has had some difficulty in convincing his customers lately that he did not cut prices in selling to a large departmental store. The store offered his goods at exactly what he sold them for. His other customers found it hard to realize that the department people were clearing out a line of new goods without a cent of profit.



SPRING... 1896

## NECK-DRESSINGS

Our Silks for the coming season, for neatness, exclusiveness, and variety of patterns, far exceed anything ever presented for your inspection, to be designed and formed into the smartest American styles and shapes of D'Joinvilles, Ascots, Clubs, Bows, Four-in-hands, Tecks, etc., for men and women.

Our success in this department last season was beyond our expectations, and the coming season we are going to surprise you. Our productions will be of the highest order of art in style and workmanship. It is not necessary to place your orders, as formerly, six months previous for six months behind styles. That is the old way of doing business. Buy as you do your suspenders—as you require them. Why, our designer is only now working on his new shapes. What kind of styles do you who have placed your orders for shapes designed six months ago expect to get?

We respectfully request all or part of your neckwear orders. Give our productions fair and square competition, side by side with any foreign makes, and if they do not excel in finish, beauty of design, and selling qualities, we will not ask any more of your orders.

## SUSPENDERS

In this department of our factories we sometimes wonder what we are working for—"glory" or the "wearer." Something has got to give some day, for you certainly will not always be able to sell suspenders at 25 cts. as good as you sold a few years ago at 50 cts. It is the immense quantity we manufacture for our home and foreign trade, or we could not stand it.

Our Spring line is almost ready, new webbings, fixings, buckles. It is a beauty. No competition near us. We have a handsome present for you this year (1896). It cost us a pile of money, but there is nothing too good for our customers. It is a beautiful display rack, (design—patent applied for), made from brass. Brilliant and attractive, an ornament to your store. They are well worth \$5.00 each but we will not charge you that.

All our travellers depart from here on January 6th, 1896.

Dominion Suspender  
Company

Niagara Neckwear  
Company, Ltd.

NIAGARA FALLS



# Always the Best

**SOFTER AND CLEANER  
COTTON BATTING**

A marked  
Improvement in the quality of

**NORTH STAR  
CRESCENT .  
PEARL . .**

## Patent Roll Cotton Batting

Will make these Brands sell unusually well  
during the Season of 1895 and 1896.

**Baled or Cased**

In 4, 8, 12, or 16 oz. Rolls.

**FOR SALE BY ALL WHOLESALE HOUSES.**

Our travellers are now on the road with a  
complete range of samples for the

# Fall Millinery Trade

**NEW GOODS ARRIVING WEEKLY.**

The latest novelties in

## Ladies' Golf Blouses

JUST RECEIVED.

Also 200 Cases American Felt Hats.

# CAVERHILL & KISSOCK

91 St. Peter Street, Montreal.

## Prize Medals

awarded to

# BARBOUR'S LINEN THREADS

## Tailors . .

Are satisfied that best  
LINEN thread is

## BARBOUR'S

For sewing on buttons  
use

## "Fil au Grand Prix"

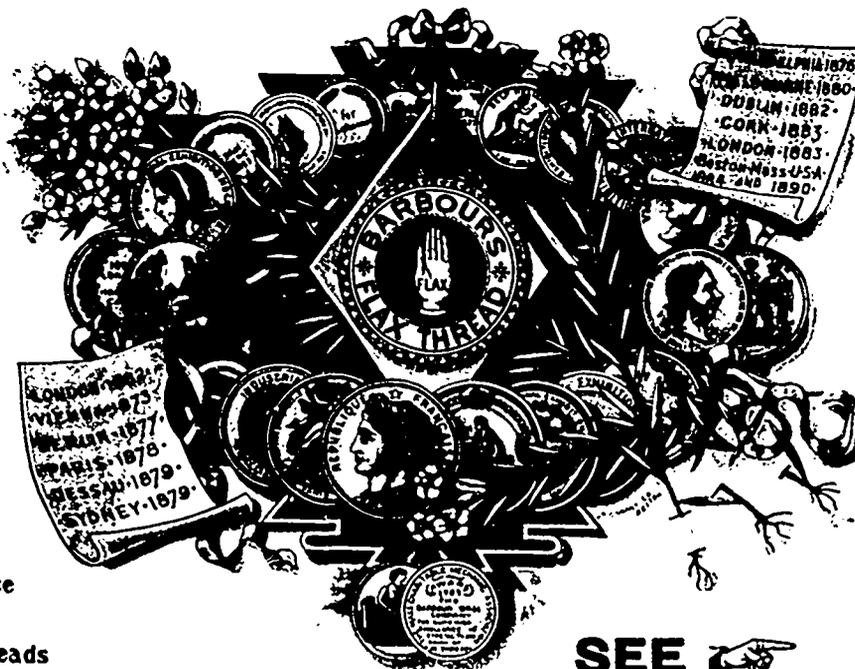
48 balls to box.

It is **Extra** strong, smooth and  
even. Made **ONLY** by

**"WM. BARBOUR &  
SONS, Ltd."**

Name on every ball.

**Carpet Threads,  
Crochet and Lace  
Threads,  
Linen Floss and  
Embroidery Threads**



When ordering  
please ask for

## Barbour's.

**ALL . . .  
WHOLESALE**

Houses can supply  
it, for every pur-  
pose. 3-cord 100  
and 200 yds. spools  
now in stock in all  
numbers, 25 to 100.

**EVERY DEALER** should carry a **FULL LINE** of all  
**BARBOUR'S** Threads.

**SEE**

That all your Linen Thread  
carries this Trade-Mark.

It is **BARBOUR'S.**



## WOOLENS AND CLOTHING

IN London the winter seasons bring forth few novelties in costumes. Winter overcoats, which are now being ordered very freely, run almost without exception on S. B. Fly Chesters, reaching to well below the knee; and on D. B. Newmarkets, with waist seams and frock coat backs. These latter are the choice of the dressy young men, says Ministers', and of the horsey ones, whilst the middle-aged and quiet section of all classes prefer the Chester, which is made in demi-sac form, and cannot be beaten either for comfort or gracefulness. Overcoats are being freely made with back closing seams.

E. A. Small & Co., Montreal, are making an important change in the manufacture of their clothing, and are fitting up a factory of their own. Already a large number of machines have been put in capable of doing the best class of work. By having the making done by themselves in their own establishment the house will secure uniformity and be able to do the finer classes of manufacture more satisfactorily. Already Messrs. Small enjoy a high reputation for their clothing, and the change will be still another step forward.

The clothing trade for the spring of 1896 shows a marked improvement both in the Maritime Provinces and the Northwest, so report H. Shorey & Co.

It is not generally known that fibre chamois, which is now taking rank as a lining for men's clothing, as well as women's, was first promoted and put on the market by a Canadian. Mr. McLaughlin, who manages the fibre chamois trade in the United States, is an Ontario man. He took his process to New York and found there the capital required to open the trade.

Trouserings of printed moleskins show no signs of reviving. The Canadian mills do not make them, it is said, and the material, when used, is brought from the American mills. But the imports are small compared with those in former days.

Despite higher values in woollens and linings, the prices of clothing, being fixed for the season, show no advance since last reports. It is just possible, however, that prices will tend upward next season.

Gilmour, Scholfield & Co., Montreal, are moving into their new premises, 364 St. Paul street, from the Notre Dame street warehouse.

Present prices for raw wool in this market range about 14 to 15½c. for greasy Capes, and 25 to 34c. for Buenos Ayrian.

Some Canadian importers have lately sent part of their cargoes to the States, where the demand was active for the moment, although there is a good deal of Cape wool still held in Boston. This year's crop of British Columbia wool went to the States, and was not offered in Eastern Canada.

English reports say that London tailors are doing a big trade in ladies' cycling costumes. The knickerbocker, it is predicted, will not drive out the skirt. In lining the skirts, adhere to silk, says an authority.

The Canadian woolen mills are in some cases running double time, and have more orders than they can handle. Some are asking advances of 5 to 7½ per cent. on certain lines, but others are offering at the old prices.

In kerseys, both union and all wool, the Canadian mills have advanced prices an average of 2 cents a yard.

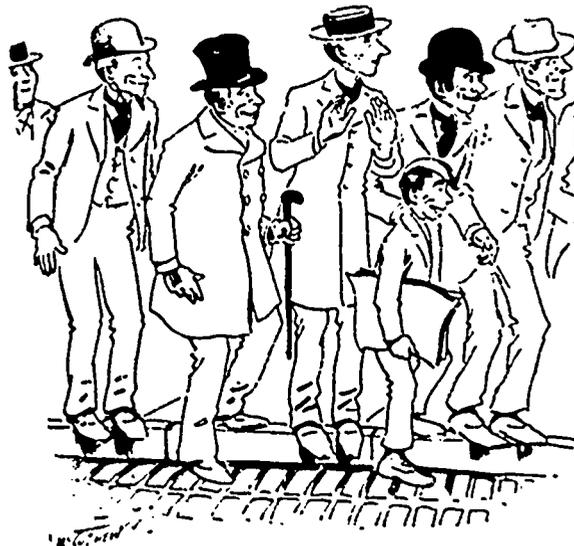
The travelers for Robert Linton & Co. will be on the road in the beginning of December with samples of the latest goods in imported woollens, tweeds, etc. The firm report a much better outlook for spring trade than last year.

The advances in the price of raw wool make it difficult for Canadian manufacturers to get a profit on low grades, hence the satisfactory tendency of the past year to turn out the finer classes of goods.

For a new firm, which started at rather a late period this year after the fall placing were nearly over, Hutchison, Nisbet & Auld report a very satisfactory business thus far. This success is due, no doubt, to their recognizing the necessity of keeping

a well-assorted stock on hand to meet the changed conditions of trade. The present practice of merchants is to buy frequently and in smaller parcels, and this renders it necessary for a firm wishing to hold the trade to keep well stocked all the time. Hutchison, Nisbet & Auld carry a fine stock of the highest classes of goods both imported and domestic.

In woollens W. R. Brock & Co. are showing a more attractive spring range than before, and advantage was taken of reported advances to order at the old figures on a large scale. Colored worsteds in small neat patterns, black worsteds and venetian finish, clay worsteds and corkscrews are among the features. The range of suitings are of special value at prices quoted. Colored trimmings are regaining the ascendancy they had several years ago, and stripes are no longer to be the sole ruling patterns. Checks are used in both worsteds and tweeds for pantings. In spring overcoatings the venetian continues to lead. The waterproofed cloths are in large variety. Flannel suitings for tennis, cricket, etc., are shown in neat checks, fawns, greys and drabs.



"WATCHING THE NEW WOMAN GO BY ON HER WHEEL."



IT PAYS TO USE THE BEST  
NO SHORT LENGTHS OR WEIGHTS IN THIS THREAD

Agents for Canada :

**JOHN GORDON & SON, MONTREAL**

Please order **F. B. & Co.**

**TOOKE BROS.**

63, 65, 67 & 69  
LATOUR STREET

**MONTREAL**

BRANCH, 30 Wellington St. East, TORONTO

**Men's Furnishing Department**

**Men's Underwear**

All bought before any advance in price. Customers will get the benefit of this.

**Hosiery**

Look out for our "Iron Frame" Black Cashmere Sox at all prices, bought before any advance. Tans and other effects equally good value.

**Umbrellas**

The largest range ever offered to the trade, from the lowest price up to \$72.00 per dozen.

**Waterproofs**

Several special lines made for us. Excellent value.

**Scarfs and Ties**

All **Black Goods** bought before any advance in price. **Colored Goods** in the neatest designs and in new shapes confined to us. The "Adaptus," "Lyceum," "Blenheim," "Verona," "Rothsay," "Inverary," "Admiral," etc.—every price, from the lowest up to \$9 per dozen.

**Braces and Belts**

Every price represented.

**Silk Handkerchiefs**

In Plain White and Fancies—a very attractive lot.

**Linen and Cotton Handkerchiefs**

Our account for Piece Linens is not the smallest in Canada. We believe we buy our linens right. Handkerchiefs bought from the same manufacturers. Examine them.

**Summer Clothing and Vests**

A very extensive range in Nobby Effects. This is going to be a large department with us.

Please do not buy until you see our samples. SHIRT ORDERS are the largest we have ever had.

Our \$1.25 and \$1.50 English Finished Collars are selling at present faster than we can make them.

**Ladies' Shirt Waists, Blouses, Etc.** are accepted by the trade as being the best fit ever offered. Orders are coming in freely in consequence.

THE \_\_\_\_\_

**Dominion****MONTREAL**

XX

**Oil=Cloth**BRANCH OFFICE:  
Cor. Front and Yonge Sts.  
TORONTO**Company**

Manufacturers of

**OIL=CLOTHS**

of every description

For Spring Season we offer a splendid line of New Designs and Colorings.

**FLOOR OIL-CLOTH***We make in the following grades :***NO. 1 QUALITY** Our Standard Line, in widths of from 4-4 to 10-4 ; beautiful patterns and varnished backs, finest colorings and best finished goods in the market.**NO. 2 QUALITY** The leading grade, also made in widths of 4-4 to 10-4. This line will give perfect satisfaction.**NO. 3 QUALITY** In widths of 4-4 to 8-4, are superior to any other low-priced goods in the market, both in styles and quality.**TABLE OIL-CLOTH**

Our new patterns for Spring excel anything heretofore produced, both in quality and finish.

WE ALSO MANUFACTURE

**Floor Oil-Cloth** in 4 yd. wide sheets, C quality. . . .**Oil-Cloth Mats or Rugs.** . . . .**Cotton, Canvas and Painted Back Stair Oil-Cloth.** . . . .**Carriage, Enamelled Leather Cloths, and Shelf Oil-Cloths.**

Every Wholesale House in the Dominion handles our Goods.

Their travelers all carry our Samples.

The Goods are Right.

The Prices are Right.

**Office and Works :** CORNER ST. CATHERINE AND PARTHENAIS STS. **MONTREAL**

ESTABLISHED 1868.

AGENCIES IN.  
 LONDON. . . . ENGLAND.  
 SYDNEY. . . . AUSTRALIA.  
 YOKOHAMA. . . . JAPAN  
 ST. PAUL. . . . MINN. USA

SOLE PROPRIETORS  
 STOREY'S EUREKA GLOVE SPRING  
 PAT. 1878 1880

**W. H. STOREY & SON.**

**GLOVE MANUFACTURERS.**

TELEPHONE COMMUNICATION

# GLOVES, MITTS

AND

# MOCCASINS

TO THE MERCHANTS  
OF CANADA

**Season 1896**

**Up-to-Date Merchants  
Buy Our Goods. : : : :**

**REASON FIRST**—They possess no superior.

**REASON SECOND**—They have an established merit and are known to the public as the best goods made and the quickest sellers.

We are showing many novelties in our samples for 1896, which are now ready. They embrace every class of material in the newest designs for

**WALKING**

**BICYCLING**

**DRIVING**

**HUNTING**

**BOATING**

**MILITARY USE**

**Our Heavy Wearing Gloves for Farmers, Teamsters, Railroaders, Miners, etc.**

**POSSESS SPECIAL VALUE AND ARE MARVELS OF CHEAPNESS.**

**WORTHY OF SPECIAL MENTION.**—Our **New Napa Tan Gloves in Tan Colors** which we control. The reputation of these goods commends them as being unexcelled by any class of material hitherto produced.

**OUR TRAVELLERS** will start on their routes early in the New Year and we trust our present customers will reserve their orders until they have seen our goods. To all our Customers and the Trade generally we wish the Compliments of the Season and a Prosperous New Year. Yours very truly,

**W. H. Storey & Son, ACTON, ONT.**

## WINDOW DRESSING.

THERE are two obstacles to presenting an adequate idea of the handsome window dressed by Mr. Harry Maddock, and illustrated on this page. The first is, that the use of the mirrors, described later on, prevented a perfect photograph being taken. The second is that colored silks seen, as these were, at night, under a brilliant light, are impossible to reproduce in their beauty and perfection. The dimensions of the window are 20 feet long, 11 feet high, and 7 feet deep, being one of the largest in Canada. It was temporarily enlarged for the occasion. The back windows were taken out and enlarged 8 feet deep and somewhat of a concave style, making it 15 feet from the plate glass to the back. The small arches at the rear, which divide the sashes, were draped from top to bottom, giving it a better effect for the whole window, and the division between the new portion and the main not being noticeable. The decorator had to be somewhat of a mechanic in building the new addition and putting up the necessary frames. The large festoons of silk, 4 in number, that are seen in the main portion, have light frame work covered with cotton in order to keep them

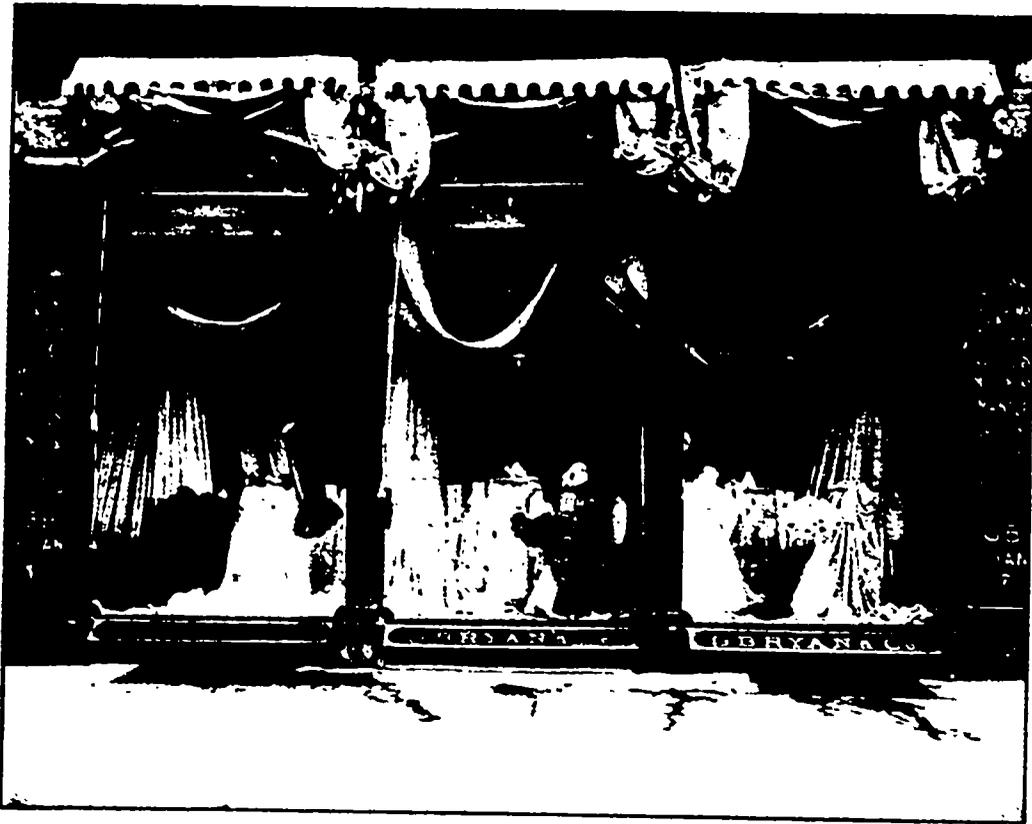
well in position. The materials used are beautiful shades of evening silks in surahs and bengalines. Two of the latest shades were blended together in straight folds from the top to the bottom, giving the goods an artistic effect, and avoiding creasing the material. The skirt stand was used for the main portion, thus showing just how the goods would look made up. On these stands were arrayed all the latest shades in fancy nets, crepons and fancy dress goods, combined with magnificent crystal jets and other trimmings, also fans and evening slippers to match the materials, laces, chiffons, etc. Laces were used for the top, draped over ribbons to bring out the patterns. Somewhat of the same style of draping was shown in the new portion, or rather, draping the silks in folds, but a change was made in the arranging which would be hard to describe. In the main window there are two large mirrors on each side, and one also at the

back on this occasion. This caused the trouble in taking the photograph. Baskets of flowers were hanging here and there with chiffon laces draped from a point in the main portion on all sides. Great care had to be taken, as in all windows, in the blending and harmony of shades, more particularly in a window of this kind where they are all evening shades to handle. The whole effect was magnificent and looked more like an oil painting than a window. Such were some of the expressions uttered by the passers by. Three days was the time it remained, and the curtains were only up in the evening under light of about ten electric lamps.

### THE VALUE OF THE WELL-TRIMMED WINDOW TO THE WIDE-AWAKE RETAILER.

Written for the Christmas Dry Goods Review.

IT IS an astonishing fact, but nevertheless it is true, that a majority of our retail merchants are perfectly ignorant of the real value and success of the window as an advertising medium. There are but few people, however, who do not admit that advertising pays. The fact is, that very few pronounced successes in business could have achieved their present standing without extensive advertising, but thousands of dollars are expended every year on injudicious advertising, and not one dollar is spent on improving the window, which



WINDOW IN EVENING SILKS AT G. R. RYAN & CO.'S GUELPH, ONT.

is proving itself to be the most successful salesman.

Does it ever occur to the indifferent or careless merchant how valuable as an advertisement a clean coat of paint would be to his premises, thereby making it more attractive and inviting for the ladies to enter his place of business? The keen observer always judges a store from its outside appearance. Nothing is more detrimental to a business house than the old-fashioned front and unclean windows. Therefore, the amount that yearly painting would cost is a splendid advertising investment.

Window decorating is one of the most successful modes of advertising for the up-to-date retailer. One of its greatest features is that the goods are brought directly before the eye of the passer-by, making the display act as a silent salesman. Decorating is an Art, and a Gift, as it were, and is a business

in itself. There are all kinds of people who try their hand at decorating, but the successful decorator is born, not made. The ability to appreciate artistic work is also a gift, for it cannot be acquired.

What, then, are the secrets of success of the expert decorator? First, he has a keen sense of knowing just how much or how little goods are required to make an artistic display; secondly, a thorough knowledge of blending shades and producing harmony—this, of course, he knows by intuition; thirdly, to be ambitious; last, but greatest of all, the requisite of the successful artist is a determined purpose to succeed—to study the Art, and have for his goal the highest achievement possible in his avocation.

Overcrowding a window is a fault that many artists have, being too anxious to concentrate attention on several lines of goods at once. The result is an absence of the artistic. It is possible, show each line of goods together. Be exclusive, especially with dress goods and silks. This, of course, does not infer that no trimmings are to be shown, for they are in keeping with this class of display. Good taste, like good sense, will always prevail.

There is no well-defined rule by which a man can go to make a successful combination and to produce harmony, and avoid creating discordant symphonies in form or color. The artist who is not a heaven born genius requires to study the simple principles of Art. Practice, unremitting practice, is as necessary in the art of window trimming as in other arts, and is essential to success.

The value of a window, then, is its sale-inducing qualities.

If the display is made successful enough to attract only a few customers, its mission is accomplished. The artistic decorator should, therefore, always arrange his materials in the most attractive manner, with this object in view. He should always have the hearty co-operation of the salespeople. It is they who may add materially to the success of the window and their respective departments by placing in his hands goods that require to be shown in an advantageous way to assure a ready sale.

Perhaps the most fruitful results have been achieved through ticketing the goods in the window. In the large American cities this is invariably the case. Almost every line of merchandise is adorned by a neat price card; also many beautiful cards indicating the class of goods, where they are made, etc. Change your displays often, and if possible make them noticeable. The passer-by is always on the look-out for something new. Ladies, especially, love to admire the new styles. The climax of all things is the true, good, and beautiful. Considerable study and thought is required to keep the window up-to-date, therefore plenty of time should be allotted the artist. If we were to move along on the same plane all the time, but little satisfaction would result from our efforts. The satisfaction felt by us when a window is finished and a result achieved which is superior to anything ever done before—it matters not how hard we have labored—is one of the real pleasures the decorator experiences in his work.

The window artist is part mechanic as well as artist, and he must have the proper tools at his disposal to obtain good results. Therefore, the employer should have modern window fixtures for the artist to show the many delicate and well-selected novelties which I am sure will be readily appreciated by the trade if properly shown.

HARRY A. MADDOCK.

**SEE**



# Our Lace Curtains

## FOR SPRING 1896

Samples now in the hands of *Our Travellers*. Have already sent cable repeats for special lines. More sold up to date than *any previous season*. We have just passed into stock this week

**Tam O'Shanters**      **Honey-Comb Shawls**      **Black Moire Ribbons**  
**Our 230 Black Faille Ribbon**      **Our 999 Colored Faille Ribbon**  
**Double-Faced Black and Colored Satin Ribbon**  
**20 inch Black and Colored Chenille Spot Veiling**

**HANDKERCHIEFS.** SPECIAL VALUES in Brocade Silk, Japanese Silk, Swiss Embroidered, Initial and Motto for XMAS TRADE.

# SAMSON, KENNEDY & CO.

44, 46 and 48 Scott Street

**TORONTO**

15, 17 and 19 Colborne Street

And 25 Old Change, LONDON, ENGLAND.

LATE NOTES.

**A** CIRCULAR of November 30 from the St. John Cotton Mills (Wm. Parks & Son., Ltd.,) announces advances in cotton warps of about 5 per cent., and in grey cottons about 7½ per cent. This mill shows a good deal of backbone in maintaining prices and showing confidence in the future of the trade.

Cotton blankets are to be made in Canada in the future. They have hitherto been imported from the States, and have sold well in Canada the last two years. Machinery suited to the purpose is now in the Merritton and Hochelaga mills, and Canadian cotton blankets will be ready for the trade in March. An advance in the price of the American makes is expected in some quarters.

The Rosamond Mfg. Co., Almonte, have just put a new Burr picker into their woolen mill. It replaces one of an older design which they have had for some years past. It will do double the work, and more thoroughly cleans the dust and dirt out of the wool. They have also added a mixed picker made by Young Bros., Almonte. Of the latter Mr. Rosamond speaks favorably: It is not only made in Canada, but in his own town. The Burr picker was made in the States.

There was a striking display in one of the windows of Henry Morgan & Co., Montreal, recently, which illustrates how the home manufacturer can advertise his goods. The window was well decorated with down quilts made by the Alaska Co. In the centre, under a glass shade two feet high, was a small revolving fan agitating a handful of down so that it flew about like snow-flakes. The fan was worked by an electric engine, and the flying down was an admirable proof of the quality of the filling in these quilts. The display was tasteful, ingenious, and pushed goods.

**CORSETS.**

Mr. E. Beattie, of Highgate, Ont., writes THE REVIEW: "Where can I get the Watchspring and P. & N. corsets? Are they made in Canada? If so, please let me know where, and greatly oblige." Some of the wholesale houses enquired of have heard of the P. & N., but are not familiar with the Watchspring, which may be some foreign make. Will any of our readers kindly answer Mr. Beattie's query?

**VEILINGS.**

In veilings the principal demand is for black. They are shown in many forms of dot arrangement. Brophy, Cains & Co. have their new samples for spring, 1896, now on the road.

**A PARADISE WITHOUT MAN.**

The members of the Anti-Man Society have evidently determined to put their principles to the severest test without loss of time; for we learn that they have already gone the length of getting up a ball among themselves. Those who have ever seen ladies dancing together will know what a vapid, spiritless affair it always is, and will not be surprised to hear that at the ball in question more than one lady appeared in bifurcated nether garments. Doubtless there was a tremendous run upon the programmes of these imitation men, especially after they had openly smoked cigarettes, and kept well. And what is the moral to be drawn from the episode? Why, undoubtedly that enforced by Mr. Pecksniff, when he proclaimed the incontrovertible truth that "Man without woman is—alone!" Woman without man ever has been, and ever will be, in precisely the same predicament; and she never likes it for long.—Drapers' Record.

**THE ALASKA FEATHER & DOWN CO.**

The following circular to the trade has been issued by the Alaska Feather & Down Co.:

DEAR SIRS,—We beg to respectfully draw your attention to the demand for covered down cushions and tea cosies, which will be created by the holiday season now close upon us.

Merchants outside of the dry goods trade, such as jewellers, stationers and tobacconists, are getting too large a part of the holiday seasons trade, and we humbly suggest that our goods may secure for your firm a larger share of this most profitable business than has hitherto been the case.

If you are not fully supplied with down goods to meet the large demand of next month, we would ask you to kindly make out an order from the enclosed list, which we have selected with an eye to the festive season's trade, and all which goods we guarantee to be handsome, tasty patterns and a credit to your store.

According to the size of the order, we enclose in every package one or more special cards for store and window display. It is our interest that you shall sell the goods, sell all of them, and sell them at a good profit. You can therefore be assured that although the styles and colors cannot be selected by yourselves, the goods will be all well got up and the combinations in our best taste, while the prices speak for themselves. Delivery is guaranteed within three days from receiving your order.

Awaiting your esteemed commands and thanking you for past patronage.

Believe us, Yours very truly,

THE ALASKA FEATHER & DOWN CO., LTD. SECRETARY.

**DOWN CUSHIONS**

	Price per dozen.
20 in. square silk cushions ruffled, Indian down filling.....	\$21 00
Same, with pure down filling.....	30 00
<small>These are the cushions which attracted so much attention at the Montreal Exhibition. You must have noticed them on the picture of our exhibit in THE DRY GOODS REVIEW. They come in assorted dozens, each one different in design from the other, and all light handsome colors.</small>	
20 in. satin cushions, with wide satin ruffle, Indian down filling.....	26 00
Same, with pure down filling.....	36 00
(Assorted Bright Colors.)	

The cushion is made of high class figured French satin, the ruffle of plain satin in colors to match.

20 in. sateen, Indian down filling, silk ruffle.....	12 00
Same, with pure down filling.....	21 00

This is a very handsome combination; the silk frill gives the cushion the appearance of an all-silk cushion, while the price is that of an all-sateen cushion.

18 in. sateen, with ruffle, Indian down filling.....	5 00
<small>"Indian Down" is a product of India, and is much like the Scotch thistle down. It is soft, buoyant and durable; it makes friends for itself wherever introduced. We have discarded all cheaper fillings, such as cotton, flock and cat-tail down.</small>	

**DOWN TEA COSIES.**

11 x 15 satin tea cosies, bordered and ruffled or bordered and corded.....	\$9 00
--	--------

These have the full assortment of colors in the high grade sateens which we carried this year for quilts and cushions. Everyone of these cosies is as pretty as a picture, and each one is different from all the others.

9 x 12 satin tea cosies, bordered and ruffled or bordered and corded.....	7 50
---	------

(Same as above for five o'clock tea.)

Five o'clock tea cosies are coming more and more into fashion. If you give them a start at Christmas time, you will have demand for them right through the season.

11 x 15 silk tea cosies.....	7 50
8 x 10 " ".....	6 00

[ADVT.] (In a large variety of colors.)

# FIBRE CHAMOIS WHIPS FIBRE RAMIE

Fibre Chamois, First in the Market, Sustained  
in its Course Against Imitators.

THE INJUNCTION OBTAINED BY THE RAMIE-FIBRE CO. VACATED AND ANNULLED

ABRAHAM GRUBER.

WILLIAM H. BONYNGE.

GRUBER & BONYNGE  
ATTORNEYS AND COUNSELLORS AT LAW,

THEODORE H. CHANCELLOR.  
EDWARD C. DOWLING.

305 BROADWAY,

MUTUAL RESERVE BUILDING.

NEW YORK, November 12th, 1895.

AMERICAN FIBRE CHAMOIS CO.,  
41 Park Row, City :

Gentlemen,—We are pleased to report to you the dissolution of the injunction obtained against you by the Ramie-Fibre Company, the manufacturer of Fibre Ramie. The case was fully argued before Mr. Justice Lawrence, of our Supreme Court, whose opinion is, in effect, that your Company has not done anything, in notifying the dealers in Fibre Ramie, as you have been doing, to justify an injunction against you.

So far as your trade mark, Fibre Chamois, is affected by the opinion of the Court, it is, in substance, that in threatening suit against persons dealing in Fibre Ramie, and in beginning suits against such persons, you have been relying upon your trade-mark rights, and that having been established in business long before the Ramie-Fibre Company came into existence, and having acquired a large trade, that the Ramie-Fibre Company, by adopting a name for its goods very similar to Fibre Chamois, has attempted to secure a portion of the goodwill of your business. The opinion also lays stress upon the similarity in sound of the name used by the Fibre-Ramie Company for its goods—to wit, Fibre Ramie—to that used by you—Fibre Chamois, and gives that as one of the grounds for dissolving the injunction.

On the argument of the motion we showed, by affidavit, that your concern put Fibre Chamois upon the market and established a trade-mark right a year before Fibre Ramie was manufactured or dealt in.

The attorneys for the Fibre-Ramie Company strongly maintained on the argument that the words Fibre Ramie did not infringe upon the trade mark, Fibre Chamois, and the opinion shows that they were wholly unable to maintain that contention.

We shall now proceed, with all possible despatch, in the suit brought by us some time ago, in your behalf, against the Fibre-Ramie Company. The order dissolving the injunction is to be entered to morrow and a certified copy sent to you.

Yours very truly,

GRUBER & BONYNGE.

N.B.—The Canadian Fibre Chamois Company desire to call the attention of the Trade to the foregoing, and to the fact that a Writ has been issued by the Canadian Fibre Chamois Company against the J. T. B. Lee Company, Limited, for damages and for an Injunction to stop the sale of Fibre Ramie in Canada.

“A word to the wise——”

**MEN'S FURNISHINGS.**

**I**N bow ties S. Greenshields, Son & Co. have a special line in light and dark effects for immediate delivery.

All the travelers of the Dominion Suspender Co. leave for their respective routes January 6, '96, with the new spring productions of suspenders and neckwear of this most progressive firm.

The Dominion Suspender Co. are making large shipments of suspenders to Australia and Jamaica.

The Dominion Suspender Co. will present to all their customers, this coming year, a beautiful display rack made from brass.

The Niagara Neckwear Co.'s (D. S. Co.) range of neck dressings this coming season will be a surprise to the trade. All firms who wish to be up-to-date in styles should not pass this concern by.

There is always a better demand for silk handkerchiefs about Christmas time, to meet which Brophy, Cains & Co. have just received a few hundred dozens extra, the handsomest design being the "Trilby." It is expensive but rich. The city trade are buying it in preference to cheaper lines.

Tooke Bros. are doing a special trade in ladies' blouses. The orders have been large. In one day's mail orders for 1,100 dozen of goods were received, which included the largest single order received by the firm. The indications are for a great business in blouses this year.

In order to do every justice to their new trade in men's furnishings, Tooke Bros. have leased the extensive warehouse, corner St. Helen and Recollet streets, Montreal. It is being fitted up handsomely, with hardwood floors, cherry fittings, and new paper and tinting. The offices of the firm will be there, and the increased room at the factory premises will be utilized for an extension of the manufacturing process. There will be 100 new sewing machines put in, and increased facilities for making up the shirt and collar stock will be afforded.

W. R. Brock & Co. announce seven lines of men's braces in various styles of heavy farmers' and fine goods, all of which can be retailed at 25 cents per pair. The farmers' are either in Canadian or John Bright shape, with leather ends; the finer are kid-trimmed, mohair ends, drawer strap, and plated adjustable buckle—extra special value.

In men's umbrellas the Irving Company claim the best values on the market. Their lines of crooked handles in wood sticks and steel rods, from \$9 upwards, all guaranteed goods, can be relied on. At \$12 and \$15 there are lines of special gloria silk, knobs and crooked handles. Christmas styles in ladies' and gentlemen's are shown from \$12 to \$48. Sterling silver goods are shown in tasty variety.

THE REVIEW interviewed Mr. Robert C. Wilkins, Montreal, whose specialty in shirts is negligee and workingmen's. His report is that for the coming spring, for working men, black and navy are having even a greater run than last year. In

fine shirts for outing, etc., fancy and cream flannels, silk stripes, repps and piquets, the latter lines with neckties to match, are the lines most appreciated by the trade.

Wyld, Grasett & Darling report another shipment of English collars, Grandee, Glendower and Mentone, all sizes from 14 to 18 inches, ranging from 1½ to 3 inches in height. Full dress shirts with 9-inch court bosom, one and two buttonholes, both of which are correct according to the wearer's taste, with bands or cuffs. There is a full assortment of white dress bows and white kid gloves. The tendency in bows is to smaller size, with silk ends.

A large line of short ends in smoking jackets offered by Wyld, Grasett & Darling include fine goods made up with silk facings and cord finish. There is a large assortment of choice patterns, and the value is exceptional; sizes, 34 to 44 inches.

A complete range of Christmas neckwear passed into stock this week at Wyld, Grasett & Darling's includes the latest London patterns made up in bows, club house ties, graduated derbys and knots.

**ONTARIO NOTES.**

W. H. Adams, tailor, Norval, has bought out N. J. Bonnar, Acton.

R. E. Nelson, Guelph, has considerably improved his store in Upper Wyndham street.

Essex merchants have decided to close their stores at six o'clock on Tuesdays and Fridays during the fall and winter.

Thomas Stiles has disposed of his stock of dry goods and groceries in Wingham, and intends going to London to reside.

L. E. and C. H. Smith, formerly of St. Thomas, have bought an interest in the firm of Lannom, Watkin & Fite, tailors, Nashville, Tenn.

Chatham Board of Trade is again taking up trade matters, and favors the head office of the Stevens-Campbell Milling Co. being located in Chatham.

The Goderich Knitting Co., now applying for incorporation, has for provisional directors Jas. Clark, Geo. Acheson, E. Downing, R. C. Hays and C. A. Humber.

Mr. Grainer, a successful merchant of Kingsville, has rented the vacant store next to Mr. George Taylor's, at Blenheim, and has opened out in dry goods. Mr. Grainer is a pushing business man.

The leading merchants and business men of Woodstock, Ont., desire a change in the Transient Traders' By-law. At the next meeting of the Council the committee having charge of the matter will report.

Among the announcements of applications for railway legislation is one to incorporate the Huron and Ontario Railway Company, to build an electric railway from Port Perry to Kincardine, passing through the counties of York, Simcoe, Cardwell, Grey and Bruce.

R. W. Walden, Neustadt, has put up a fine brick store with plate glass windows, heated with furnace. The shelving for his dry goods is 27 inches deep. With this depth he can place a greater quantity of stock, as he can put the goods in lengthwise, and he has his shelves full. Mr. Walden is a pushing merchant who deserves his success.

# KYLE, CHEESBROUGH & CO.

## *The Lace Warehouse of Canada.*

—: IMPORTERS OF NOVELTIES IN :—

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

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

Our travelers are now out with sorting samples. They also carry Lace Curtains for 1896, and are making their last round with Import Laces and Embroideries for '96. In laces we are producing colors in some special lines never shown in colors before. Don't fail to see these samples this trip.

## *Kyle, Cheesbrough & Co.*

MONTREAL.

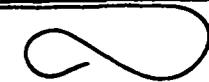
# Wholesale Millinery

A FULL  
RANGE OF

## **GOLF JERSEYS**

IN STOCK.

*Orders filled promptly*



Our travellers are now on their respective routes with samples of

## **Parasols, Straws, Laces, etc.**

*The Trade is invited to inspect  
our styles and prices. . . .*

### **D. McCall & Co'y.**

*Wholesale  
Importers*

Toronto and Montreal

## DEFECTS IN CANADIAN GOODS.

WE HAVE from time to time heard complaints, from different parts of Canada, of the way in which domestic mills roll tweeds, dress goods, cottons, etc. More than once attention has been drawn to it, but some mills do not seem to take a hint. The other day in Almonte one of our subscribers there unrolled several webs, and showed that the mills from whom they had received them had been very careless. In beginning to wrap the cloth about the board they simply grab a handful at the end from a half to a yard and a half in length, and, after half a dozen turns about the board, the packer begins to roll more carefully, and from the appearance of the finished roll the retailer imagines he is getting a nicely rolled piece of cloth.

When he comes to sell the last cut, and unrolls it in the presence of a customer, the last yard and a half or so turns out most unattractively. It is so full of creases and wrinkles that it looks as if it had been twisted and run through a wringer. Many customers do not hesitate to ask either directly or by a broad hint that as that piece cannot be sold it be thrown in. In few instances can such a request be refused without giving some slight offence if the customer be a good one. This last yard or two is, therefore, a complete loss.

Unfortunately, under the system where a manufacturer does not put his name or brand on his goods, he has no interest in them excepting to get them on the market at the lowest possible cost. This always means carelessness in folding and packing. Where a manufacturer uses his brand or name on his goods he is very careful to see that the rolls are sent out as attractive as possible.

There are sometimes claims for rebates made upon manufacturers and jobbers of so trivial a nature that THE REVIEW has generally looked on them with disfavor, yet in this case there is an important principle at stake. We will see that every manufacturer in Canada is informed of this complaint. If any of them neglect to take the hint with their next season's goods we will strongly urge retailers to send back and insist on a rebate and expenses for any cloth they receive in this condition. We will even go further. We will publish the names of any manufacturers who are so negligent.

There is another point which is overlooked. Some manufacturers complain that buyers give the preference to imported goods. Can we blame buyers if they sometimes condemn Canadian manufacturers who put goods up in such a careless way as that described above? If these manufacturers care nothing for their own reputation they should be made to understand that they are injuring that of their competitors as well as of their country generally.

Then, again, there is the quality of the boards used. A rough, badly-planed board is an offence against good taste. It hurts the sale of high-class goods. The boards should be covered with paper, not a common quality, but something tasteful and neat. It is very short-sighted to be wanting in those details of preparing your goods for consumers which injure or enhance the reputation of the article, according as you are careless or the reverse. In the finish, too, of many lines there is much to be desired. Canadian knitted goods have made great progress in recent years, and there is no reason why they should not capture the whole market. In some cases, however, they look well outwardly, but closer examination reveals poor work about the yoke. The buttonholes are badly done.

The cotton used is of coarse quality and quite out of keeping with the style of the whole garment. The sewing about the bands, instead of being parallel to the edges, meanders along like a small river. These defects tend to mar the reputation of the goods.

Another complaint which reaches us refers to the placing of the manufacturer's ticket upon a piece or web of cloth. It is desirable to prevent the loss of the ticket which has the number, yards, etc., printed on it. Instead of sewing the string to which the ticket is attached through four or five folds of the selvedge, and which necessitates the removal of the ticket, perhaps before a yard is unrolled, it would be an improvement to attach a strong string to the ticket, bore a small hole through the end of the board and pass the loop of the string through it, thus preventing the loss of the ticket until every yard is sold. This method has been adopted by Priestley on all their goods, and gives universal satisfaction.

These remarks are made not in any carping spirit, but in the interest and at the request of the trade of the country. The retailers especially look to THE DRY GOODS REVIEW to voice their complaints and lend them a helping hand to remedy grievances. Suggestions, therefore, are constantly being received from the trade in these matters. They come from all parts of Canada, as far east as Cape Breton, as far west as British Columbia. THE REVIEW is glad to be of use in these matters, and believes that benefit all round must result from frank criticism. After all, the interest of the manufacturer, the jobber and retailer is the same—to sell goods and get a good price for a good article. This is the object we have in view.

## TORONTO NOTES.

Chief Justice Armour has dismissed the suit of J. D. and J. Mitchell, the Dominion Waterproof Co., against Adam Mitchell, their brother, for an alleged infringement of a patent on celluloid collars and cuffs. The case will be appealed.

There is no foundation for the rumor that the T. Eaton Co. proposed to open a branch in Montreal, taking Hamilton's stand when the latter moves up to St. Catherine street west.

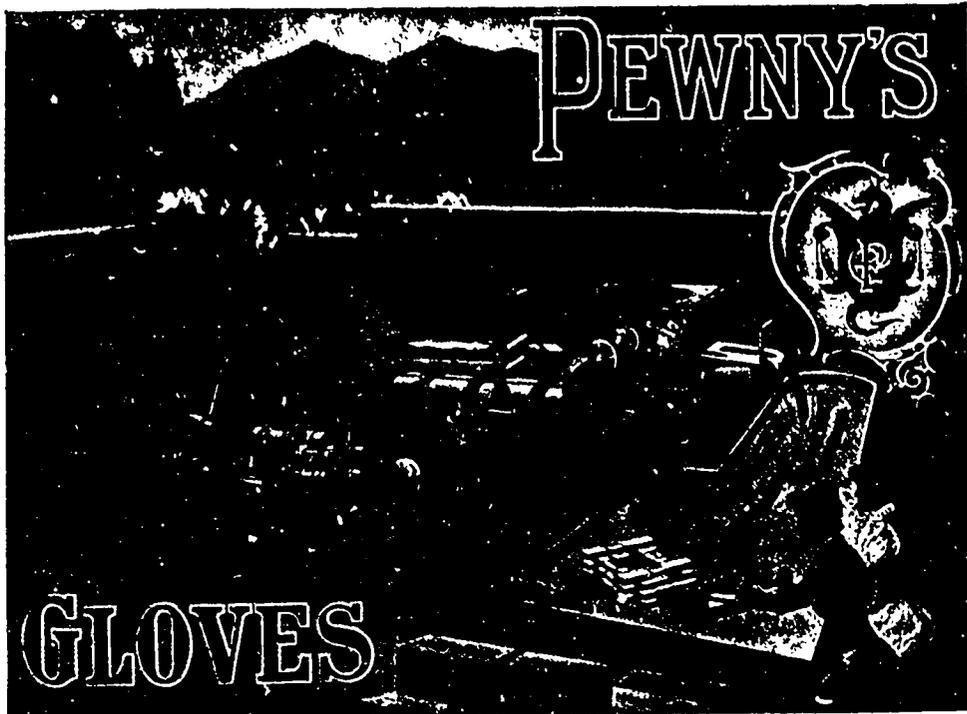
Mr. M. Frankenburg, manager of the Globe Rubber Co., Quebec, has been in the centres of Ontario the past fortnight showing samples to the wholesale trade in the west.

Mr. John D. Ivey is absent in Europe buying for the spring trade.

The fine stock of gents' furnishings of J. M. Treble, corner King and Bay streets, Toronto, narrowly escaped a serious loss two weeks ago. One of the tenants above the store left the water taps open, and the water, running all night, flooded the floor of Mr. Treble's establishment, but fortunately had not reached many of the goods when discovered.

THE REVIEW heard a rumor that R. Simpson would sell out to W. A. Murray & Co. and asked Mr. Simpson: "Not a word of truth in it."

There are no official figures obtainable of the quantity of Canadian cloths sent to the States this season. Several mills, however, are reported to have done quite a nice little trade in serges and friezes for ladies' mantles. In fact, several lines of tweeds of the homespun variety have been in demand, chiefly in novelties not made in the States.



FULL  
STOCK  
ON HAND  
OF  
STANDARD  
LINES IN  
LINED AND  
UNLINED

PLACE  
YOUR  
IMPORT  
ORDERS  
NOW  
AND  
INSURE  
EARLY  
DELIVERY

Special! 5 Hook Lacing Gloves  
at \$7.25 for immediate  
delivery.

**Emil Pewny & Co.**

Sun Life  
Building

**MONTREAL**

# YOU'RE LOSING MONEY



## IF YOU DON'T KNOW US

We redye and refinish the goods that you think past helping. We give them this season's shade in place of last season's. That's what dyers and finishers are doing in their own factories. The dealer who doesn't do it is wasting money — actually throwing it away.

**WE RENEW LIFE AND COLOR IN**

Cashmeres, Serges, Tweeds, Hose, Braids, Yarns, Soft Silk and Union Ribbons, Ostrich Plumes, etc.

Write to us about it —

**R. PARKER & CO.,** Wholesale  
Dyers and Finishers

Telephones—3640, 3037, 2143 and 1004  
Branches at Hamilton, Brantford, London,  
St. Catharines, Galt and Woodstock.

Head Office and Works: 787-789 Yonge St., TORONTO.

**COTTON NEWS**

THE Canadian cottons sold in the Australian market this year have given good satisfaction there. D. Morrice, Sons & Co., who sent a representative there, have received several repeat orders. Prints especially have been well received at the Antipodes. It has not yet been decided whether agents for the Canadian goods will be appointed there, or a man sent out from here to permanently establish the trade.

The re-issue of cotton bonds which Mr. David Morrice was able to effect in the London market recently is generally regarded in financial circles as a very successful arrangement. It will save the company some \$22,000 or \$23,000 annually in interest charges.

Some extensive blasting operations have been carried out in the river, at Magog, under the direction of the Dominion Cotton Mills Co. The old mill dam has been removed, and all trees, rocks and other obstructions taken out of the channel. In consequence the water rose 15 inches.

Prices in the cotton print list continue unchanged this month, as follows:

H. Cloth.....	4 3/4 cts
1 " " " " " " " " " "	6 " "
2 " " " " " " " " " "	7 1/4 " "
2 " " Anilines Black and Whites	7 1/4 " "
2 " " " Pompadour Styles	7 1/4 " "
D. " " " " " " " " " "	8 1/2 " "
1 " " " " " " " " " "	8 1/2 " "
C. " " " " " " " " " "	9 1/2 " "
C. " " Anilines, Black and Whites	9 1/2 " "
C. " " " Pompadour Styles	9 1/2 " "
Solid Black No. 1 " " " " " " " " " "	5 " "
2 " " " " " " " " " "	6 " "
3 " " " " " " " " " "	8 " "
C. " " " " " " " " " "	8 1/2 " "
Indigoes	
P.C. " " " " " " " " " "	6 1/2 " "
S.C. " " " " " " " " " "	7 1/4 " "
D.C. " " " " " " " " " "	9 1/2 " "
G.C. " " " " " " " " " "	11 1/2 " "

**SPECIALS**

Challies—Light	4 1/2 cts
Dark	5 " "
Delainettes	6 1/2 " "
Cretonnes	7 1/2 " "
Summer Suitings	7 1/2 " "
Salisburys	7 1/2 " "
Fancy Biques	8 " "
A. Duck, 25 inches	7 1/4 " "
AA. " Indigo	9 " "
C. " " " " " " " " " "	10 " "
Outing Cloth, 28 inches	10 " "
Skirting, 37 inches	10 " "
Ladas Tweeds	10 " "
Printed Molekins	12 1/2 " "

Low water has been felt by some of the mills this season. The St. Croix mill had to stop running several hundred looms for some days owing to this cause. This was the first experience of the kind in the mill's history.

Last month the Canadian Colored Cotton Co. advanced their new range of twill flanneletes and their new shakers 1/4 cent a yard.

The English prints are selling very well in Canada this season. Firms like Messrs. John Macdonald & Co. and W. R. Brock & Co., which handle them exclusively, report larger sales

than ever before. This is partly due to the qualities and range, and to the dispute amongst the retailers as to the cotton print agreement.

Raw cotton continues to hover between 8 and 9 cents, with a tendency, if any, to go lower. Canadian buyers, however, say their advices point to an advance before Christmas. Crop advices as yet throw no new light on the future.

The Montreal Cotton Company have declared a dividend of three per cent. for the quarter. Two per cent. of this amount is the regular quarterly dividend, and the one per cent. a bonus. With the notice of the dividend was sent an explanation stating that the extra dividend was not made out of the manufactory, but by buying an enormous amount of goods as a speculation, which was sold at a large profit.

There is no abatement in the discussion, amongst both retailers and wholesalers, of the cotton print agreement. The question is not on a settled basis yet, in the opinion of a leading wholesaler. Another firm which handles the Magog goods told THE REVIEW that orders were holding back, and this they attributed not so much to price as the provision in the agreement to sell to certain large retailers.

## A Reduction in Freights

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

**BLAIKLOCK BROTHERS, - Montreal**

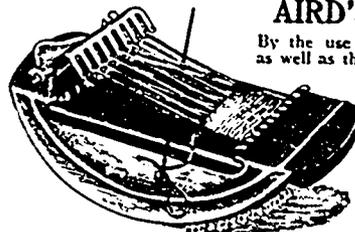
**Witchkloth** ❖ **The Latest and Best for Cleaning**

Gold, Silver, Brass, Nickel, Copper, Bicycles, etc. RETAILS AT 15c. Send small sample order.

SOLE AGENCY FOR CANADA

**TEMPLE BUILDING, 113a, Montreal**

### AIRD'S STOCKING DARNER



By the use of this little loom the finest table linen, as well as the coarsest stockings, can be more neatly and better repaired than by hand, and in one-twentieth of the time. Made in bronzed steel, and pays nearly 50 per cent. profit.

CANADIAN DEPOTS:  
E. O. TINLING, Winnipeg.  
BLAIKLOCK BROS., Montreal.  
Lavery & Corbett, Room 5, Arlington Chambers, Yonge St., Toronto. Agents for Ontario.

## BEAVER LINE STEAMERS

WINTER SERVICE

Direct Sailings Between

**ST. JOHN, N. B., AND LIVERPOOL.**

**CHRISTMAS EXCURSION TO ENGLAND**

By the Popular Passenger Steamship "LAKE SUPERIOR," sailing direct from **ST. JOHN TO LIVERPOOL.**

**WEDNESDAY, DEC. 11TH.**

Due in Liverpool December 20th.

SPECIAL RATES—First Cabin, \$40 single; \$80 return. Second Cabin, \$27.50 single; \$52.50 return. Steerage, \$16. Specially low rail rates from Montreal and all points to St. John via short line. Steamers sail after arrival C. P. Railway Express at 1.30 p. m. Freight carried at lowest rates and to all important points, both in Canada and Great Britain, on through bills lading. Special facilities provided for the carriage of butter, cheese and perishable freight. For further particulars as to freight or passage apply to

**D. & C. MACIVER,**  
Tower Buildings, Liverpool.

**D. W. CAMPBELL,**  
Manager,  
18 Hospital Street, Montreal.

# Caps

We make for the Largest Corporations in Canada

Railway Caps  
Firemen's Caps  
Police Caps  
Band Caps  
Military Caps  
Naval Caps  
Society Caps  
Uniform Caps  
Miners' Caps

Estimates given. Samples on application. Our stock of Cloth, Tweed, Sealette, Imitation Lamb and Outing Caps for Fall and Winter is always well assorted.

Newest Shapes. Best Quality. Lowest Price.

Proprietors of *The Toronto Cap Mfg. Co.*

**A. A. ALLAN & CO.**

Wholesale Only.  
Letter Orders  
Carefully attended to.

51 Bay St. . . **TORONTO**

# Greene & Sons Co.

MONTREAL

WHOLESALE MANUFACTURERS OF FINE FUR GOODS, JACKETS, CAPES, COATS, ETC.

# HATS AND CAPS

Importers of

## Gentlemen's Furnishings

LATEST STYLES.

LOWEST PRICES.

LETTER ORDERS CAREFULLY ATTENDED TO.

Our Travellers are now on the road with *SPRING SAMPLES* for 1896; also *FALL SORTING SAMPLES*.

# GREENE & SONS CO.

Warehouse 515 to 525  
St. Paul Street.

Montreal

# Holiday Greeting

is stamped in gold lettering on each fine enamelled box containing single Four-in-hand Graduated Tie.

These can be shipped at once on receipt of letter order, at any price from . . .

**\$4.00 to \$6.00.**

Also full range of all Neckwear in Stock.

# E. & S. Currie

64 Bay Street

Toronto.

# I Can Announce Now

that the injunction against my manufacturing certain lines of waterproof linen goods was recently dissolved, and that although the other parties have appealed, I expect in a few weeks to have vindicated my position and to supply any demand that may be made for the popular goods. You should send in your orders early.

# Rubberine, Vulcanite and Waterproof Linen

Collars, Cuffs, and Shirt Fronts, all strictly **Waterproof**, and are far superior to any other goods advertised as **Waterproof Goods**.

# A. B. MITCHELL

16 Sheppard St.

Toronto

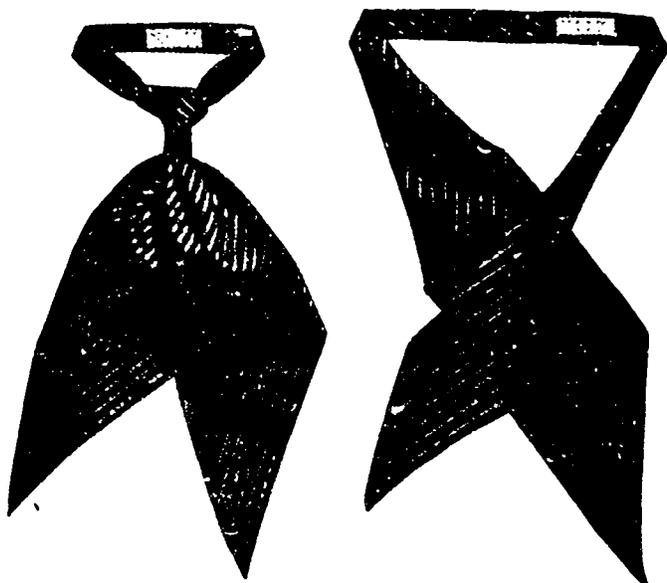
## NEW IN NECKWEAR.

THE three latest productions for spring 1896, of the Niagara Neckwear Co. (D. S. Co.) are herewith presented to the readers of this journal. In a made up De Joinville, the pinched



NIAGARA NECKWEAR CO. (D. S. CO.)

knot, flowing end, resembles the tied-by-hand variety, but in reality is a made-up scarf. Another novelty is the Windsorette



NIAGARA NECKWEAR CO. (D. S. CO.)

four-in-hand. The creations of this concern are always of the highest order. You can depend upon getting only this class of goods from them.

## VELVETS.

The velvet and velveteen trade has been good this fall, sales in large city houses for the past ten days being better than ever. We learn from the English markets that velvet manufacturers have good orders on hand for future delivery. One Montreal house who do a large velvet and velveteen trade received a shipment by the s.s. Lake Ontario, have another lot booked for January delivery, and have already placed their order for fall, 1896. Their motto seems to be "Be sure you are right then go ahead."

## THE PROBABLE COURSE OF PRICES.

Written for the Christmas Number of THE DRY GOODS REVIEW.

UP to the end of 1894 we had become so accustomed to the gradual fall of prices in all commodities that it seemed as if there were no bottom in sight. The depression was longer continued than had been known in the memory of anyone in active business, and one felt tempted to ask: shall we go back to the prices of the fifteenth century, when one ounce of silver would purchase 300 lbs., or 5 bushels, of wheat—equal to about 12 cents per bushel at the average price of silver last year? If one cares to look over the statistics of prices—by Mulhall—and compare them with the statistics of gold and silver, he cannot fail to see how prices have always risen during the periods of large production of the precious metals.

The United States market is a very large and important one, but it has been very unsettled of late years, owing largely to the foolish silver legislation and compulsory purchase by the Government of practically the entire output of their own silver mines. Owing, as they did, immense sums abroad, their tricky hesitation on solid money made investors nervous; their selling forced down prices and made necessary a drain of gold greatly exceeding their own production. They have got whipped with their own stick. They thought themselves big enough and smart enough to control the money markets of the world, but their action depleted their gold and reduced the value of all their commodities, so that the same quantity of produce paid off very much less debt.

Then the great change from the McKinley to the Wilson Tariff paralysed business, because it still further reduced values and stopped purchasing. Lack of sales brought lack of orders, lack of employment, and consequently lack of circulation of money. In a declining market everyone buys as little as he can, business gets poor, everyone talks about it, and everyone economises.

Now, just think how dependent we are on one another, and how we live by supplying one another's wants. Then think of the effect of everyone economising, wearing their old clothes, boots, hats, etc., etc., doing nothing to their dwellings, buying very little in the way of jewelry, pictures, furniture, nick-nacks, etc., etc., and we can easily see what goes on during "hard times." Then, when the turning point comes, reverse this picture and see everyone buying again, giving employment, circulating money and setting all the wheels of industry in motion.

We have certainly passed the turning point in prices now, and as employment is now general not only on this continent but all over the civilized world, we have the elements of returning prosperity, and consequently we need not expect the starvation prices that ruled in 1894. Of course, the sudden rush of orders has run prices up all the way from 20 to 60 per cent., and manufacturers in some classes of goods are engaged for from four to six months ahead, and while it would not be safe to say that these extreme advances can be maintained, it seems certain that we shall not come back to the prices of 1894. Then we are at the beginning again of a large gold production, which will probably be larger than any previous one, and as the prices of commodities fall when the production is large, so the price of gold falls with a large production, or, in other words, the prices of commodities rise. This will probably be more confirmed as the months go by, and as we shall all be benefited by the advances in prices, the best way is to pay the moderate advances now asked, look pleasant over it, and help the recovery of business.

P. H. BURTON.

# Perrin's Gloves

**PERRIN FRERES & CIE.**

**THE GLOVE HOUSE OF CANADA**

7 Victoria Square, MONTREAL.

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



**A LARGE STOCK ON HAND.**

# Peter Schneider's Sons & Co.

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

## Upholstery and Drapery Goods

Special Designs in **Chenille Curtains** for Fall Trade.  
Saxony, Bengal and Nepaul **Chenille Table Covers**

**Cotton Derby Curtains**  
**Cotton Derby Piece Goods**

**SATIN REUSSE**  
**COTTON NEPAULS**  
**SILK TAPESTRIES**  
**BROCAELLES**

For Upholstering Work—Fringes,  
Gimps and Cords to match.

Write for Samples of . .

## Our Leaders

## IN WOOL . . UNDERWEAR

No. 619. Scotch Knit Shetland.  
No. 614. Scotch Knit Shetland, Superior.  
Above made in S.M., M., O.S.

No. 217. Extra Superior Scotch Knit, made and stamped in inches, 34 to 46.  
No. 606. Special Stripe to retail at 50 cents.

**2,000 Dozen Fancy Scarfs** now being jobbed away to those interested in enlivening their Fall business.

Our complete range of **Neckwear and General Men's Furnishings** will be ready on or about 15th November.

**TRAVELLERS IN ALL PROVINCES OF CANADA.**

**GLOVER & BRAIS,** 184 MCGILL STREET **Montreal**



Wyld, Grasett & Darling

Why?

**Xmas Neckwear**

We show, this year a larger and more attractive assortment of Neckwear suitable for Xmas trade than formerly. Will open first week in December a large shipment of latest London Shapes and Colorings, in

FOUR-IN-HAND KNOTS, BOWS, ETC.

Buyers interested in this Department should see these Goods. . . .

WYLD, GRASETT & DARLING



PATENTED AUG. 19TH, 1892

There is a reason for every success. It either fills a long-felt want, corrects a mistake, or is an improvement on the then considered best.

In Dress Stays two faults have long been apparent. They would either bend out of shape or cut through the dress.

**Brush's Peerless Double Dress Stay**

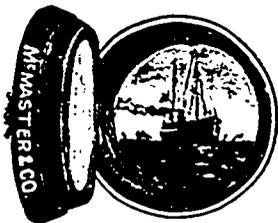
Is a success because it overcomes both these faults. Made of double steels, one placed above the other, with the ends so secured as to make it impossible for them to cut through the dress, it is more pliable than any other Dress Stay, and cannot bend out of shape. Neither will it melt apart from the heat of the body.

Made in Black, White, Drab, Blue, Pink and Old Gold. Sizes, 6 to 10 in. Put up in half-gross boxes or in sets of 9 steels.

Manufactured only by

**BRUSH & CO.,**

TORONTO



THE RECEIPT OF FREQUENT CONSIGNMENTS  
**KEEPS OUR STOCK BRIGHT, FRESH,  
AND FULLY ASSORTED AT  
ALL TIMES**

THE END OF THE

SEASON MAKING **NO EXCEPTION.**

**CALL ON US THIS MONTH  
AND BE CONVINCED.**

MANY SPECIAL  
OFFERINGS  
TO CLEAR.

**CHRISTMAS GOODS**

**H'DKFS.**

LADIES' AND GENTS'  
LINEN AND LAWN  
LADIES' SWISS EMBRO.

**SILK HANDKFS.**

GENTS BROCADED IN CREAM AND FANCY COLORS  
**HMD. STITCHED JAPANESE**  
IN ALL SIZES AND ANY INITIAL

**SILK GLOVES FOR EVENING WEAR**

WHITE, CREAM AND COLORS  
JAPANESE CUSHION COVERS  
AND **ART DRAPERIES**

EIDER-DOWN QUILTS - SILK AND SATEN FINISH.

TABLE LINENS, TABLE NAPKINS, ETC.

**McMASTER & Co.**

WHOLESALE DRY GOODS, 12 FRONT ST. W., TORONTO



**THE ELITE WATERPROOFS.**

Since establishing a factory in Canada for making their Elite waterproofs, the Globe Rubber Co., which have extensive works in Manchester, England, have done a large trade. They adopt a convincing method of showing the superiority of their goods, that is, by a guarantee for 5 years, which, of course, means a high standard of durability, as a 5-year guarantee ensures a much longer period in wearing quality. The Elites do not grow stiff or hard with time, and they have the advantage of not looking different to the ordinary dressy and tasteful overcoat. The coats continue the soft, pliable appearance and such which cause them to take the place so largely of the ordinary cloth coat. The Elites are made up in the latest styles, and the waterproof process adopted is specially contrived so as to stand the Canadian climate, the process being even better than that put into the English proof coats. The manager of the Globe Rubber Company has been 18 months in Canada studying the local trade requirements and the kind of garment best suited to this country.

For spring they are introducing special waterproofs for ladies and gents, the cloth being finished in light proof, so that it may be worn even in summer weather. The patterns used are up-to-date, in plains, twills and subdued check effects. This season the Elite waterproofs will largely take the place of light overcoats.

**NECKTIES FOR GIFTS.**

The Christmas season is the harvest time for the business man with good taste either in manufacturing or retailing, as this is the time when the consumer is looking for something new and dressy. No more striking proof can be had of this than is seen in the success of E. & S. Currie's special range of Christmas tinted neckwear. Since the appearance of this firm's ad. in last month's DRY GOODS REVIEW they report a great many enquiries both personal and by letter for their special Christmas novelty of one tie in a fine enamelled box. This demand is chiefly from the dry goods trade, and they presume the reason is that the enterprising dry goods retailer sees a chance of showing something extra nice to the ladies in, the way of a Christmas present for the modest sum of 50 and 75c. By E. & S. Currie's ad. in another page we see they can fill all letter orders at once from stock.

**IN NEW QUARTERS.**

The new warehouse and factory of the Irving Umbrella Co. on Front street, Toronto, is well chosen. Very light for all the processes of manufacture is it, and spick and span new for displays of stock, etc. The whole place bears the look of alert management and careful manufacturing. The factory is busily employed, indicating good patronage and a satisfactory trade.

**THE GLOVE TRADE.**

This important branch of the furnishing trade continues to receive much attention from our merchants. The old established and reliable firm of W. H. Storey & Son, glove manufacturers, Acton, Ont., continue to exhibit as usual everything novel and new. Their line for 1896 in spring and fall goods is more than usually attractive. Besides many new lines they are exhibiting a specialty in Napa Tan goods of tan colors, which is also something new. The goods are elegant in appearance,

perfect in color, and flexible, and appear to much advantage when compared with gloves of foreign manufacture, the prices and fit also being in their favor. This firm exhibit a choice range of ladies' 7-hook kid and 4-lock button in kid and lamb, tans and blacks, for spring trade.

**HOLIDAY NOVELTIES.**

For the Christmas trade, W. R. Brock & Co. have passed into stock novelties in fancy frillings, infants' bibs and feeders, golf jerseys in black, navy, cardinal, cream and fancy; laced kid gloves; also a new line specially suited for gifts, with fancy colored welts and points to match.

## Are You Interested In Underwear?

We have special values and complete range Ladies' and Children's Undervests, Drawers, Combinations, etc., in stock. Samples sent if requested.

**PRIME & RANKIN**

Ladies' Vests from \$1.85 to \$9.00. 50 Bay Street,  
" Drawers from \$2.25 to \$9.00. TORONTO

## Re-dyers and Finishers

OF DRY GOODS IN THE PIECE  
ALSO MILLINERY GOODS

**AN HONEST CLAIM**

OSTRICH FEATHERS DYED,  
CLEANED AND CURLED

That we have by far the largest and best-equipped General Dye Works in the Dominion; that we have the best technical Dyer and Finisher in our employ; and that our work is far superior to that of any other dyers in the Dominion.  
Customers can prove this claim by comparing our work; other dyers can test it when they like, work for work or place for place.

BRITISH AMERICAN DYEING CO.,

Gold Medalist Dyers

Principal Offices:

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

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

JOSEPH ALLEN,  
Managing Partner.

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

## Gilmour, Scholfield & Co.

364 St. Paul Street

Importers  
of

MONTREAL

Dry Goods, Small Wares  
Millinery and Upholstery Goods

General Commission Merchants and Jobbers.

Selling agents for

**GEO. BRETTE & CO.** Hosiery Manufacturers,  
LONDON, ENGLAND

DEFFRENNES, DUPLOUY & FRERE }  
DERACHE CONSTANT }  
Upholstery Manufacturers }

Paris and  
Lannoy, France.

And everything in the Furniture Covering Line.

# The IRVING UMBRELLA CO. Ltd.

MANUFACTURERS OF

*Sunshades  
Parasols and  
Umbrellas*

20 Front Street West

← **TORONTO**

THE . . .

# C. Turnbull Co.

ESTABLISHED  
1859

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

## GOULDING & CO.

27 Wellington Street East.

## Retailers . . .

Who place orders with us, get exclusive designs in Dress Goods; get the best value in Silks; get a profit on every sale.

## Simply Because

We confine our attention to two lines; we buy in the best market for cash; we visit Foreign markets in person. Prompt delivery.

## William Agnew & Co.

← **Montreal**

## Clapperton's

# Spool Cotton

Is superior to all other makes.  
Blacks warranted fast dye.

Write us for  
Samples and Prices

We also carry a stock of the following lines:

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

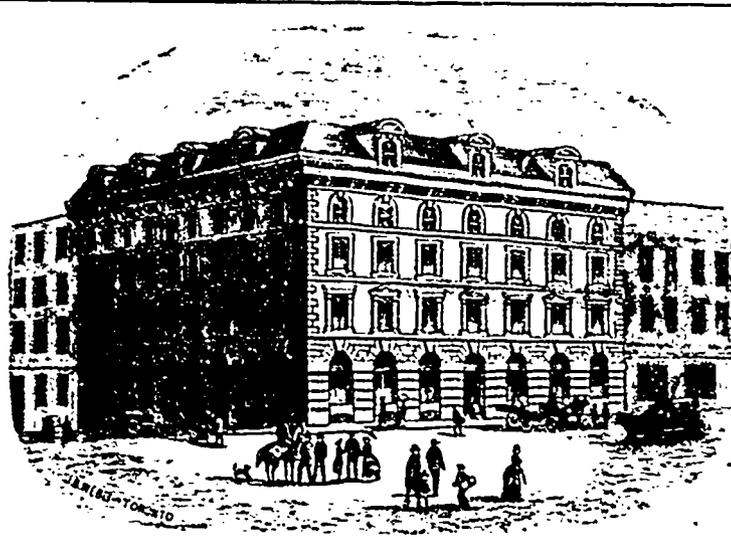
## WM. CLAPPERTON & CO.

165 St. James Street . . . MONTREAL.

# ROBERT LINTON & CO.

Corner of St. Helen  
and Lemoine Sts.

 MONTREAL



## Departments . . .

Cottons Dyed  
Dress Goods  
Flannels  
Gloves and Hosiery  
Haberdashery  
Laces, Linens  
Mantles, Muslins

Prints, Ribbons  
Shawls, Silks  
Stuff Goods  
Smallwares  
Ties . . . .  
Woolens, broad  
Woolens, narrow

## WOOLENS AND TAILORS' TRIMMINGS

◆ ◆ A SPECIALTY

Our travellers are now on the road with a full assortment of samples.

Canadian.....

BAGS, BLANKETS  
COTTONS DYED  
COTTONS GREY  
COTTONS BLEACHED

FLANNELS, PRINTS  
SHIRTS AND PANTS  
TWEEDS  
YARNS

Agents

**E.T. CORSETS**

Of St. Hyacinthe.

**OUR  
STOCK OF  
CHRISTMAS  
NOVELTIES**



Is now complete and we will be pleased to send a  
Sample Assortment  
to any reliable merchant.

**Macabe, Robertson & Co.**

8 Wellington St. West

**TORONTO**

**A Gem**

REPRESENTS GREAT VALUE  
IN A SMALL COMPASS



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

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

There are  
Others —  
THE FEATHERWEIGHT  
For instance.

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

**Toronto:**

23 and 23 Front St. West.

**New York:**

715 to 727 Broadway.

**Toronto Feather and Down Co.**



**DOWN  
QUILTS**

Our choice in these goods has been unexcelled in this market. . . . .



**Fancy Pillows for Xmas Trade**

**BOULTER & STEWART**

Sole Selling Agents

**30** Wellington Street  
East . . .

♦ ♦ **TORONTO**

**HOW TO MAKE THE BUSINESS PAPER PAY THE ADVERTISER.**

**I**N this paper I propose to give some practical advice and suggestions on how to make it pay any way, and how to make it pay better than it ever has paid.

Advertising to-day must be made to pay.

The good of all good is in so handling the good that the good of it does good.

Poor advertising pays poorly—good advertising pays well.

Good goods and poor advertising may be as profitless as bad goods and good advertising.

Unless the quality of the goods and the quality of the advertising harmonize, there is no profit in publicity, except that transient profit that no decent man cares about.

The conventional advertisement has a value, although it has looked backward over a quarter of a century.

The selling value of anything is partly in the appearance of it.

Intrinsic value, covered with a bushel basket, is no more salable, and perhaps not so salable, as less value well presented.

A ham sandwich, with a wide, thick table-cloth and napkin as big as a towel, with a waiter of immaculate blackness, and a well-set table, is more appetizing than terrapin and game served in a horse trough.

The diamond is not more brilliant than coal before it is polished.

Make the goods look as well as they are, provided they are as well as they look.

Make the advertisement look as well as the goods.

The advertisement which reads :

**JOHN SMITH & Co.**

Wholesale Dry Goods Importers,

may bring Mr. Smith some business, but it will not bring him the business that is sure to come from an advertisement which advertises what Mr. Smith sells more prominently than Mr. Smith himself.

Mr. Smith is not for sale—that which he makes is for sale.

The buyer cares nothing about Mr. Smith beyond Mr. Smith's reliability and character.

He cares everything about the quality of what Mr. Smith makes.

I do not depreciate the value of keeping Mr. Smith's name before the public, but I do not believe in advertising Mr. Smith to the prejudice of what Mr. Smith makes.

Three-quarters of the advertisement, and the largest type, should be used in announcing the articles manufactured. Too big type cannot be used—the bigger the better.

Better hit the pocket-book of one man than the feet of a dozen.

One word inside of a man is worth one hundred outside of him.

If you manufacture a dozen articles, don't conspicuously speak of more than one of them at a time, unless you have separate advertisements for each.

No matter what you sell, advertise it, with your name and address as a matter of necessity, but don't place your name at the top of the advertisement in the largest type, followed by a

conglomeration of what you make, so mixed up and so insignificant, that one can't separate the wheat from the chaff.

There is no objection to advertising some one article prominently, and, in small type following, speak of the other lines carried.

Let the advertisement have the advantage of always profitable oneness.

Let it appeal to the buyer on some one particular thing, that thing to be changed to another in the next issue of the paper, if you make other things.

If you manufacture a dozen articles, advertise one prominently, with the others very much less prominently; then the next time advertise another prominently, and the others less prominently, and so on.

Don't say much in your advertisement.

It is not the business of the advertisement to sell goods. It is to assist your salesmen and your catalogue in selling.

It is the business of the advertisement to create correspondence, to interest buyers in your travelers and the goods they carry, so that they will wait to see their samples before giving orders elsewhere, to separate the probable from the possible customers, to bring into your office letters which indicate that certain people desire certain goods, and it is then your business, and the business of your employes, to sell them.

Trade paper advertising would be worth double what it is to the advertiser if the advertiser made his advertisements specify something in particular, not everything in general.

Make one point at a time, and only one.

Advertise prominently the thing for sale, not the seller of it.

By Nath'l C. Fowler, jr., Doctor of Publicity.

**BRITISH COLUMBIA'S PROSPECTS.**

THE REVIEW had the pleasure of meeting at the Windsor hotel in Montreal the other day Mr. Lenz, of Lenz & Leiser, wholesale dry goods, Victoria, B.C. He was on his way to the European markets in the interests of his firm. He states that trade has been fully up to the average in the Pacific Province, and that the prospects for the future are fair. There is less speculation in towns throughout the province, and business generally is on a solid basis. In speaking of the wealth of the Kootenay gold fields he became eloquent, and stated that British Columbia was destined to be the wealthiest province of the Dominion, as her mineral resources were unlimited.

**APPRECIATE IT MORE AND MORE.**

"We may say with respect to THE DRY GOODS REVIEW that we appreciate its visits more and more. The useful hints we have received from time to time from its pages are very valuable to us, and we are quite sure they would prove so to every dry goods merchant who wishes to keep up with the times."—McCurdy & Co., Antigonish, Nova Scotia.

**SOME JOB LINES.**

In the hosiery, glove and fancy goods department W. R. Brock & Co. have laid aside on a table to job odd lines, broken ranges and clearing lots of various kinds in hosiery, underwear, gloves, ribbons, laces, neckwear, waterproof mantles, etc. These have been taken out of stock during the stock-taking, to be cleared out at a sacrifice.



**Ready-Made Clothing**

We have the most complete clothing factory in the Dominion.

Samples and prices on application.

**Clayton & Sons**  
Halifax, Nova Scotia

**Hutchison, Nisbet & Auld**  
34 Wellington Street West

TORONTO

Before placing your order for Spring, see our samples of

**WORSTEDS**  
**SERGES**  
**TWEEDS**  
and . . .  
**OVERCOATINGS**

Hutchison, Nisbet & Auld.

**James Johnston & Co.**

26 St. Helen Street, **MONTREAL**

Importers of British and Foreign Dry Goods.  
Dealers in Canadian and American Staples, Etc.

**DEPARTMENTS**

Silks, Ribbons, Trimmings, Dress Goods, Velveteens, Hosiery, Gloves, Underwear (Gents', Ladies' and Children's), Smallwares, Handkerchiefs in Silk, Linen, Cotton, Muslin, Laces, Embroideries; Cloths, Tweeds, and Gents' Haberdashery.

A Fine Assortment of Scotch Zephyrs in stock.

**DOMESTIC COTTON GOODS OF EVERY DESCRIPTION**

**SPECIAL . . .**

Attention Given to Letter Orders

We invite all Merchants visiting the City to call. They will be cordially welcomed.



Sole Agents for the **Antiseptic Sanitary Diaper**

Put up in 10 yd. lengths, in the following widths:

18, 20, 22, 24, 27 in

**ART OF RETAINING CUSTOMERS.**

The art, for it really is an art, of retaining customers in the retail trade, may be summed up in two words: Tact—service. These two qualities cannot be too highly prized or esteemed, as the possession of them will also embrace all the other constituents which go to make a good salesman—courtesy, knowledge of the goods handled, and honesty of purpose. These, as a matter of course, are part of the education of a clerk or proprietor, and while the first and last named should be inherent, the second one is of necessity acquired only by experience—the growth of time. If to the foregoing are added a clean, bright, well-lighted store, a reputable house doing business in a straight-forward manner, there is little fear but that confidence will be felt by all customers and their patronage retained. This, too, it may be said almost irrespective of prices, as a few cents either way will weigh very little against the prestige or general reputation enjoyed by the proprietors of a store in a country town.

**SEASONABLE GOODS.**

Fresh arrivals of handkerchiefs in silk, Japanese, Swiss embroidered, initial and motto, by Samson, Kennedy & Co. In tartan neckwear, windsor, derby and fancy bows are shown. In dress goods large import orders are reported for spring, especially in black lustres, brilliants and brocaded lustres, which are so much worn in England and the States. The ribbon department has just received cable repeats in 20-inch chenille spot veiling, black wove ribbons and faille and double-faced satins. Large orders for spring in lace curtains are reported. Ladies' golf jerseys are selling freely, especially in black. Staples are upside down during stock-taking and several lines are offered at clearing prices.

**NEW FRILLINGS, ETC.**

In the Princess May suitings shown by McMaster & Co. a new feature is the distinctness with which the colored pattern is brought out by a process which gives them the name of metallic crepons. In Christmas goods the house have silk handkerchiefs, silk embroidered and Swiss embroidered, hem-stitched and Japanese, plain and initial. New frillings, in colored, cream and white, are shown. In hose the G. 10 cashmere hose, \$2.25, is having a great demand. A new lot of seven-hook laced kid gloves are in stock.

**ART GOODS FOR HOLIDAY TRADE.**

Attention is drawn to Messrs. K. Ishikawa & Co.'s advertisement on page 2. They are now showing a full stock of art goods for the holiday trade, such as rich gold, embroidered chair scarfs at \$1.90 per doz.; table covers, \$1.35 up; mantel drapes, \$1.25 up. They are also showing Japanese hand-made Dantsu rugs, in designs similar to the most antique Turkish and Persian rugs, in sizes from 1½ x 3 ft. to 10 x 15 ft., while the prices are within the reach of everyone.

**THEY HAVE A SUPPLY.**

Wm. Agnew & Co., Montreal, have in stock large quantities of those scarce goods, viz.: black silk velvets, estamene and cheviot serges (navy and black in fall weights).

**NORTHERN** Established  
1836  
**ASSURANCE COMPANY OF LONDON**  
Capital and Funds, \$36,465,000  
Revenue, \$5,545,000  
Dominion Deposit, \$200,000

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

**MARINE INSURANCE**

The **MANNHEIM INSURANCE CO.**

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

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

THE PEOPLE'S  
**Building and Loan Association**

(INCORPORATED)  
HEAD OFFICE - - - - LONDON, ONT.

When business is prosperous every merchant should put by a regular monthly sum in our Class "A" stock. It will be available when you need it most. \$3 deposited monthly is estimated to mature a \$500 certificate in 7½ years. Larger amounts in like ratio. Security, first mortgage loans—the basis of wealth. Money loaned to buy a home, to build, to re-model the old house or pay off old mortgages. Agencies in all the principal towns and cities in Ontario. Write for manuals and name of resident agent in your locality. Do not delay. It will pay you.

If you want  
a safe which  
will stand any kind  
of a fire—  
get a  
**Taylor**

# Special

Having secured at old prices  
a large supply of . . . .

Clay Twills,  
Venetian and  
Corkscrew Worsteds  
(BLACKS AND BLUES)

We are in a position to offer them to the trade much below  
present values. Samples are in the hands of our travelers,  
or may be had on application.

## JOHN FISHER, SON & CO.,

442 and 444 St. James St., MONTREAL

# Thibaudéau Bros. & Co.

Importers of ———

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN

# DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

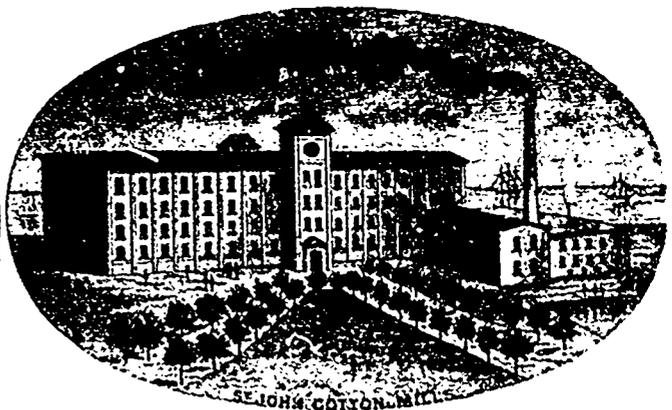
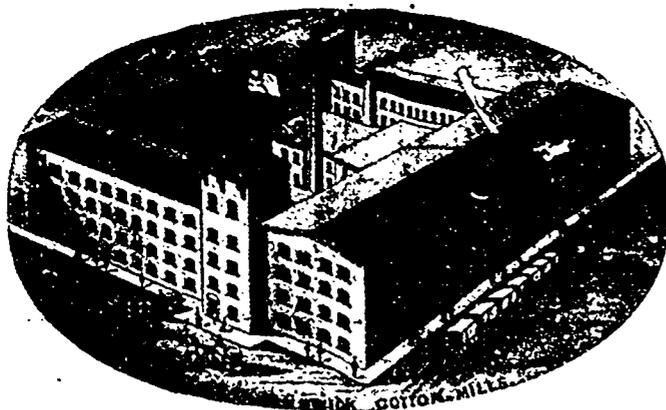
THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

# W.M. PARKS & SON, Ltd.

ST. JOHN, N. B.



**C**otton Spinners,  
Bleachers, Dyers  
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

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

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

————— ST. JOHN, N.B.

## PARASOLS FOR '98.

Little can yet be said of the forthcoming parasol, although the latest of last season will be taken into consideration and worked out with new ideas. In handles, the extreme small affairs of a year ago will not again receive such good attention. Dresden knobs and tasty hooks of this ware are the rage with New Yorkers, some very elaborate decorating being shown. Crystals of cut glass appearance, and in colors of pretty changing hues, are shown as novelties, and reported on as successful. Inlaid stones in horn heads produce a striking appearance, and are very low priced. Pearls, as shown on steel rod "tight rollers," are natty. Naturals in Furly and Congo woods, trimmed and plain, are, of course, staple.

In materials, serge and taffeta in good changeable effects claim first attention, closely followed with bordered ideas. Open work and lace trimmed are shown; creams for the hot weather, plain and frilled. The Irving Co., with plenty of push, are putting themselves well on top in this way. Situated in the centre of the business portion, they are controlling a smart and active trade.

## JAPANESE FANCY SILKS.

Mr. W. Togou, of the firm of K. Ishikawa & Co., of Yokohama, one of the best known silk manufacturers of Japan, was seen in the firm's Montreal branch office last week. He had just returned from a trip extending from Halifax to Western Ontario, and has been away since last September showing samples of fancy silks for the next spring trade. He said that although it was just a year since they opened the branch office in Canada they had done a very large business, and that he was already in receipt of some very large import orders of fancy Japanese silks for the next spring trade from the best houses in the Dominion. This firm being manufacturers and direct importers from the Land of the Rising Sun, have the control of all fancy patterns used by them, and all samples shown by them have never been shown by any Canadian agent before. The prices are moderate and are taking well with the trade.

## IN FURNISHINGS.

On December 2nd. S. Greenshields, Son & Co. open up for Christmas trade a large importation of lace curtains, curtain nets, sash nets, Irish point curtains, etc., consisting of Scotch, Nottingham and St. Gall goods, art muslins, Stamboul muslins, furniture sateens, cretonnes, etc., in all qualities and prices. Also a very special line in seven-yard curtains, three patterns ecru and white, to retail at \$1 a pair.

## SOMETHING NEW.

Brophy, Cains & Co. have been showing for the past few weeks a range of curtains that up to the present have, they claim, been shown by no other house in Canada. They have booked large orders. They also have something new in curtain nets and dress nets.

## ENGLISH COTTON PRINTS.

Robert Linton & Co. are again to the fore this season with their 103 range of English prints, which are favorites with the trade everywhere.

## CHARLES H. RICHES

## SOLICITOR OF PATENTS

Canada Life Bldg., King St. West

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

Toronto.

## BEATTY, BLACKSTOCK, NESBITT, CHADWICK &amp; RIDDELL

Barristers, Solicitors, Notaries, Etc.

OFFICES—Bank of Toronto, cor. of Wellington and Church Sts.  
TORONTO, ONTARIO.

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

"HONEST GOODS AT HONEST PRICES."

Made at the

Montreal Fringe and Tassel Works

## MOULTON &amp; CO.

12 St. Peter Street

Agent for Ontario:  
Ben. Allen, Toronto.

Montreal

## MILLER BROS. &amp; CO. MONTREAL

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

**COLLARS** Comet, Opera, Hanlan '76, Oro and Marquis.  
**MOZART CUFFS**  
Angelo & Raphael

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

Reversible Linen Collars and Cuffs.

World Wide Popularity

The Delicious Perfume.



## Crab-Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

## Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE"

THOMSON'S

ENGLISH MADE,

"Glove-Fitting." Long Waisted. Trade Mark.

## CORSETS

At Popular Prices:

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

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

JOHN MACDONALD &amp; CO'S, TORONTO.

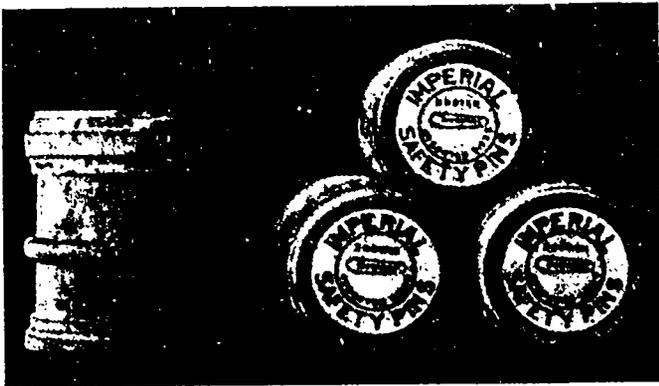
MANUFACTURERS: W. S. THOMSON &amp; CO., LIMITED, LONDON.

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

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A series of able and exhaustive essays upon the above subject is now published in pamphlet form. They furnish much food for reflection, and contain many valuable suggestions regarding matters of importance to every retailer.

Sent to any address upon receipt of **10 cents**



Ask your wholesale dealer for the . . .

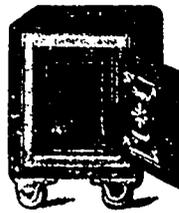
# IMPERIAL SAFETY PINS

(Registered)

The neatest package on the market. .  
Each box contains 3 dozen assorted sizes, and can be retailed at 10 cents.

Manufactured by **THE M. S. & U. MFG. CO.**  
568 St. Paul St., Montreal.

The Wholesale Trade only supplied.



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

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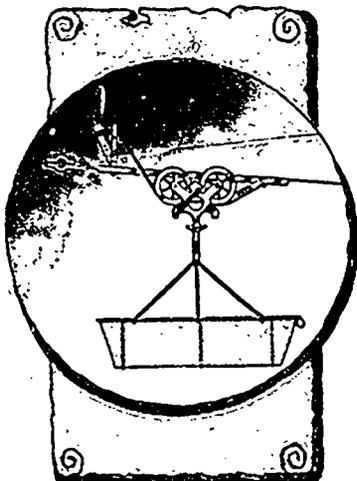
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**DO YOU WANT ONE ?**

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

### MANUFACTURERS' LIFE INSURANCE COMPANY

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



DESK TERMINAL.

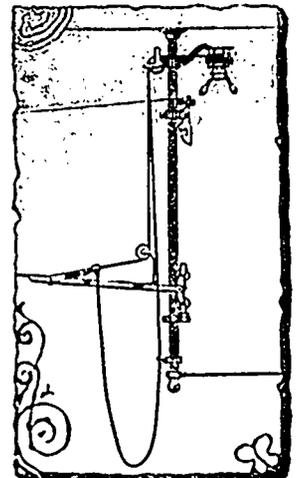
## "LAMSON CASH CARRIERS."

These illustrations show our "Nonparell Cash and Parcel Carrier." The best Package Carrier offered on the market. We manufacture and always have on hand all other styles of Carrier you may desire.

Send for our new Catalogue. Correspondence invited.

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SALESMAN'S TERMINAL.

# Reliance Brand

Full fashioned Ribbed Hose, Plain Hose, Gents' Half-hose in Black and Colors, Elastic Over-hose, Ladies' and Children's Mitts.

We are offering some good drives in

## BOYS' RIBBED COTTON HOSE

To clean out Stock. Warranted Stainless.

Letter Orders promptly attended to.

MANUFACTURED BY -

**THE WILLIAMS, HURLBURT CO.**  
COLLINGWOOD, ONT.

"BEEN MAKING HOMESPUNS 28 YEARS"

OUR NEW SPRING SAMPLES IN

## Elegant Homespun Effects

Surpass anything ever shown.

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

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

## Thorpe Manufacturing Co.

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TORONTO

Wholesale Manufacturers of

# Fine Ready-Made Clothing

## Pants a Specialty

Our Travelers are on the road now. If they do not call on you, send for a Sample lot.

Write for Prices for Knickers.

## Dogs for Business Men

Irish Terrier Puppies for Sale—From stock that has won first prizes in leading British and American shows. They are now the fashionable breed in Great Britain. They are the most faithful companions, best watch dogs (the Standard Oil Co. use them exclusively), for they will fight until the last drop of blood in their daring little bodies in defence of their master or his property. No rats can live where they are. They are excellent dogs for the woods, and very fond of the water.

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IMPORTERS AND BREEDERS

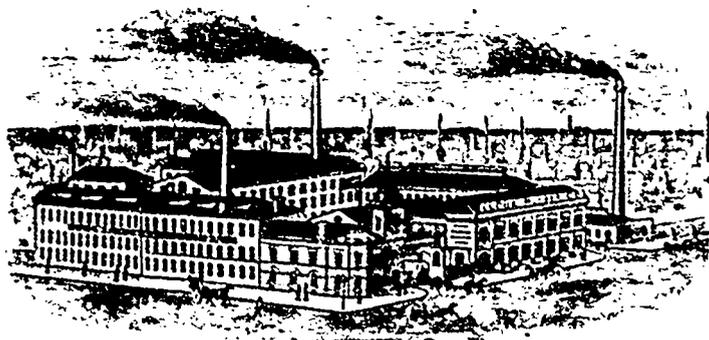
P.O. Box 2179 MONTREAL

P.O. Box 2501 TORONTO

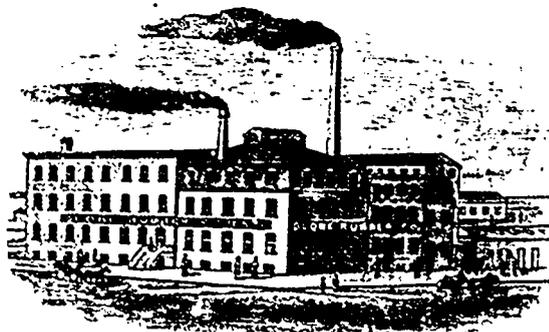
# The "ELITE" Waterproofs

MANUFACTURED BY

## THE GLOBE RUBBER COMPANY



MANCHESTER, ENGLAND



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# THEY ARE POSITIVELY GUARANTEED FOR 5 YEARS.

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

ASK WHOLESALE HOUSES FOR "ELITE" WATERPROOFS.

# THOMAS MEALEY & CO.

MANUFACTURERS OF

## Wadded Carpet Lining

MEALEY STAIR PAD.



AND

## STAIR PADS

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TO CANADIANS . . .

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TAILORS

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# CANADIAN COLORED COTTON MILLS CO.

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1896

Ginghams, Zephyrs, Flannelettes, Dress  
Goods, Skirtings, Oxfords, Cottonades,  
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See Samples in Whole-  
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## Men's Furnishings

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WE WANT  
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ESTABLISHED 1878.

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## HOSIERY AND UNDERWEAR

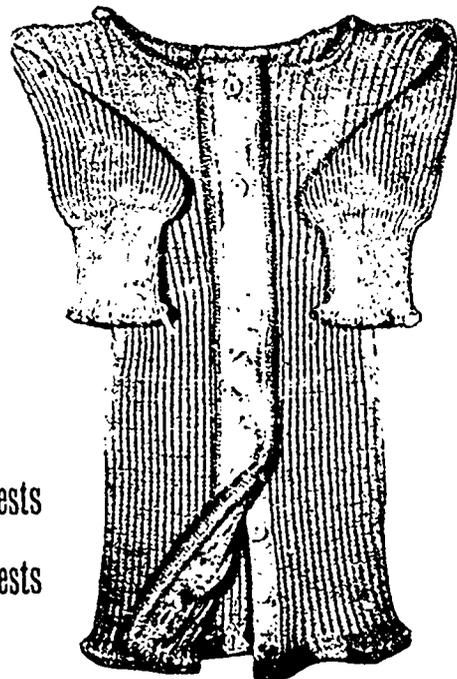
We are patentees and sole  
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# "ELYSIAN" Nursing Vests AND Infants' Vests

Made from finest European Yarns.  
Wholesale trade only supplied.



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Japanese goods.  
About three hundred  
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English and  
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we are showing  
considerably  
below regular  
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In a few more days, it will be

### 1895

years since Christmas first dawned upon

### The Earth

bringing joy, cheer, comfort and good-  
will to

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who have lived, are living, and will live  
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### Christmas Presents

are a great source of pleasure, both to  
the giver and to the receiver. We are  
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selection of goods suitable for this pur-  
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Also all the new  
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