

Technical and Bibliographic Notes / Notes techniques et bibliographiques

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

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

- Coloured covers/  
Couverture de couleur
- Covers damaged/  
Couverture endommagée
- Covers restored and/or laminated/  
Couverture restaurée et/ou pelliculée
- Cover title missing/  
Le titre de couverture manque
- Coloured maps/  
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/  
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/  
Planches et/ou illustrations en couleur
- Bound with other material/  
Relié avec d'autres documents
- Tight binding may cause shadows or distortion along interior margin/  
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/  
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

- Coloured pages/  
Pages de couleur
- Pages damaged/  
Pages endommagées
- Pages restored and/or laminated/  
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/  
Pages décolorées, tachetées ou piquées
- Pages detached/  
Pages détachées
- Showthrough/  
Transparence
- Quality of print varies/  
Qualité inégale de l'impression
- Continuous pagination/  
Pagination continue
- Includes index(es)/  
Comprend un (des) index

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

- Title page of issue/  
Page de titre de la livraison
- Caption of issue/  
Titre de départ de la livraison
- Masthead/  
Générique (périodiques) de la livraison

Additional comments: /  
Commentaires supplémentaires:

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

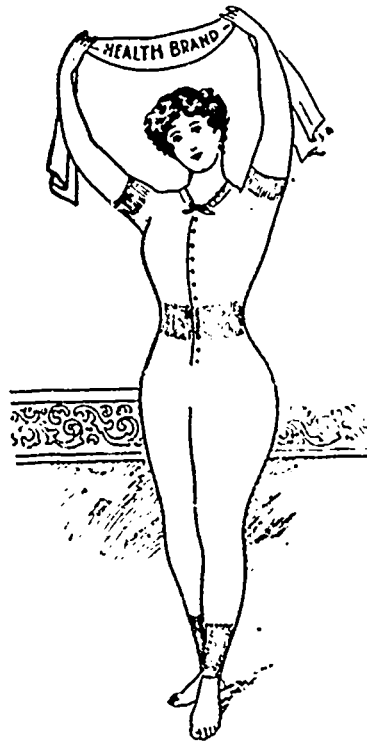
10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
								✓			

UNCERTAINTY IN THE CANADIAN COTTON SITUATION.  
RETAILERS AND AN INSOLVENCY LAW.

The  
**Dry - Goods  
Review**

**HEALTH  
BRAND  
UNDERWEAR**

Men's Shirts and Drawers  
Women's Vests and Drawers  
Children's Vests and Drawers  
Infants' Rubens Vests  
Women's, Misses' and Chil-  
dren's Black Tights  
Women's Combination Suits  
Children's Combination Suits  
Abdominal Bands  
Men's, Women's, and Chil-  
dren's Hose



**Montreal Silk Mills Co.**

# Lister's MOHAIR . . PLUSHES

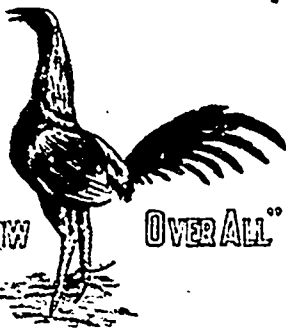
.. English Make ..

For \_\_\_\_\_

## Railway and Street Cars

GUARANTEED TO BE THE BEST FOR WEAR

If you are not using them, try them, and you will buy no other



## "ROOSTER BRAND"

\$9.00 DOZ.

**LEADERS**

**TWEED PANTS**, 4 Patterns, Riveted Buttons, 3 Pockets.

**COWBOY PANTS**, Heaviest Weight, Copper Rivets.

**OVERALLS**, Extra Heavy, Double Bibs, Riveted Buttons,  
Copper Rivets, Automatic Fasteners, large sizes.

**NAVY SHIRTS**, Twilled Flannel, any sizes made to order.  
The pride of any Navy.

**BLACK SHIRTS**, Extra Heavy Sateen, Nickel Riveted  
Buttons, won't wash off, nor tear off. The best Black  
Shirt ever made for a Mechanic.

As fast as we can make these lines the orders  
come for them. Your turn next.

... MANUFACTURED BY ...

### Robert C. Wilkins

198 McGill Street, MONTREAL.

## Wm. Simpson, Sons & Co.

PHILADELPHIA and NEW YORK.

Represented in Canada by

DAVID KAY,  
Frazer Building, Montreal.



R. FLAWS & SON,  
Manchester Building, Toronto.

### SOLID BLACK PRINTS

Black and White and Silver Greys.

### FANCY PRINTS, NOVELTIES and 3-4 PERCALES

### Wm. Simpson & Sons' 3-4 and 7-8 Satines

LANCASHIRE FINE PERCALES  
BRANDENBURG CLOTH . . . .

### GOBELIN ART DRAPERY

Berlin Aniline Fast Black  
and Colored Satines . . . .

All Grades

TAFFETA LINING.

BERLIN ART SHADES, Etc.

SILKALINE-

# S. Greenshields, Son & Co.

Montreal and Vancouver, B.C.

Our travellers are now showing, for Spring Delivery,  
a very complete range of samples of

CANADIAN, AMERICAN  
and ENGLISH

COTTON



GOODS

Sole Selling Agents for Canada for

*Briggs Priestley & Sons'*

CELEBRATED DRESS FABRICS.

... ALSO FOR \_\_\_\_\_

Emil Pewny & Co.'s Kid Gloves

1879

1897

# CALDECOTT, BURTON & SPENCE

Giving up the General Miscellaneous Business.

**GOING INTO SPECIALTIES.**

**Keeping in Touch with the Times.**

ON December 31st, 1897, the old firm of **CALDECOTT, BURTON & SPENCE** (started 1st January, 1879) will be dissolved. Mr. Caldecott will retire after an active business career of 48 years. Messrs. Burton & Spence have formed a Joint Stock Company to take over the business of the Merchants Dyeing & Finishing Co. and combine it with the distribution of all classes of

**DRESS MATERIALS,  
DRESS TRIMMINGS,**

**DRESS LININGS and  
DRESS ACCESSORIES.**

They will do business under the name of ...

## "THE MERCHANTS DYEING & FINISHING CO., Limited"

will assume all the assets and liabilities of the old firm and will give to their customers the same liberal treatment that they have always received from **CALDECOTT, BURTON & SPENCE**.

The Present Stock is well assorted in **ALL DEPARTMENTS** with clean up-to-date Goods, and from this time it will be **OFFERED AT SUCH CLOSE PRICES** as to command the attention of the Trade.

Business is decidedly improving. The sorting trade is good. Crops have been good and produce commands fair remunerative prices. Farmers need supplies, for they have been very economical buyers for some time. A **GOOD WINTER TRADE** lies before us.

**Our Travellers** have instructions what to do, and it is **YOUR INTEREST** to see what they can offer you.

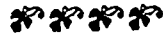
**Letter Orders** sent direct will have careful attention, and secure the same **REDUCED PRICES** as given to our Travellers.

# Caldecott, Burton & Spence

**DRY GOODS  
SPECIALISTS**

**46 and 48 Bay Street, TORONTO**

# The Merchants Dyeing & Finishing Co.



**A**S EXPLAINED in the advertisement of Caldecott, Burton & Spence, the above business will be amalgamated with their old business and carried on in two Departments.

**THE SELLING DEPARTMENT** will be represented on the road by old employes of Caldecott, Burton & Spence. We shall confine our attention to **Dress Goods, Silks, Velvets, Velveteens, Dress Trimmings, Linings and accessories, Laces, Veilings and Embroideries, Converting, Dyeing and Finishing all classes of British, French and German Dress Goods, Japanese Silks, Surahs, Satins, etc.** Being able to buy goods in the rough, we can go to sources of supply not open to those who buy Dyed and Finished Goods, we save in the first cost price, we save in duty on what is to us raw material, we avoid bad shades, and also keep up our stock of good colors by dyeing weekly and continuously whatever shades are in demand. Therefore, we can give you such value and variety of style as will make it more profitable to you than "direct importing." The beautiful effects produced by us this year in **two color shot effects** have astonished the trade and yielded our customers a handsome profit.

We are using the best dyes and processes on all classes of goods, from the lowest to the highest, and our work is reliable. Our well-known **Congo Black**, fast to acid, is used on all our Black Goods, and our **Black Henriettas** are the only ones in Canada that will stand the acid test. Our range of Samples will be larger and more complete than ever, and sufficient to confine all styles to one house in each town, and we hope will secure your orders, which will be much esteemed.

**THE WORKS DEPARTMENT** situated at Liberty Street will, as before, re-dye and re-finish for the Trade all off shades in Dress Goods, Silks, Satins, Coatings, Cloakings, at the lowest prices consistent with good work, and now is the very time when merchants should get all their off shades put into good ones. **Congo Black** will also be used on re-dyes, or such shades as may be required and are suitable. The works are also ready to Dye and Finish either Canadian or Foreign Grey Goods, as desired.

Encourage Canadian enterprise and work, managed by young Canadians, and keep your money in your own country as much as possible.

# SPRING, 1898

Our Travellers will shortly submit the following lines for Spring and Sorting trade.  
Buy early and secure the best patterns and prompt delivery.

## Regatta and Outing Shirts

Collar attached, to sell at 50c, 75c, and \$1.00.

Open back, two collars, to sell at 75c, \$1.00, \$1.25 and \$1.50.

White body, with colored open fronts, to sell at 75c, \$1.00 and \$1.25.

Self body, open front, cuffs attached, at 75c, \$1.00 and \$1.25.

Self body, white neck and wrist bands, open front, to sell at 75c, \$1.00 and \$1.25.

## White Shirts--OUR OWN MAKE

Will be found exceptionally good. We make the celebrated "Anti Swearing" Shirt which should be worn by every good citizen.

## Wolf & Glaserfeld's German Shirts

Shirts No. 1. Open Back, with Bands.

" No. 2. Open Front, with Bands.

" No. 3. Open Front, with Cuffs.

" No. 4. Open Front "Pique".

The LATEST FAD.

## Wolf & Glaserfeld's--first quality Collars

Canadian, turned points, 2 1/4 and 2 3/4 in.

Queenstown, turned points, 2 1/4 and 2 3/4 in.

Amalfi, roll points, 2 1/4 and 2 3/4 in.

Chico, Military, 2 3/4 in.

Electric, turned down, all sizes.

## Rubber Coats--

The Paddock.

The Ascot (leather piped).

3987 Black Paramatta with cape, woven check lining, is UNSURPASSED.

## English Cuffs--

The Portland (Studs) The Rival (Studs)  
The Premier (Links) The Rideau (Links)  
To sell at 25c.

## Hosiery Department--

Absolutely stainless and Hermsdorf Dye, from \$1 per doz. up.

Black Cashmere,	3738, at	\$2.00
" "	3739, at	3.00
" "	3760, at	3.50
" "	3765, silk foot,	4.00

## Underwear--

Balbriggans Natural Wools  
Self Cottons Fancy Cottons

No. 3509, Natural Wool, to sell at 75c.

No. 3313, Natural Ribbed Skirt and French Neck. To sell at \$1.00

Men's and Boys' Bicycle Gards. New shades in Sweaters, Long Hose, Footless Hose, Caps, etc.

## Cravats--

A varied and beautiful assortment of the newest things for Xmas trade.

Regis Bow

Victoria Bow

Paris Ties

Harvard Knots

Derby and Graduated Ties

The Finchley Imperial

## ENGLISH COLLARS.

Strand, turned points, 2 1/4, 2 3/4, 2 3/4, 2 3/4 in., to sell at 15 cents. Preston, turned points, 2, 2 1/4, 2 3/4, 2 3/4 in., to sell at 20 cents. Waterloo, roll points, 2 1/4, 2 3/4, 2 3/4 in., to sell at 15 cents. Grafton, roll points, 2 1/4, 2 3/4, 2 3/4 in., to sell at 20 cents. The Colonel (Military), 2 3/4 in., to sell at 20 cents.

ALSO IN ALL ABOVE SHAPES TO RETAIL AT 10 CENTS--EXTRA VALUE.

# Matthews, Towers & Co.

BOARD OF TRADE BUILDING,

73 St. Peter St., MONTREAL

EXCLUSIVELY  
Men's Furnishings.



**IRVING**  
**UMBRELLA**  
 CO. LIMITED.

**PRESENTATION**  
**AND**  
**HOLIDAYS**

**COLLECTION**  
**COMPLETE**  
**GENTLEMENS**  
**AND**  
**LADIES**

**20 FRONT**  
**ST. W.**  
**TORONTO.**



# THE LITTLEBOROUGH DYEING COMPANY

Telegraphic Address:  
"DYEING SUMMIT."

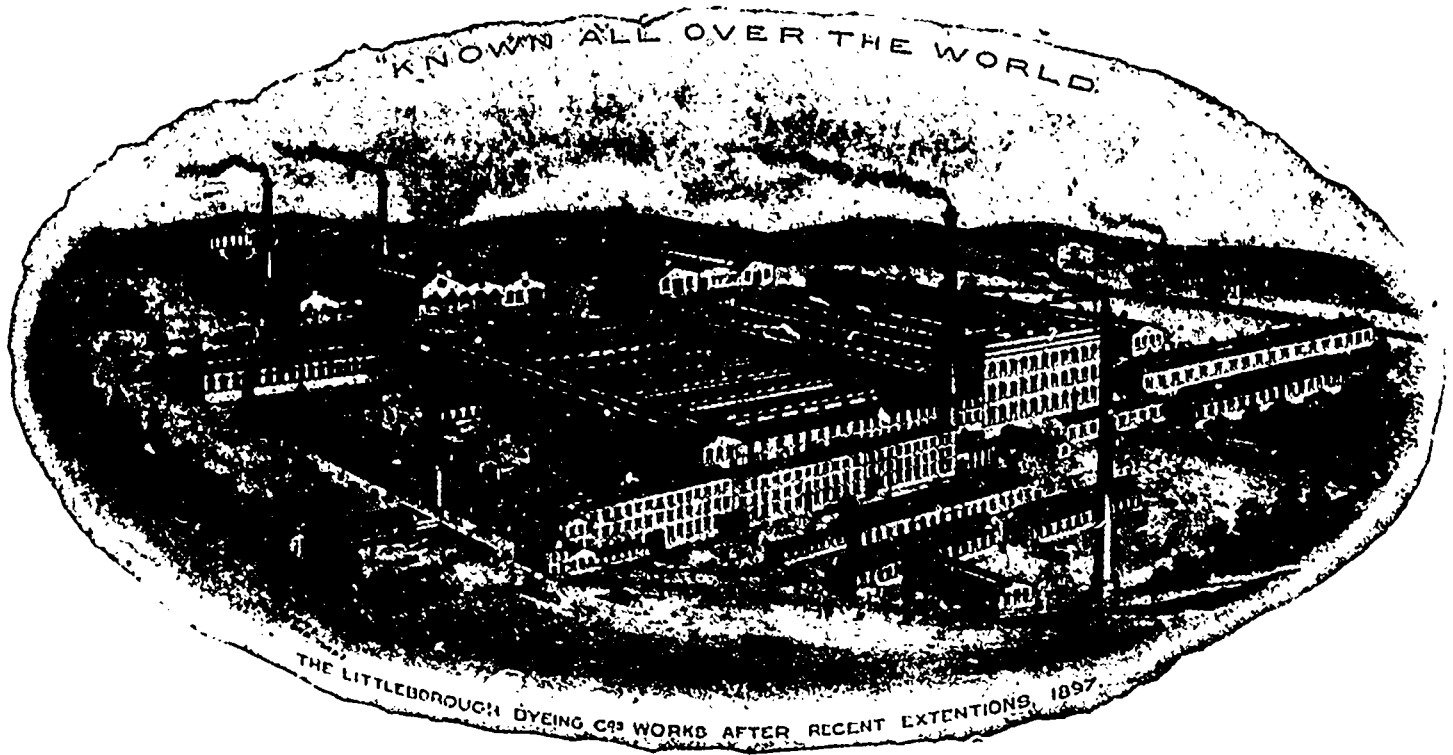
Manchester Offices:  
51 MOSLEY STREET

Littleborough Telephone, No. 311.

Manchester Telephone, No. 448.

MOVING WITH THE TIMES.

RESULTS SPEAK LOUDER THAN WORDS.



**Drapers** should ask for our Dye, and see they get it . . .  
**Merchants** seek their own interests in stocking our Dye.

## ..1897..

### FAST TO SUNLIGHT BLACK

From this date we are producing the above Black by special process. Will not wear Green or Gray. None genuine unless "Fast to Sunlight Black" is stamped on the selvage.

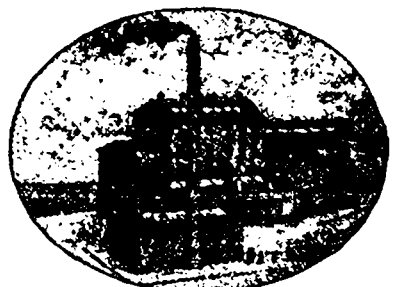
THE DRAPERY WORLD (LONDON) SAYS:

"The Littleborough Dyeing Co., Littleborough, near Manchester, dye most of the leading makes or brands of velvets and velveteens. The dyeing of better class goods until recent years was monopolized by a few firms. Merchants in consequence laboured under a disadvantage in many ways, but especially when trade was brisk. Many a time and oft have they wished another firm of dyers would come to the front, and relieve them from their bondage. The Littleborough Dyeing Co. have supplied this long felt want, and they now rank as one of the foremost dyers in the trade. During the last ten years they have been constantly extending their plant and improving the methods of production, hence the magnificent proportions the works have now attained, thereby enabling them to cope with any sudden burst in the volume of trade. Merchants have found this a great boon in busy times; no other firm have done so much to retain and bring back the trade which has been taken from this country. A plentiful supply of water, the latest machinery, the works fitted throughout with the electric light, and the coal which they consume procured from their own mines adjoining the works, have all conspired to earn them the well-deserved distinction of being second to none. In addition to their heavy trade for dress goods and suitings, as well as all kinds of plain and fancy cords used for upholstery, etc., they are also known to be the largest dyers of plain and corded velvet skirt-bindings in England or elsewhere."

**Dyers and Finishers of Velvets,  
Velveteens and Cords,**

## LITTLEBOROUGH

near Manchester, England.



WORKS IN 1887.



REGISTERED.

# Willis, Nelson & Co.

Warehousemen:  
26 and 28 Queen St., Glasgow  
SCOTLAND

Manufacturers:  
Peel St., Luton  
Bedfordshire - ENGLAND

## ••••• DEPARTMENTS •••••

Ladies' Straw Hats and  
Bonnets.

Ladies', Children's and In-  
fants' Trimmed Millinery.  
Flowers, Ostrich Goods,  
Jets and Ornaments.

Ribbons, Silks, Satins and  
Velvets.

Veilings, Laces, Trimmings  
and Chiffons.  
Beltings, Sash Ribbons,  
Gloves, etc., etc.

The Canadian representatives of the firm are now on the road with a large and choice assortment of the latest novelties for the Spring of 1898, and merchants who study the interests of their business carefully cannot fail to see the benefits of importing their Millinery direct from such a source, as no other European firm show such a complete range of Millinery Samples in Canada.

With a preferential tariff in favour of the British Manufacturer, and the return of more prosperous times, merchants can safely place liberal orders for the coming season.

Mr. J. M. Hamilton will represent the firm in Toronto and the west, while Mr. R. G. Hamilton will represent them east of Toronto. All orders given will receive the most careful attention. Terms liberal.

## J. M. HAMILTON

Agent for Canada

27 Colborne Street

TORONTO

THE . . .

SPRING, 1898.**GAULT BROS. CO.**

LIMITED

**MONTREAL**

High Class

**Dress Goods*****BLACK and FANCY***

*Mohairs, Sicilians, Crepons,  
Figured Mohairs and Sicilians,  
Changeable Moreens, Wool Moreens.*

**VELVETEENS**

All Wool Henriettas  
and Henley Dress Serges.

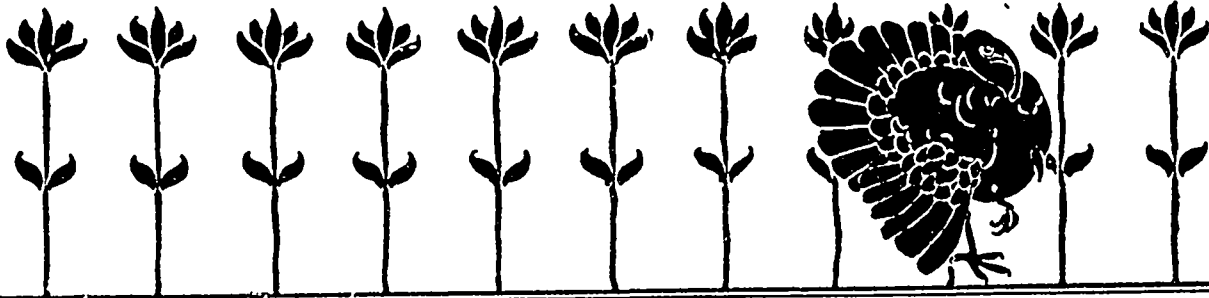
Our Dress Department is one of the best in Canada, comprising full lines of Plains and Fancies. Black Crepons a specialty. See our new Fancy Silks.

N. B.—We have purchased the dry goods stock of Messrs. Lonsdale, Reid & Co. at a great reduction, consisting largely of Staples. We invite a visit, as we do not intend sending samples on the road. To be cleared out at low prices.

— Sole Agents for FOWNES' CELEBRATED GLOVES.

# THE DRY GOODS REVIEW

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



VOL. VII.

MONTREAL AND TORONTO, NOVEMBER, 1897.

No. 11.

## NEWS AND NOTES OF THE TRADE.

ECHOES OF THE DRY GOODS BUSINESS FROM THE ATLANTIC TO THE PACIFIC.

From Special Correspondence by Members of the Staff.

**T**HE REVIEW last month visited Boissevain, Manitoba, and on arrival there immediately looked over the town to note the improvements made since the last visit in 1896.

The most noticeable of these was the solid stone block erected by Mr. Andrew Holiday, general merchant, and recently occupied by him. From an exterior view the establishment has an appearance of solidity and the well-dressed plate glass windows add a business appearance. The interior is fully up-to-date; the woodwork, which is finished in the natural color, is a beautiful whitewood selected in and imported from Montreal. The counters, shelving, office and staircase are neat in design and modelled from one of the large St. Catherine street stores of Montreal.

The upstairs is entirely devoted to millinery, mantles and furs. The large windows afford ample light, and from the large opening or well in the centre a complete view is obtained of the different departments of the lower floor.

Boissevain is situated in a rich agricultural district where the majority of the well-to-do farmers come from Western Ontario. A drive through the country reveals the progress that their energy and industry is accomplishing. Handsome stone houses are quite numerous, while the outbuildings are commodious and substantially built, showing how rapidly the circumstances of the owners are improving.

In the mercantile line business competition is keen. The firms of E. Nicol & Son, Morrison Bros., Andrew Holiday and Hunter & Moore, all carry large stocks and are each doing a brisk and increasing trade.

THE REVIEW's representative reached Holland, Man., on the 19th ult., and, as usual, noticed the improvements made during the year. The most noticeable is in the establishment of W. R. Ross, general merchant, which has been enlarged and modernized. Forty feet has been added, making the total length 100 feet. The structure is solid stone, two storeys high, and basement. The windows are so arranged as to distribute the light equally along the entire length. A neat office is situated in the rear, from which a view of the whole floor is obtained. Mr. Ross has now a fine store, well lighted and filled with an attractive stock.

While at Holland THE REVIEW met Mr. W. B. Macnamara, representing Messrs. H. Shorey & Co., of Montreal. He was busily engaged taking orders for their popular spring goods.

One of THE REVIEW's old friends, Mr. John T. James, of Bridgeburg, Ont., has embarked in the newspaper business, having

purchased an interest in The Bridgeburg Review, the thriving weekly paper of that town. Mr. James will manage the financial department, which he is so capable of doing.

Mr. Louis Simpson, manager of the Montreal Cotton Co. at Valleyfield, Que., states that if the local council grants the company an exemption from taxation for 21 years the company will extend and enlarge their factory, the work of extension lasting over three years, and greatly increasing the advantages which the town now derives from the works. During the last nine months the company manufactured one million yards more of material than in the corresponding period of last year. The extension, it appears, would mean an outlay of \$100,000.

Mr. James Tracy, one of Sherbrooke's most prominent and successful business men, a prominent clothier, died last month of congestion of the brain, aged 50 years. Deceased was a justice of the peace and a member of several fraternal societies, and always took an active part in public matters. He leaves a widow and seven children to mourn his loss. He was possessed of considerable property, and leaves his family well provided for.

Everyone is admiring the handsome plate glass front in B. B. Manzer's building, corner Main and Court streets, Woodstock, N.B. A glass to replace the one broken will be in place at once. Mr. Manzer will also set the fashion in asphalt sidewalks, which must force the hand of next year's Town Council.

There have been several important changes in the staff of Geo. Craig & Co., Winnipeg, lately. Mr. W. E. Smyth, manager of the dress goods department, having gone south, is succeeded by Mr. R. Chambers, who has had several years' experience in the large cities of the east. The smallware department is managed now by Mrs. McPherson, late of R. Simpson's, Toronto, and the grocery department is under the management of Mr. F. E. Vander Water, for several years with MacWillie Bros., retail grocers, of Toronto.

The death by drowning of Mr. Fred Cope, well known in Simcoe, Ont., as senior partner of the firm of Cope & Young, formerly of Simcoe and Vancouver, B.C., has aroused much sympathy. Mr. Cope had joined one of the earliest expeditions to the Klondike. A telegram from Vancouver says: "Fred Cope, who was drowned while fording a stream with a horse, was a native of

Simcoe, Ont. He settled here before the fire, and was Vancouver's third mayor, and the most popular man on the mainland. A widow mourns his loss."

Mr. G. B. Ryan, the Guelph dry goods man, is making preparations for opening a departmental store at Berlin. This will make two departmental stores in Berlin.

The T. Eaton Co., Toronto, has purchased the property on which stood the building formerly occupied by J. N. McKendry. It is immediately to the north of the Yonge street entrance to the company's store, and measures 76 by 165 feet. The assessed value of the land is \$97,000, and the buildings are assessed for \$23,800, making a total value of \$120,800. The price paid is reported as about \$150,000.

Messrs. W. B. Clark, jr., and Frank Mitchell canvassed the dry goods merchants of Sarnia recently for signatures to a petition to be presented to the Town Council requesting that body to pass a bylaw to close all dry goods, gents' furnishing and tailoring establishments of the town at six o'clock every evening of the week except Saturday evenings. A majority of the above named merchants signed the petition and the indications are that the early closing by-law will again be in force in Sarnia in the near future.

The late George Richard Renfrew, the furrier, who died at Baildon, England, in September, left an estate of about \$200,000, the principal part of which is in Quebec. Application was made in the Surrogate Court last week for probate of the will. It disposes of an Ontario estate of \$66,476.35, divided as follows: Stocks, \$63,880.77; book debts, \$2,595. The will was made on February 7, 1893. The personal effects of the late Mr. Renfrew are bequeathed to his wife. To each of six children, Allen Edward Renfrew; Walter Charles Renfrew, Mrs. Selwyn, of Shipley, England, Mrs. Edward Schwartz, of Quebec, Alice Maude Renfrew and Gordon Campbell Renfrew, the will leaves \$30,000, making an aggregate sum of \$180,000. The business premises on Buade street, Quebec, are left to the son, Allen Edward Renfrew. The remainder of the estate, of whatever nature, is left to the wife of the deceased as universal residuary legatee. His wife and his two sons, Allen Edward Renfrew and Walter Charles Renfrew, are made executors of the will.

Mr. W. D. Greenshields, of the house staff of S. Greenshields, Son & Co., was married on October 30th to Miss Horne, of Montreal. On the evening before his marriage Mr. Greenshields was the recipient of a handsome present from his fellow employes, in the shape of a suite of drawing-room furniture, accompanied by the good wishes of every employe in the house. Mr. Greenshields is extremely popular amongst his associates, and THE REVIEW joins with them in wishing him all prosperity and success.

Considerable surprise is felt in trade circles over the fact that the contract for blankets, etc., for the Hudson Bay Co. has been awarded to an English firm. For some years past this contract has been filled by the Standard Woollen Co., and it is understood that, so far as quality went, their goods gave complete satisfaction. The lower duty provided by the preferential clause in the new tariff, however, now permits these goods to be imported and sold much cheaper than formerly, so that it is almost impossible for the Canadian mills to meet outside competition.

Mr. Michael O'Donnell, a well-known business man of Toronto, died suddenly of heart failure the other day at the Rossin House, which had for some time been his residence. He was for years in the dry goods business, and earned on business at 182 and 184

Yonge street, the premises since then occupied by Sutcliffe & Sons. He was extremely successful, and was a large owner of real estate. He retired from active business some ten or fifteen years ago.

S. Greenshields, Son & Co. report a brisk demand for Emil Pewny & Co.'s gloves, and state that numerous repeat orders have been received.

M. Martin, formerly of Donley & Martin, Aylmer, w... have charge of the staple department in Robertson, Lindsay & Wilcox's new store, St. Thomas, Ont.

S. Greenshields, Son & Co. report that Priestley's dress fabrics are leading the trade here, as they do in England and the United States, and that the demand is very great.

James Waddell, men's furnishings, Petrolia, Ont., is having a visit from his brother, Chalmers Waddell, who has been engaged in business in Australia for 26 years.

S. Greenshields, Son & Co. have a tremendous stock of novelties in plated goods for the holiday trade. These goods are selling remarkably well, and the orders received are more numerous than last year.

We notice in a Montreal daily paper an advertisement for night operators from the Alaska Feather & Down Co. for their factory on Guy street. The demand for the Puritas comforters must have exceeded the company's expectations, for other manufacturers are laying off hands at this season.

On October 23rd the warehouse occupied by Kyle, Cheesbrough & Co., St. Helen street, Montreal, had a narrow escape from destruction by fire. The adjoining building, tenanted by J. & R. Smith, took fire by some unknown means and the flames rapidly spread next door. The prompt arrival of the fire brigade prevented any serious damage being done.

The Dominion militia clothing contract has been awarded at Ottawa. L. H. Bousseau & Co., of Montreal, have been the most successful tenderers. They get about \$60,000 worth of the work. Mr. Marsolais, of Montreal, gets about \$10,000. Z. Paquet, of Quebec, gets the contract for caps and gauntlets.

The creditors of the White House Trading Co., Limited, dry goods, of Rossland, met in Toronto Oct. 29, when an extension was obtained at three, six and nine months. The statement showed a nominal surplus of \$15,171, the liabilities amounting to \$13,628, with assets of \$28,800. The assets were shown to consist of stock \$26,000, realty \$2,000, fixtures, \$500, and book accounts \$300. The company was formed in March, 1897, with a capital stock of \$40,000. The heaviest creditors are Toronto houses, there being 18 firms interested.

The creditors of A. E. Ham & Co., retail dry goods, Chatham, held a meeting yesterday afternoon at the office of Mr. Joel Hall, worth, Toronto. The statement presented was a favorable one, the estate showing a nominal surplus of \$432.33. The total assets were \$27,660.06, and liabilities were \$27,227.73. Mr. Ham offered 60c. on the dollar cash, and the creditors accepted this. The compromise was a very satisfactory one to the creditors. Among the principal creditors are: Stewart & McDonald, Glasgow, \$11,666.30; James McCreery, New York, \$1,443.70; the Gault Bros. Co., Montreal, \$3,279.29; Robert Harrower, Montreal, \$621.72; Hermann H. Wolff & Co., Montreal, \$287.92; Thibaudau Bros. & Co., \$234.01; S. Greenshields, Son & Co., Montreal, \$177.88;

Flett, Lowndes & Co., Toronto, \$810.52, John Northway & Son, Toronto, \$396.90, Gordon, Mackay & Co., Toronto, \$329.29; S. F. McKinnon & Co., Toronto, \$302.99, R. C. Struthers & Co., London, \$2,556.83; John Marshall & Co., London, \$215.60.

C. P. England, of C. P. England & Co., general merchants, Dunham, Que., was in Montreal last month and called on THE REVIEW. Mr. England says trade during October has not been as brisk as was expected. The fine warm weather has not been conducive to buying heavy fall goods, and the trade for that month is somewhat behind last year. The outlook, however, is encouraging. The crops are abundant and cheese has had a good sale, so that a very satisfactory winter's trade may be looked forward to.

Thos. Symington & Co., of Sarnia, intend to erect a two-storey addition to their present ample premises, the expansion of business rendering more accommodation necessary. When the new building is completed Mr. Symington will have the longest store in Ontario, having frontages on two streets. His success in business is thoroughly deserved.

C. S. Ellis, of Sarnia, is remodelling his store premises. It is the intention to raise the second and third storey floors, and otherwise enlarge and improve the building. A great transformation will take place, and when completed Mr. Ellis will have one of the finest stores in Ontario. His enterprise is to be commended.

ALL ABOUT BELTS.

Instead of dropping off as the fall advanced the demand for belts has remained steady, and if anything is even more active in black and dark colored leather goods. The prevailing fashion of Russian blouses has been the main reason for the demand, ladies now having at least two, and often three, as they have them to match the cloth of the costume, the braiding, which is generally a different shade or black, and in the case of the really up-to-date fair ladye, to match the gloves, than which no fancy of the hour has added more to the dressy appearance of a lady's outdoor costume. Brophy, Cains & Co. have just received a stock of leather belts in standard prices in whites, blacks, tans, and colors. They are also showing a large and varied range for delivery on Dec. 1, specially bought for the Xmas trade, and in a few days will have out their complete range of samples of English, French, and American belts for spring, 1898, which will surpass anything they have ever shown heretofore.

Black tips are in exceptionally good demand. The D. McCall Co., Limited, have a large supply on hand. Write them. Your order will receive prompt attention.

S. Greenshields, Son & Co. offer a rare chance to the trade to secure gingham at a reduction. They have purchased a lot of 5,000 pieces and are selling them at two cents per yard less than the manufacturers' price.



THE INCOMPLETE ANGLER.

JOHN BULL: "I don't seem to be doing as well as I did."

JOE CHAMBERLAIN.— Well, if you want to get the better of those foreign chaps, you must choose your fly to suit the fish—as they do. —Punch

## WINDOW DRESSING.

### DIFFERENCE BETWEEN PARIS AND LONDON WINDOWS.

THE London Drapery World compares the dressed windows of these two great cities and gives some instructive pointers in doing so. In London one cannot help occasionally feeling that it is the habit to put perhaps a little too much in the window, and to produce an effect—however skilfully the mass of material is arranged—under the circumstances, of a little too much choice and a conviction on the part of the would-be purchaser that the window is not only a trifle too full to be altogether pleasing, but that selection is rendered rather more difficult than facilitated by the variety of goods shown.

In Paris it is quite the reverse, and the main object appears always to be to make everything perfectly clear and distinct by treating the window in as simple a manner as possible, sometimes even very nearly approaching severity. A point is made of some special article which forms, so to say, the "motive" of the display, and it is laid out in a sort of design, rather sparsely perhaps than otherwise, but with a general effect which is decidedly both striking and attractive. One very rarely sees a window so full of goods in Paris as one is accustomed to in London, and yet the tone and character of the business are fully expressed in what there is, and the quality and finish of the goods well represented—although by a judicious choice of articles and taste in the arrangement of them it is intended to just leave enough to the imagination to stimulate curiosity instead of satisfying it. On the whole there is considerable relief to the eye in looking in the average Parisian shop window compared with the rather bewildering experience of London, and if one may be allowed to make a suggestion it is possible that from the very novelty of the thing a window of a good shop in London dressed in the Parisian style would be very attractive and well worth the trouble of the experiment.

It must be confessed that at first blush the plainness of the windows in Paris has rather a disappointing effect after being accustomed to the amplitude of London in that direction, but that is easily explained by all being alike and the contrast with those of London being so great. A Parisian shop window too full would shock and offend the public eye and do the shop more harm than good. A plain window in London would, on the contrary, be rather a novelty in an ordinary establishment, but in good hands it would be very distinctive. In bad hands it would run a sad risk, perhaps, of being thought sparse and possibly of being condemned as poverty-stricken.

### DIFFICULTIES OF A DRESS GOODS WINDOW.

Now is the time when the strongest efforts in your dress goods displays are necessary, and to show the dark, rich effects of the fall and winter fabrics is quite a different task from showing the light and dainty summer goods, and one that requires a little more thought and preparation.

The majority of dress goods windows are unsatisfactory alike to the window dresser, the merchant and the trade. The various shades, patterns and weaves are not discernible from the exterior. The window dresser at work inside a well-lighted window arranges the goods with great care, but when he goes outside to view the result he generally meets with disappointment. The reflected light kills the effect and he can't seem to overcome it.

The secret is all in the background. Dark goods with an ordinary background, such as wood panelling and mirrors, will not give the desired result. Nothing but a light or white background will bring out the desired effect. Light from the rear should be excluded as much as possible, and the best results will be obtained by roofing over the top of the window with the same material used in draping the background.

It is a very common thing to see the background of a dress

goods window hung with dark dress goods, yet nothing will kill the effect of a window more effectively. Try the white background on your next window and note the difference.

In showing the dark fall goods care should also be taken not to overcrowd in the endeavor to show a large number of patterns. Show what you do show well and change often is a much better policy.

Display in the interior of the store is also very important. Exhibit your dress goods in such a manner as to tempt the customer who merely comes to make a light purchase in some other department. If it doesn't induce her to purchase a dress pattern to-day the memory of the attractive appearance of the goods may lead her to call again. Constant effort in this direction cannot fail to produce pleasing results.

In handling the cloak and garment windows the same difficulties exist as in the dress goods, and they can be overcome in the same manner.

If you have a millinery department and are short of window space a happy combination may be arranged by displaying hats with dress goods or silks. A few attractive or dainty millinery stands should be used for this purpose. Avoid the use of the old-style wooden millinery stands for such display, as the entire show is cheapened by them. A few gloves laid upon the dress goods will also add to the general appearance.

### WINDOW PIECES FOR THE HOLIDAYS

A funny window piece is often a good investment. This is especially so if you carry small fancy articles for presents and can make up a window showing some of them.

THE REVIEW inspected some of Kerlich & Co.'s window pieces the other day in their Toronto warehouse. Some are very laughable. There is a negro leaning over a fence, the fence being a blank space for a window advertisement. The negro's head wags from side to side and his hands keep pointing down at the notice space. A feature about these window pieces is that when wound up they will go for six or eight hours, so that the dealer, on a busy day, is not obliged to keep running to the window to wind up the toy. Figures of a frog in human attire, a brownie, and a donkey, all wagging heads or moving limbs when wound up, are other features of this line.



A Window Piece.

### NOVEL DRESS GOODS DISPLAY.

It is not often that anything suggests itself in connection with dress goods from which anything like a novel display can be developed. Dress goods are a line that won't stand horse play.

A department store hit upon a happy idea for lending novelty to the dress goods window, and, having the best of facilities for carrying it out, the display was a decided success. The large corner window, running twenty feet each way from the corner, was fitted up in a most realistic manner to represent a dress goods department. There was the counter and the shelving back of it, piled with the most seasonable fabrics. Four or five clerks (wax figures) were waiting on lady customers, a half-dozen of whom were in the foreground of the window. Two of the ladies were accompanied by their little girls, and a floor walker also added to the

naturalness of the scene. This was the most legitimate kind of novelty display. It gave an excellent opportunity to display the goods, and there was nothing out of harmony with the line of goods or that detracted the least from the purpose of the display.—Chicago D. G. Reporter.

## TICKETS ON BOYS' CLOTHING.

An idea not altogether new, but new enough to deserve attention, and better developed than ever before, has been introduced into a display of boys' clothing by a department store. Instead of one or several large signs, a small one was placed on each suit, or dummy, of which there must have been fifty in the window. The cards were four by six inches in dimensions, and the wording on each was terse and well printed. There were very few poor cards in the collection. The best are given here: "Boys' delight," "Material and cut perfect," "Such patterns are in demand," "Choice pattern and well made," "Excellent workmanship," "Boys' choicest patterns," "Pleasing the lads and mothers," "Few only as rare as this," "Highly appreciated by boys," "Good to wear, hard to tear," "New designs," "Made for wear not tear," "Boys delight in this," "Worn by dressy lads," "Fashionable and durable," "For up-to-date lads," "Few to compare with this," "Made of lasting material," "Rare and novel," "Quality and cut unsurpassed," "Our aim is to please the boys," "Made of resisting material," "Irresistible for wear and for purchase," "Pride of the loom," "Foremost in quality, rearmost in price."—Chicago D. G. Reporter.

## WINDOW NOTES.

An enterprising retail firm in Montreal, dealing in men's furnishings, have a clever contrivance for displaying collars, ties, etc. It consists of several brass rods attached to a sprocket chain which is connected with a small electric motor. When the current is

turned on the rods revolve slowly, showing the goods to great advantage. The machine is simply and cheaply made and at the same time gives one of the best window displays imaginable.

Bryson, Graham & Co., proprietors of one of Ottawa's big retail stores, evidently employ an up-to-date window dresser. In one of their windows recently THE REVIEW noted a display which should prove a valuable advertisement for the "D. & A." corsets. Miss Canada, wearing one of these corsets and draped in the Union Jack, is fencing with, and easily worsting, Miss America, who wears a corset of inferior American make. The story is told by a card in the foreground reading "Canada outpoints the United States in corsets."

## THE LITTLEBOROUGH DYEING CO.

A correspondent of THE DRY GOODS REVIEW writes that he has recently paid a visit to the Littleborough Dyeing Co., of Littleborough, nr. Manchester, England, and he gives us some interesting particulars. It seems that the successful dyeing of velveteens, upon which and kindred goods this firm is entirely engaged, is not a business which can be entered upon lightly. Thus, until recently, the dyeing of good-class cloth was in the hands of only a few firms which had been established for a great number of years and which were in a position to perhaps do more than hold their own when dealing with their customers. Something over ten years ago, the Littleborough Dyeing Co. entered the field and made a serious bid for business. It was welcomed by the merchants, and has grown amazingly, extensions having been made from time to time, and extensive additions have just been completed. Our correspondent reports that the proprietor makes no idle boasts about his work licking creation, but that he maintains that he can equal the best work any firm can do, and that, taking work and price together, he can always offer best value. The rapid growth of this business satisfies our correspondent that the proprietor must be right.

# Your Sorting Orders

for the following lines will be filled promptly by us:

**Flannels**  
**Flannelettes**  
**Velveteens**  
**Men's Neckwear**  
**Overalls, Special**

**Hosiery, Ladies' and Children's**  
**Men's Half-Hose**  
**Gloves and Mitts**  
**Wool Yarns**  
**Berlin Wools**

We call attention to the very attractive line of Valenciennes, Irish Point and Oriental Laces now being shown by our Travellers for Spring. Place Orders early. A big trade will be done in Laces next season.

**Knox, Morgan & Co. - Hamilton, Ont.**





# Better than ever.

FOR **SPRING, 1898,**

We will show the most complete range of handsome Dress Goods, Silks, etc., ever shown in Canada.

## IN BLACK GOODS

Our display will include all that is rich, new and beautiful.

See the Samples of Fancy Cotton Goods, Underwear, etc., etc., that our travellers are now showing for next season.

**Brophy, Cains & Co.** 23 St. Helen Street, Montreal.

### THE MAN ON THE ROAD.

INTERESTING REMINISCENCES OF HOW CAREFUL BUYERS PURCHASED GOODS.

For THE DRY GOODS REVIEW.

SAID an old dry goods man the other evening, while enjoying a chat and smoke previous to retiring for the night: "There is no doubt, in my mind, a great many failures have been brought about by the indiscretion of travelers selling too much stuff to people who had not the output for the goods. Many of the soundest people I sell to to-day began handling dry goods in a small way. Let me give you an instance or two of what I mean. Fifteen years ago a young fellow started business—well, you could hardly call it business, for his entire stock was about \$200 in groceries, but they were paid for.

"There was only one other store in the place, but there were two or three saw mills around the village and considerable money was paid out every month. The store already there did business on the old fashioned 'one per cent.' plan; shirts and drawers that cost \$6 dozen pieces were sold at \$2 a suit. I made enquiries about the habits of young Snider and found out he was close, saving, and almost penurious in his habits. In conversation with him I found he had worked for a firm in western Ontario and knew something about dry goods. I sold him a small well assorted parcel suitable for the place.

"The house refused to ship it, as he had no rating—in fact was not known. He hardly had a chance to be 'known' as the old gentleman in the other store did the reporting for the mercantile agency people. However, I induced the house to ship the parcel, which he paid for in 30 and 60 days. We had letter orders and remittances from him every month. His trade kept growing, for he sold goods for cash at prices the people around there were not accustomed to. By the end of the first year the house was only too glad to fill a five or six hundred bill for him. I introduced a

shoe and clothing house to him. The consequence is, to-day he can buy all the goods he wants and wherever he likes. He is now well rated and prosperous, but the old firm who refused at first to rate him are now out of business. No doubt he also will pass away; his sons will start where he leaves off with good credit. The chances are they will spread out and eventually go under—such is the history of trade in this country.

"Another case I remembered. Eighteen years ago I wanted to open an account in a village. Two men were in business, but neither of them was any use. In the village was an intelligent level-headed widow lady with a young family; she carried a small stock of tinware and groceries. It was Saturday evening when I called on her. She came across to the sample room and bought a small but carefully selected line of goods. She heard the clock strike twelve. She stopped right there; wouldn't buy another cent, being an old-fashioned Presbyterian. She said there would be no luck in goods bought on a Sabbath morning. That woman has now retired from business, she educated her family, started her sons in business and has sufficient to keep her for life. To show how she worked and struggled, I have known her take an order for half a dozen flannel shirts in the afternoon, sit up all night running the sewing machine and deliver them next day. I sold her, after that Saturday night, forty thousand dollars worth of goods and am selling her boys to-day. I hardly ever knew a failure, in my twenty-five years experience, of people who began in a small way, worked hard for what they now own, which has cost them years of toil and self-denial. These people are always safe to sell goods to, for they never fail."

TOM SWALWELL.

We are advised by the D. McCall Co., Limited, that they have received a large shipment of black velvets and will be able to meet the demand for these desirable goods for some time.

# We will clear out,

as usual, before stock-taking at end of November, all balances of

**FALL and WINTER**

**Dress Goods, Cape Cloths, Ulsterings**

**Cloakings, Mantlings,**

ALSO

**Underwear, Hosiery, Gloves, Fancy Woolens**

AND

**Rugs, Blankets, Flannels, etc., etc.**

We have just received a few hundred pieces of **Fancy Blouse and Dress Silks** for the **Holiday Trade**

AND

**Several Cases of Fancy Handkerchiefs Embroidered Pochettes and Handkerchief Satchets**

23 St. Helen St.,  
MONTREAL

**Brophy, Cains & Co.**

## NOTES FOR BUYERS.

THE Canada Fibre Co., of Montreal, are offering a special drive in sateen, frilled, cotton-filled cushions, size 16 x 16, to be retailed at \$2.90.

Kyle, Cheesbrough & Co. have received another lot of the "coiffure" comb, and are now in a position to fill all orders.

Satchel handkerchief holders are a Christmas novelty just out and shown by Brophy, Cains & Co. They sell on sight and retail at a profit at 25, 35 and 50c.

The Gault Bros. Co. are calling attention to their magnificent range of dress goods in all shades and qualities. Intending purchasers are invited to delay their buying until they have had an opportunity of seeing samples.

Before buying your balbriggan underwear you should see the lines shown by Brophy, Cains & Co., especially their 146 to retail at \$1 per suit up, and their 154 for a higher price. Their whole range, however, is well worth seeing and considering by careful buyers.

Kyle, Cheesbrough & Co. report a big run on shot silks. They have received a consignment of shot taffeta and glassy silks, recently purchased by their European buyer, including a number of pretty effects, and are now able to offer the trade some decided novelties.

In confirmation of advance fashion reports from Europe, Kyle, Cheesbrough & Co. note a decided demand for imitation fur trimmings and edgings. These goods are likely to be a great deal worn during the coming season and retailers will do well to see that they have a supply.

In their oriental laces for spring, Brophy, Cains & Co. have struck a bonanza. Their orders show that these are the coming laces, having apparently almost entirely superseded the cotton dress

laces in vogue the last year or two. Silk chantilly laces are also selling very freely, and B., C. & Co. show an immense range in black, cream, butter and white.

The Montreal Cotton Co. have commenced making binders' cloths for bookbinding, and samples are now out. The cloths are made in five colors, and are said to be of excellent quality.

The Canada Fibre Co., of Montreal, are in the field with a number of novelties as well as their usual staple lines, including down, cotton and wool comforters, cushions, etc. Their down quilt to retail at \$3 is having a big sale, while their "Arctic" down cushion selling at \$3.25 a dozen is a leader in its line.

## CANADIAN GOODS STAND THE TEST.

The Montreal Cotton Co. have no reason to be ashamed of the goods manufactured by them. A Montreal house recently imported a quantity of English satines, which in appearance were quite equal to the product of the Montreal Co.'s mill. The test, however, was tried of washing both lines of goods, with the result that the color of the imported material was washed almost entirely out, while the Canadian goods were not a bit the worse.

## FLANNELETTES AT 4 1-2 CENTS.

S. Greenshields, Son & Co. have purchased 10,000 pieces of flannelette, all in one quality, which they are offering at 4½ cents per yard. More than half of this lot has already been sold, so that buyers should order promptly to avoid disappointment.

## NEW LINES OF BIKE SUITS.

Robt. C. Wilkins, the "Rooster Brand" clothing specialist, has gotten up some nobby lines of bike suits for next season—designs exclusive. Mr. Wilkins thinks his \$1.75 suit one of the marvels of the age.

## TRADE AND NATIONAL EXPANSION FOR CANADA.

THE DOMINION SECURES THE WORLD'S ATTENTION AND HOW SHE MUST KEEP IT—MARKETS FOR CANADIAN GOODS IN EUROPE—  
A SUITABLE AREA FROM WHICH TO DRAW EMIGRANTS OF THE RIGHT SORT—THE IMMENSE  
RESOURCES OF THE COUNTRY AND HOW THEY MAY BE DEVELOPED.

Written for THE DRY GOODS REVIEW by Mr. James D. Allan, Toronto.

**Canada at Last  
Recognized  
Abroad.**

Readers of THE REVIEW who will consult the issue of March, 1897, will see a synopsis of an interview with the writer of this article, in which he outlined the growing favor with which Canada was being regarded in Britain, and predicted a cordial welcome to our Premier on his visit to the Motherland as its representative at the Diamond Jubilee festivities. But how far short of the reality did his prediction measure the favor actually accorded Canada in the person of Sir Wilfrid Laurier, on that great day, the 22nd June, a day for ever memorable in the world's history as marking a spontaneous outburst of loyalty to the Gracious Sovereign, under whose beneficent rule had grown the greatest Empire upon which the sun ever shone (and a day that should be memorable to Canadians as marking the evolution of our country from the position of a colony to a full membership in the sisterhood of nations), as that great pageant of imperialism made its way through the heart of London, amid the cheers and the enthusiasm of two millions of subjects gathered from every dependency of this vast Empire. Many who viewed the procession, while remarking the prominence given the colonies in preceding the Motherland, observed that in the very front rode Sir Wilfrid and Lady Laurier, accompanied by Canadian troops as a bodyguard. And thus Canada's supremacy was recognized, and the cheering that greeted them was an evidence of the fact that Britain's heart had been touched by the action of her eldest daughter in offering her preferential treatment in her markets; an acknowledgment of admiration of the splendid physique and military bearing of our gallant volunteers, qualities peculiarly dear to the Anglo Saxon heart, and gladly recognized in this case because flattering to Anglo Saxon pride, that a colony whose existence was remembered with so little interest could produce men, whether statesmen or soldiers, worthy competitors of her own time honored champions; and inspired possibly with the entrancing picture of a federation of the Empire, realizing how important a link, geographically, in such a chain is Canada, rendering it possible to proceed from the very centre to the remotest outpost of the Empire in the quickest possible time because of the unique transportation facilities furnished by Canada. John Bull has apparently awakened from his indifference and now manifests the deepest interest in everything Canadian.

**We Ought to  
Take Advantage  
of the Occasion.**

To increase this interest should be our great aim and upon its increase will depend much of our success in the future. For so sudden has been the brilliancy acknowledged of this new star that has proclaimed its presence in the political firmament that for the moment the eyes of admiring millions seem to have been dazzled and, looking from a distance, the danger of having overestimated may become real unless we prove equal to the occasion and show ourselves as able to prove by the development of our resources of mine, field, and forest an opening to the world of avenues for the employment of capital that will be profitable to all concerned, and convince any who are cynical that "one half has not been told." As one who has been privileged to visit repeatedly every part of our great land, from Halifax to Victoria, and from the American boundary north to Lake Athabasca, I have been able in some slight degree to grasp some idea of the certainty that, rightly directed, the events of the past season will result in Canadians knowing more of them-

selves, and such knowledge lead to a conception of the vast possibilities that are ours for the seeking.

The most important possibility for enlarging our exports to Britain immediately, lies in our catering more aggressively for her food supply, of which we have increased wonderfully in volume during the present year. But how little yet is it compared with her requirements? And though we have a sufficiently correct conception of John Bull as a merchant to know that sentiment counts for nothing in his commercial entity unless accompanied by financial equality of advantage as a basis for business, with that equality existing the sentiment would gain us the business. Britain's imports from Russia, amounting to about £24,000,000 sterling per annum, comprising wheat, oats, barley, flax, hemp, butter, petroleum, seeds, wood and timber, could all be profitably furnished by Canada. Russia's purchases from Britain last year were only about half of the above amount, and consisted of articles not easily obtained elsewhere, as Russia's industrial policy is specially hostile to Britain. When travelling last winter on the Russian frontier in company with a manufacturer of cotton mill machinery the writer was informed that of about 300 cotton mills in Russia, which had been managed by Englishmen the year previously, about one half had been replaced by Russians in a single year.

Austria and Hungary are not, to the same extent as Russia, competitors with us for Britain's food supply, the want of a sea coast preventing profitable export unless by long route down the Danube into Russian territory, when exports are lost sight of in being classed as Russian. But in these countries furniture is quite an article of importation, the writer having seen the product of the Grand Rapids Furniture Co. in use in hotels in various parts of these countries. If Michigan can supply wooden furniture profitably we are lax in our efforts to extend trade if we do not investigate the possibility of Canada's sharing such an addition to her exports. It is to Austria-Hungary we should look for a desirable class of emigrants suitable for our western prairies. We received the first party from the Province of Galicia during the present year. These are settled near Yorkton in Assiniboia, are proving a most desirable class and will probably form the nucleus for a large settlement of their countrymen, as they express great satisfaction with their treatment by the Government. This in itself is a more powerful incentive than immigration pamphlets in drawing others, together with the certainty that in this land rights and liberties of the humblest are jealously guarded by the strong arm of the law. Oppression and injustice, twin sisters in the country from which they come, do not find nourishment in the land of the Maple Leaf. Because of a lack of national solidarity I would expect better results from efforts to induce emigration from the Austrian Empire than any other European country. Every province forms a separate land with its peculiar language and special customs. The Slavs have all the distinguishing characteristics of ardent feelings and sanguinity of temperament. The Magyars, a high-spirited race, speaking a different dialect, warmly attached to their habits, are dwellers on the plains of Hungary and specially suited for our western prairies. All the eastern provinces are agricultural and the people of the class likely to succeed in Manitoba.

Austria has a population of about 43,000,000, who speak nine different languages and twenty-two varying dialects, requiring the courts to do their work in several languages. The lower classes

# Why Not Enjoy The Profits ?

There are two ways of judging the value of a thing, the right way and the wrong way. The right way is to judge it by what it pays you, not what you pay for it. Judged by this standard

## VICTORIA CROCHET THREAD

is the most profitable you can possibly buy. It pays you the most return in profits. Possibly the return on an individual sale may be a trifle smaller than on some other Crochet Threads, but the multiplicity of the sales quickly places the advantage on its side. If you are really anxious for the most profitable Crochet Thread, there's only one thing to do, and that is, buy the "VICTORIA." **DO NOT FORGET** that if You are not selling VICTORIA CROCHET Your Competitor probably is. Crocheters will have it. It's for You to say Who shall enjoy the profits.

### ASK FOR

VICTORIA CROCHET THREAD  
MORSE & KALEY EMBROIDERY COTTON  
MORSE & KALEY KNITTING COTTON  
MORSE & KALEY LENNOX CROCHET CORD

TAYLOR'S EMBROIDERY RINGS  
TAYLOR'S "O.K." HOSE SUPPORTERS  
TAYLOR'S "WORTH" SKIRT EXTENDERS  
TAYLOR'S DRESS STAYS

If your jobber does not keep the above lines, drop us a card and we will tell you who does.

## ROBERT HENDERSON & CO.

Sole Agents for Canada.

323 St. James St., MONTREAL

Samples of the **POPULAR**

## "Maritime" Wrappers

are now out for

SPRING '98

Wait for us . . .

Will call upon you in good time for early delivery.

In the meantime

do not forget Fall sorting.



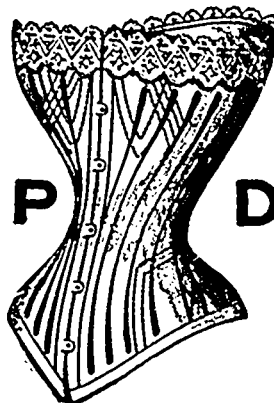
The Maritime Wrapper Co. Limited

Ontario Agent

Woodstock, N.B.

J. H. Parkhill, 46 Toronto Arcade, Yonge St., Toronto.

## FRENCH P. D. CORSETS



are universally acknowledged to be

The Leading Make

They are made in every variety of shape and form and the well-known trade mark,

**P. D.**

(with which every genuine pair is stamped) is a guarantee that the materials and workmanship are the very best that can be procured. 10 Gold Medals have been awarded to the makers of these celebrated corsets at all the leading International Exhibitions during the last 20 years, a distinction no other makers can show.

Sole Agents for the Dominion of Canada.

**KONIG & STUFFMANN**

7, 9 and 11 Victoria Square, MONTREAL.

are overtaxed. Commerce and industry are declining through over-taxation. Miserable social conditions and wages getting below a living rate induce thousands of able working men to seek relief in emigration. Let us keep earnest, capable men among them who are able to discriminate between desirable and useless emigrants, who can tell them of this veritable land of plenty to which we invite them where the profits of the hard work of the laboring classes are retained by themselves as the reward of their own industry and not claimed by great estate owners and trusts, able to influence legislation in their own favor, and where a few years of economy and industry, intelligently directed, will result in an independence they could never have known in their own land.

**Trade openings for Canadian Goods.** While thus guarding the country's interests, alive to any openings for the profitable introduction of anything Canadian, and with an anxiety to meet the wants of any possible customers by conforming to their wishes in matters of detail, we would soon find avenues of trade open that are as yet unknown. In the German Empire a large field for exploring possibilities exists, and while greater difficulties might be encountered some measure of success would certainly reward us. Bacon, hams, canned meats, etc., are being largely exported to Hamburg from the United States. Oatmeal is a commodity, the consumption of which could be largely increased if properly introduced. Sweden and Norway would not offer a wide field for our exports, but pork and bacon are largely consumed and, with agricultural implements, might form a profitable trade with us. We should be strong competitors with them in the British markets for articles of which they have now almost control of Britain's consumption, viz., pulpwood and its products, matches, and woodenware of every description. Pulpwood, of which we have so enormous a supply now useless to the pioneer in our back settlements, might be made a valuable aid in his efforts to hew out for himself a home and secure a revenue that would benefit all classes in new sections. Last year the value of it exported by these two countries to Britain was £1,500,000 sterling, and of paper £750,000 sterling. While in timber we do now divide with them, in manufactures of lumber, such as doors, window sashes, etc., we do but little, and what a field for these should there not be throughout the most of Europe! What an undeveloped resource this would prove, and why are we not moving in this direction I cannot conceive.

Talk of the wealth of the Klondike, this whole land is a combination of Klondikes, whose treasure can be secured by enterprise without the risk of loss of life, and investments secure remunerative returns with no possibility of loss.

We should do a trade in canned fruits and canned meats, condensed milk, etc., which up till now has not been attempted, but with quality and prices right and the reputation established, the volume of business in which should equal that of our cheese. With the probability of shipping our fruit in its natural state successfully, what a mine of wealth will be opened to our fruit-growers! The value of the fruit crop in the Niagara district this season is placed at about \$1,500,000 at the unprecedented low prices prevailing, and the territory available for fruit growing can be quadrupled in the same district. With rapid transit and cold storage this can be laid down in London in perfect condition, thus doubling the value to the producer. While the possibility of profitable development in this and other lines is great in the older provinces, it is to our New Empire in the West, the coming granary of the world, that we are to look for rapid development, the extent of which, while being named in figures, cannot be grasped by any who have not actually traveled it, and even by these a comprehension of the vast area comprising the Canadian Northwest is beyond mental power,

**An Idea of Canadian Resources.**

The area of the organized provinces and territories comprises 1,245,305 square miles while beyond these lies an unorganized territory with an area of 1,600,000 square miles. Though this unorganized portion has been regarded as probably of very uncertain value and inclined to be underestimated, the fabulous wealth of the Klondike, which comprises only a small portion of it, has changed the popular indifference into one of possibility that the undeveloped resources of this vast area may prove a national heritage of wealth in comparison with which all previous mineral discoveries will be insignificant. The writer was once as far north as Athabasca Landing, and, from the distance traveled, fancied himself pretty near the Arctic circle, but, seeing a party leaving for the mouth of the McKenzie River, enquired the distance. Imagine his astonishment on being informed "about 2,000 miles further north." It is a false opinion to hold that even agriculture cannot be profitably followed in portions of this immense district. Wheat has been grown on the Peace River, and as the effect of settlement has always been to ameliorate climatic conditions who will be rash enough to deny the possibility of growing cereals in such a high latitude? Of the timber resources of this vast district we can only speculate in the crudest way. The limit of forests is found beyond the Arctic Circle, and I am not aware of any estimate of the quantity of standing pine, and in a territory so vast and as yet so little explored is it rash to conclude that every variety of mineral deposit will yet be discovered? Coal there is in plenty, now being mined. Petroleum is known to exist, while natural gas is visible in a number of districts. The rivers and lakes are filled with fish and the Great Creator has anticipated the wants of the coming pioneers of settlement who shall prove the suitability of the district for furnishing to teeming millions the comfort and independence for which they may strive.

Coming to the waterways of the great Northwest, there are more than 10,000 miles of rivers navigable by steamers, thus making 20,000 miles of river banks accessible to navigation. What possibilities are contained in this fact only the future can reveal. It may be urged the climatic conditions are against development. It must not be forgotten that high latitude does not mean low temperature. That wonderful chinook wind produced by the action of the current from Japan ameliorates the influence of latitude and produces a temperature common to localities 1,500 miles further south at the head waters of the Mississippi. Verily ours is a noble heritage! Canadians, know your country, and you cannot but conclude that yours is a land of unparalleled possibility. Those of us who are still young remember that the shores of Lake Superior were a terra incognita in our school days, while further west was supposed to be only fitted for producing wild animals, the pioneers of the fur trade being the only adventurers brave enough to penetrate its primeval forests, while still further west the now fertile plains of Manitoba were the feeding ground of the buffalo. These are now extinct, while in their stead rise homesteads that are surrounded by every evidence of comfort, and instead of the buffalo thousands of cattle feed on the prairies. The export trade in these has been of marvellous growth. With such a country to which to invite emigrants shall there be any delicacy about the policy of making it known, or shall any heed be paid to carping critics who complain of increased expenditure? Rather let us seek every avenue where judicious expenditure will bring profitable returns, either in trade or settlers. Let us see to it that our waterways are improved, rendering transportation at the lowest possible cost a means of increasing the value of products of forest, stream and farm. Let us see that our mineral wealth is developed by a wise policy of Government supervision, paying a royalty on the output. Let us keep free from trusts and monopolies, making this in the truest sense a land of equality of opportunity, having no privileged

# Holiday Neckties

## Nothing but Neckties

### Everything in Neckties

Neckties with appropriate Holiday Mottoes beautifully woven in the silk are the correct novelty for the coming Christmas season. These in large variety, together with an enormous range of fresh designs in holiday tints, are now being shown by the travellers of

# E. & S. CURRIE

32 Wellington  
Street West

\* TORONTO

class, sharing in the best sense the world's civilization. Let us cultivate the happy conditions which will result in a great national future and furnish an evidence that the long night of difficulty, uncertainty and unprogression is over and the dawn of a new era has been ushered in, and turning from the unfilial action in tariff legislation to one of dutiful acknowledgment of preference in business for that grand old Motherland. We find her so ready to reciprocate our action; we find her ready to annul treaties that are worth more to her financially than our trade at present can be. But looking to the future, she sees with a vision almost prophetic that in this age events big with moment to the future of the Anglo-Saxon race may occur through the development of nations hitherto insignificant.

*The True Course for Canada.* If on this continent can be fostered a hardy, self-reliant race of her own sons whose ideal of a great country has been created by studying the definitions made by the lives of a century of statesmen, the lengthened shadows of whose constitutional creations are the safeguards of our liberties to-day, getting away from the commercial idea of greatness, the accomplishment of which now seems plain, let us recognize our greatest opportunity in the building up of a great model state with character as the base of the superstructure. Freeing ourselves from the baneful influences that regard the possession of wealth as the test of fitness for positions of leadership, let us insist upon devotion to duty and obedience to conscience and vigilance in combatting wrong and injustice, with a firm belief that there is "a divinity that shapes our ends, rough hew them as we will," and let us act on the line of personal responsibility to God and our fellow citizens. Possessing these as their governing influences such leaders will inspire a feeling that will have the noblest influence on national life and make the name of Canada syn-

onymous with public and private virtue, with a character enduring as the everlasting hills against all attacks of immoral methods in business or social life. And thus shall we prove that our national character is of the kind that endures, and that "blessing that maketh rich and addeth no sorrow" shall be ours, while profiting by our example and training, our descendants,

A loftier race  
Than e'er the world hath known shall rise  
With flame of freedom in their souls  
And light of science in their eyes.

#### COMPLAINT AGAINST CHEAP LABOR.

A pamphlet has appeared in Toronto, in the interest of labor, describing what the writer contends is a condition under which certain goods are made by women and girls for big stores. He reports the following as facts: "Sweat-shop (investigated), women and girls paid 19 cents a dozen making men's shirts (and find their own thread); sweat-shop (investigated), girls paid 25 cents a dozen for making blouses (find their own thread); sweat-shop (investigated), girls paid \$1 a week for making coats; sweat-shop (investigated) girls paid 19 cents a dozen for making knickerbockers. Amounts allowed on some other goods: cambric dresses with lined waists, \$1.25 per dozen; night gowns with tucked yokes, \$1 per dozen; ladies' silk waists, 98 cents per dozen; ladies' skirts, 30 cents per dozen; aprons, 22 cents per dozen; neckties, \$1.25 per gross; overalls, \$1.20 per dozen; flannel shirts, 20 cents per dozen (girls find their own thread).

#### DO YOU WANT A CLERK?

The attention of those who want an experienced dry goods assistant is directed to an advertisement in another column.

# Collars, Cuffs and Shirt Bosoms .. Waterproof ..



"LINEN"  
"INTERLINED"  
"RUBBERINE"  
"VULCANITE"  
"CAMBRIC"

Only the best materials used in their manufacture.  
Up to date in every respect and guaranteed superior to any produced.

## The A. B. MITCHELL CO.

16 SHEPPARD STREET

Agent:  
Duncan Bell, Montreal.

TORONTO

# CELLULOID COLLARS CUFFS AND SHIRT BOSOMS

If you want the best, not only in style and fit, but in value, these are the goods to buy.

Linen Interlined Waterproof,  
Linenized Waterproof  
and Waterproof . . .



Take no other.

All goods bright and fresh—no old stock.

## MILLER BROS. & CO.

MANUFACTURERS,

30-38 Dowd Street, MONTREAL

Toronto Branch

G. B. FRASER, Agent, 3 Wellington Street East  
Toronto, Ont.

# Ever-Ready Fibre Garments

THE MOST POPULAR CLOTHING  
FOR WINTER WEAR

MADE IN

Coats, Vests and Drawers for Men,  
Vests for Women,  
and Waists for Children.  
Also Bed Blankets and  
Chest Protectors.

MADE OF PURE VEGETABLE FIBRE.

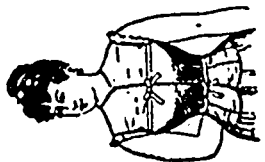
Have the appearance of Chamols or Buckskin.  
Are Windproof, Warm, Light, Healthful, Convenient.

Manufactured by . . .

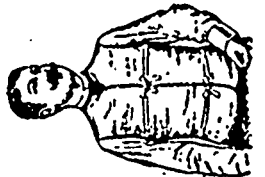
The Ever-Ready Dress Stay Co.  
WINDSOR, ONT.



WAIST



MEN'S—VESTS—WOMEN'S



MEN'S—VESTS—WOMEN'S



COAT AND DRAWERS

RETURNED  
Nov 8 1916  
S.M.D.

RETURNED  
Nov 8 1916  
F.M.A.

Write for illustrated catalogue,  
or make a sample order.

## Wyld, Grasett & Darling

Sole Agents in Canada for

**WM. EWART & SONS, Limited**  
BELFAST.

Large shipments of LINENS recently to hand enable us to state that our stock in Linen Department is now very complete. Extra values in

**EWART'S**

**Tablings Towellings**  
**Glass Cloths Canvasses**  
ETC.

SOME SPECIAL LINES IN

**Washed and Bleached Huck Towels**

TRAVELLERS' AND LETTER ORDERS CAREFULLY AND PROMPTLY EXECUTED.

**WYLD, GRASETT & DARLING - TORONTO**

1855-1897

For forty-two years  
---since the founding  
of the house --- the  
name

**J. & J. Taylor**

has been a synonym  
for everything that is  
reliable in the line of

**Fire and Burglar  
Proof Safes. . . .**



## NOTES FOR BUYERS.

WYLD, GRASSETT & DARLING are showing special lines in ladies' and children's double knit mitts, very nicely finished and of extra value, to retail at 15 to 50c. per pair. They have also a large range of ringwood gloves, in fancy colors and black, to retail at from 20 to 35c. a pair.

S. F. McKinnon & Co draw special attention to their large stock of quick-selling veilings in correct designs.

P. Garneau, Sons & Co., Quebec, are selling the "Favorite" velveteens. Blacks and colors in stock.

S. F. McKinnon & Co. make a specialty of black ribbons, in double-faced satins and failles. Stock always thoroughly assorted.

P. Garneau, Sons & Co., Quebec, report a strong demand for feather trimmings. Every case they have opened has been eagerly taken up.

S. F. McKinnon & Co. beg to inform the trade that their large velveteen stock contains all the popular colors of the season.

S. F. McKinnon & Co. received and passed into stock within the past two weeks 1,500 ladies' German jackets, repeats of their best selling numbers.

P. Garneau, Sons & Co., Quebec, have a tip-top line of sealette, to retail at \$2.75 to \$3—gives satisfaction to the consumer and profit to the retailer.

John Macdonald & Co. are showing, in new goods, fancy silk handkerchiefs, fancy neckwear, umbrellas with fancy handles, brocaded braces for holiday gifts and trade.

S. F. McKinnon & Co. claim to do a very large trade in black silk velvets. They carry ten different grades, and believe that they cannot be beaten in make or values.

S. Greenshields, Son & Co. have made a large purchase of American prints, consisting of several thousand pieces, which they are now offering to the trade considerably below the maker's price.

P. Garneau, Sons & Co., Quebec, have a line of plain beaver cloths in greens, navies, reds, new blues, etc., in stock. Orders should be sent in at once, as there is always a lively demand for these goods with the first cold weather.

Caldecott, Burton & Spence are offering some special value in all kinds of linen tablings, linen towels, crash towelling, linen servettes, in order to close out this department. This is a good chance for close buyers.

Wyld, Grasset & Darling have a large range of jet gimps and colored bead gimps for dress trimmings. Their tubular braids have had an extensive sale this season, and they have repeats again in stock. They are also showing a new range of veilings in all the latest effects.

Caldecott, Burton & Spence are offering some job lines in men's ribbed underwear that are worthy the attention of buyers. The season is now on for heavy underwear and these goods will do the underwear department much good as a business tonic.

The season for Japanese silk handkerchiefs is now at hand, in hemstitched and initial goods. Caldecott, Burton & Spence are showing some fine ranges in these goods, choice embroideries and a great assortment of prices, from 50c. per dozen up to \$12 for exceptionally fine makes.

Wyld, Grasset & Darling are showing a special line of ladies' hosiery, seamless feet, of good weight, to retail at 25c. per pair; also boys' hosiery, ribbed, block-stitched knees, in all sizes. Their No. 35 line retails at from 15 to 35c. per pair, and their No. 64 line, seamless feet, at from 25 to 50c. per pair.

The holiday season always creates a great demand for Swiss embroidered handkerchiefs, and for this demand Caldecott, Burton

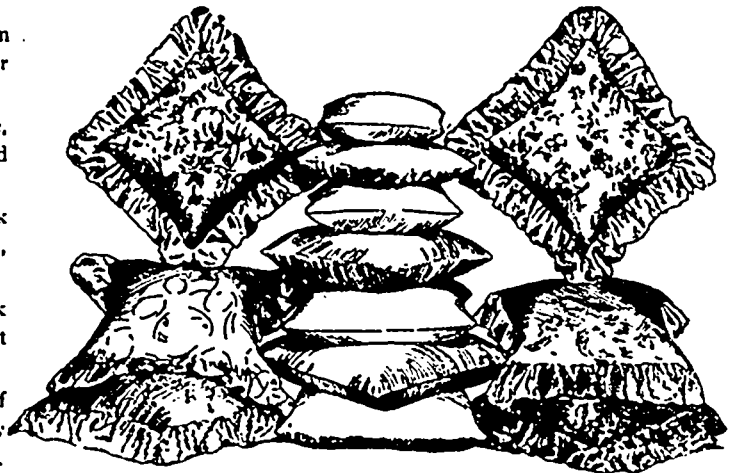
& Spence are splendidly prepared. We understand they are selling several lines at close clearing prices, as they do not intend to continue this department beyond the present season.

The regular fancy stuff for holiday trade at John Macdonald & Co.'s just now includes silver-plated ware, fancy work boxes, pin trays, baskets, traveling companions, writing desks, scrap books and albums.

Ribbons in double-faced satin continue to sell freely, the cause doubtless being because they look rich and dressy, wear well and are comparatively a cheap trimming for dress goods, and they are stylish for millinery purposes. Caldecott, Burton & Spence handle these goods in large quantities and are always stocked in all colors and widths.

## THE QUESTION OF LINENS.

W. R. Brock & Co. report their linen department as being thoroughly assorted and up to date with the demands of the trade. They buy their goods from the best Irish, Scotch, and Continental



## A SUGGESTION FOR CHRISTMAS.

From the Alaska Feather & Down Co., of Montreal. The ruffled cushion is their No. 55; retails for 50c.

makers and are thus enabled to show a much larger range than those firms which simply represent one manufacturer. Another well-known and recognized fact with regard to linen manufacturing is that no one maker excels in every class of goods he makes, and to be right in value it is necessary to select from each factory the lines which they are the recognized leaders in.

## PLUSH AND POPPY.

Plush cushions, with a large poppy pattern, are among the novelties for the coming holiday season, and are likely to become very popular. The designs and colorings are very pretty, and have the advantage of suiting almost any surroundings. The edges are finished with silk ropecord, and present a very rich appearance. The Toronto Feather & Down Co., Limited, show these in an extensive range. Every merchant should see them.

## SATIN COVERING.

Figured satin covering will take a leading place in cushion goods for Christmas trade, and certainly deserve it, as they are the embodiment of richness. The Toronto Feather & Down Co., Limited, are leaders in this class of goods.

## SCARCE GOODS.

W. R. Brock & Co. have just received a number of lines of scarce goods, amongst them being Valenciennes laces, tubular, president and soutache braids, black velvet ribbons in widths 4, 6, 8, 10, 12, etc., now so much in demand.

IS YOUR STOCK OF...

**Comforters**

AND

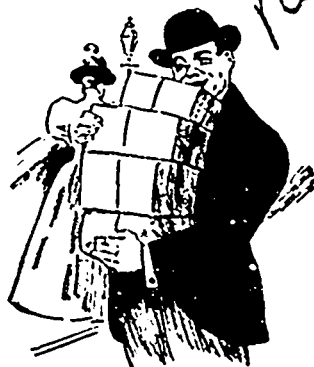
**Cushions** Complete?

IF NOT, WRITE US.

**PURIFIED DOWN QUILTS****PURIFIED DOWN CUSHIONS****PURE WHITE COTTON FILLED COMFORTERS****PURE WHITE COTTON FILLED CUSHIONS****COLORED WOOL FILLED COMFORTERS**

ALL ORDERS RECEIVE PROMPT ATTENTION.

The Canada Fibre Co., Limited 582 William Street  
...Montreal



## Are You Loaded Down?

Many merchants are—with large stocks of dress goods, ribbons or feathers, which, though of good quality, are the wrong colors to sell well.

Send them to us, and let us re-dye them. We make such goods as bright and fresh as new, of any color desired, finished and re-blocked, at very reasonable cost.

Look into this matter now, that you may have saleable goods to sell at the season when goods are selling—money in the bank in place of unsaleable stocks on your shelves. This is the policy of the wide-awake merchant of the day—and he makes money.

**R. Parker & Co.**  
DYERS.

Head Office and Works,  
787-791 Yonge Street, **Toronto.**

# THE LAST LAP

# OF THE YEAR

The 30th November sees the winding up of our financial year, and before the Annual Stock Taking there are many lines to be cleared out of **New Seasonable Goods** in the various departments to make room for our Spring purchases. These can either be seen from samples with our travellers or in our warehouse, at prices such as to make them specially attractive. An inspection cannot fail to interest every live merchant.

Our **Letter Order Department**, with its increased staff and facilities, is rendered more efficient than heretofore, and in no house in Canada are orders through this channel executed with greater accuracy and dispatch.

---

**W. R. BROCK & CO.**  
**TORONTO**



## The MacLean Publishing Co., Limited

TRADE NEWSPAPER PUBLISHERS,  
AND  
FINE MAGAZINE PRINTERS.

JOHN B. MACLEAN,  
President.

HUGH C. MACLEAN,  
Treasurer.

TORONTO, - - - - - 26 Front St. West.  
Telephone 2148

MONTREAL, - - - - - Board of Trade Building.  
Telephone 1255

LONDON, ENG. - - - - - 86 Fleet Street, E.C.

Subscription, \$2.00.

Published the First of each Month.

MONTREAL AND TORONTO, NOVEMBER, 1897.

### RETAILERS AND AN INSOLVENCY LAW.

THAT there are honest men in the retail trade who object to the passage of an insolvency law is a fact to be recognized. That they have fully considered the question from the national standpoint is, however, doubtful.

The most powerful reason given in favor of a national law is that the reputation of Canada demands it. The creditor abroad ought to be able to feel that he is doing business with an honest community, and that having sold goods here he has a right to be paid for them. At present, each province has its own law, and in every case opportunity is given for fraud and misrepresentation. By this, not only the creditor, Canadian or British, loses, but also the honest retailer who is forced to meet unnatural competition. Surely it is quite clear to our retail friends that they gain nothing by the present system which puts a premium upon reckless trading and eats into the volume of sound honest business done by honest men.

But, (some of our correspondents say) let the jobber sell for cash and thus do away with the necessity for an insolvency law. The jobber is hard to control in this matter, since we have to deal with domestic, British and foreign houses, all selling goods in this country. They cannot be compelled to sell for cash, and if they were the only sufferers by imperfect insolvency laws the agitation for a change would never amount to much. But the fact is that all legitimate business suffers, both wholesale and retail, by laws which enable men to cheat their creditors and injure the good name of the country. Every line of business has a direct interest in remedying this state of things, so that the movement for a new law is not intended to benefit one class more than another. The Ontario Act enables a dishonest man to slaughter goods, to ruin his com-

petitors in the same town, to inflict untold mischief upon trade. Is it wise to continue that state of affairs? The objector may say, but if this man wants to go into business again why do jobbers give him goods? The answer is that he will get goods somehow, if not from those who know him, then from those who do not know him. The only practical remedy is an insolvency law.

Then, there is the system of preferences allowed in some of the provinces. For this no good word can be said. It is vicious in principle and worse in practice. It leads to a man getting more goods than he ought to get, because the firm supplying them does so with the knowledge that their claim will rank first, and that, in case of failure, the assets will fall into their hands. No Canadian who desires to reap advantage from the reputation which the country has secured this year abroad will say one word in defence of a system which practically brands us in the eyes of European commercial men and investors as a nation of rogues. This reproach must be wiped out, and an insolvency law is the way to do it.

### RETAILER AND WHOLESALE.

MR. GAREAU, one of the retail dry goods men, writes elsewhere concerning the objects of the association, and the assistance which THE REVIEW may be willing to give to the merchants composing the organization.

We have no doubt at all of the wisdom of such an association. Retail merchants have interests in common, and who will promote these interests if they do not? There are, no doubt, in every occupation men who think that by uniting with their neighbors on trade questions they give those neighbors a share of their own ideas and business success. Such people believe that the man who keeps to himself, looks at his competitor with suspicious eye, and pegs away silently and alone is pursuing the right course. But when questions that affect the whole trade equally arise, how are you to secure co-operation to deal with it? If you have been accustomed to maintain a sort of shot-gun attitude toward your neighbor in the trade, the chances are he will not join with you when trade conditions make his help valuable.

For this and other reasons we sympathize with the Montreal Retailers' Association and are surprised that it does not include every merchant in the city. The aims of the association seem reasonable enough. They ask the wholesale houses not to sell persons who are not regularly engaged in retail trade, nor to individual members of the clergy, nor to unlicensed pedlars, nor to the relatives and friends of the wholesale firms' employes. All this is quite proper, and it is gratifying to observe that most, if not all, the leading firms have agreed to the demand. The retail trade simply ask to be put on a living basis. As matters stand they have to meet competition which, while regular in outward form, is none the less illegitimate and unfair. That is the methods of some big stores. Add to this some wholly irregular competition, such as selling to private individuals, and the retailers would have a just grievance.

The true interest of trade is for wholesaler and retailer to act toward one another honestly and squarely. Each branch is dependent on the other, and their real interests, therefore, lie in mutual understanding, good-feeling, and fair dealing.

## CANADA AND HER NEIGHBOR.

THERE is much talk at present about the United States. Some of it is political, and with politics, as a trade journal, we have nothing to do. The commercial international questions, however, are of importance, and present tendencies lead to certain definite conclusions. One is that whatever hostility toward Canada exists in the States is among politicians, not business men. The business men of the United States are, as a body, anxious to do trade with any country which will buy their goods, and are too intelligent to be led away by the claptrap of the professional orator or the agitator.

Another conclusion which an unprejudiced observer must reach is that the business men of the States are not very well posted on the amount or value of the American exports to Canada. There is an immense country and a market of five millions of people does not cut a very big figure in their eyes. Still, there may be among them a tendency to ignore or underestimate the value of Canada as a customer. In some quarters, indeed, an impression exists that we buy little from the States.

This is not founded on fact. In 1896, Canada purchased \$58,500,000 worth of goods from the United States, more than was purchased from any other single country. We only took \$33,000,000 worth from Great Britain. The trade with the States has been steadily growing of late years, having risen from \$44,000,000 in 1886 to its present figures. Canada, therefore, considers herself a good customer of the United States, and naturally expects the treatment which a business man usually extends to those who, year after year, buy more from him. The United States only took \$45,000,000 worth from Canada in 1896, so that the balance is on the side of the American ledger, a good fat balance of over \$13,000,000 in one year. The same state of affairs has prevailed for many years, even during the Reciprocity Treaty from 1854 to 1866—Canada buying millions more from the States than she sold to them. The Americans are accustomed to say the reverse, but that is because they omit to look up the figures.

Under such conditions, Canada cannot help wondering why she should not be courted, rather than repulsed, by her neighbors from whom in the past five years she has purchased \$225,000,000 worth of goods. When this wonderment finds expression in political discussion, it may sometimes take a form unfriendly to United States politicians. But in the commercial arena there is no such feeling. It is a pure matter of business. And we believe that on these facts, which we vouch for as correct, the opinion of any American business man would coincide with ours. When the Washington Government goes a-hunting for foreign trade and reciprocity treaties with a lot of half civilized South and Central American republics, it must appear strange to any man that Canada is studiously avoided. We are not complaining about it. The republic has a right to do as it pleases, and if an extension of Canadian trade is of no use from the Washington standpoint, we must try and get along without it. This accounts for the preferential tariff passed last May at Ottawa. That was based on good business, because Great Britain is now by long odds our best customer—as she is by the way the best foreign consumer of United States products—so we were wise in trying to

enlist her good-will. There may have been national sentiment behind the move. But it is hard to find a business man in Canada who does not approve of the principle enunciated in our tariff, so we may reasonably conclude that commercially speaking also it was a good policy.

That is about the situation as we hear it discussed among Canadian business men. To the opinions of politicians, unless based on sound commercial sense, we pay no heed whatever.

## DRESS GOODS AND SILKS FOR SPRING, 1898.

LATEST developments and advices from the centres of fashion lead us to believe that the dress goods business for next spring will be a larger factor than for many seasons past. This is due to many reasons, notable amongst which are. Firstly, the general improvement throughout the country, which has put more ready money in circulation, and given people an opportunity to indulge in luxuries which they have had to deprive themselves of, and secondly, the undoubted decline in ready-made blouse trade, largely brought about by the numbers of cheap, bad-fitting garments with which the market was flooded last season. This will bring the medium and better class goods into greater prominence, in fact, this is already the case.

Black goods will be much in evidence, in plains; we would draw special attention to serges, mohairs, soliels, velour finished cashmeres and reps; in fancies, mohair figures, satin ground fancies, lizards, curl fancies and mohair and silk crepon effects will have the call.

Amongst plain colored goods, we predict that serges will be most prominent in all colors in the lower lines; in black, navy and myrtle, in the medium and better classes; velour finished cashmeres, in a full range of shades, will be in even greater demand than this fall. But it must be remembered that these goods cannot be depended on in the lower grades, as they are very liable to slip. A quality to retail at 50c. can be obtained, which may be handled with confidence, but below that it is not advisable to venture.

Other plain colored dress goods which promise well are reps, estamenes, vigoureux. The forecast as to shades is that amongst the most popular will be a variety of greens from myrtle up, some of the new reds, a few violets, navy, some of the medium shades of brown, hemotrope, pearl grey and cream. In fancies, tartans, shot effects, two-toned curls, covert coatings, silk mixtures, tinsel effects, small neat checks and a large variety of new costume tweeds will have the call.

But it must not be forgotten that American, Scotch and French muslins will be a decided feature. These, with fancy silks, will be the main material used for blouses, skirts and whole costumes of home-spun linen, both genuine and imitation, in plain and fancies, will be much in vogue, but it would be well to be assured that these goods have been thoroughly shrunk, as otherwise they are not satisfactory.

In black and plain colored silks there is very little change; there will be the same demand for surahs, gros-grains, taffetas, peau de soie, failles, tricos, bengalines and broches; but in fancies the ranges are almost endless, and the variety of qualities, makes and colorings inexhaustible. Some of these are most beautiful and

novel, and the prices well within everybody's reach. In them, Roman stripes, brocades, fancy stripes, black and white stripes, grey and black stripes, tartans, spot bengalines, fancy checks and shot taffetas will do the bulk of the trade.

#### THE DUTY ON SHIRTS AND COLLARS.

AS we approach the opening of another session of Parliament the utterly disproportionate nature of the duty on manufactured cottons and the duty on goods made of manufactured cotton like shirts, collars and overalls, is once more attracting attention. The present tariff has its good points, but this is not one of them. To put the same duty on a manufacturer's raw material that you do on the article he manufactures is about as glaring an instance of fiscal foolishness as we ever had in this country—and we have had some pretty bad ones.

The present condition of things cannot be justified on any ground—protection, free trade, or ordinary stupidity. Mr. Fielding, the Finance Minister, who is over in England just now borrowing ten millions in order to show how economical we are, has announced there that the tariff will not be overhauled this session. That is a wise decision, because the country has had enough of tariff for a while, and the effort of last session, while an improvement in some respects was by no means a howling success as a perfect measure of tariff reform. The cotton duties, however, can be set right without any general overhauling.

Do the Ministers suppose that the present anomaly will be allowed to rest as it is and that the shirt and collar industry will, after a time, forget about it? If so, they are living in a fool's paradise. There is a genuine grievance, and until this is rectified there will be persistent agitation. Otherwise the manufacturers in question will declare themselves persons who can be kicked with impunity, and will invite further aggression from the politicians. The latter are pleased to have an industry or two, like barbed wire, that can be baited as a spectacle for the public, and the shirt industry might find itself a sort of permanent victim to prove that the Government stands in no awe of the protected manufacturers.

#### MR. CALDECOTT.

The announcement that Mr. Stapleton Caldecott is retiring from business at the end of the year and that the firm name will be merged in that of the Merchants Dyeing and Finishing Co., Limited, is one of unusual interest. We take this opportunity of assuring Mr. Caldecott that he carries with him the respect and esteem of the trade generally and that in all quarters the most friendly sentiments are expressed concerning him. He has had a long and honorable career in business, a career which constitutes a good example for the younger generation of merchants. It is very common in these days for newspapers to flatter well-known men with flowery compliments as meaningless as they are misapplied. In Mr. Caldecott's case there is not the smallest suspicion that the kind words which are being said about him are tinged with the least insincerity. His probity, long experience and never-failing courtesy are known to all. We hope he has many years of usefulness and health before him. The business is carried on under worthy auspices, since Messrs. Burton and Spence are among the best known members of the dry goods trade in Canada.

#### WHAT OUGHT WE TO DO?

MERCHANTS will be interested in Mr. Allan's article in this issue regarding the prospects of Canada. Mr. Allan has travelled all over this country and Europe frequently, and is therefore a highly competent authority on the subjects he deals with. There are several points in his article which we consider of prime present importance.

There is the fact that this country, for the first time in its history, has received a great advertisement abroad. Now, what are we going to do in order to reap some substantial reward from this fortunate circumstance? Are we going to sit down and chuckle over the fact that the world has at last discovered what fine fellows we are? Is it probable that increased trade and population will pour in upon us without any effort on our part? The plain truth is that unless we utilize the opportunity ourselves no one else will stir a finger to help us.

But, it will be said, the Government is sending agents abroad on trade missions and on emigration business. That is true. Let us instruct our M.P.'s to see that the money spent on these missions is well laid out; that the right men are sent and that they know their business. But let us not rest content with Government action alone. There is far too much tendency in this country to lean on the Government of the day. Certain things the Government must do, but if it is allowed to take the place of private enterprise all the energy of the community would be sapped. If the prevalent belief that a subsidy from Government is necessary to start every undertaking is allowed to run a free course for the next ten years or so, we will have Government voting a subsidy to the man who puts on his own coat, or appointing an agent to help people on with their boots. All this tendency, when carried beyond legitimate lengths, is weak and foolish. Let individuals do more.

Mr. Allan indicates, in some ringing sentences, the wealth of the resources that are ours. Every word is true, and we should make the most of the natural riches that belong to us. This wealth has been there any time during the last thirty years, and why have we not wakened up to it before? Why are foreigners developing our mines and forests, while Canadians go abroad to look for work in some other country?

Some reader may say. "All this is very fine, but you are not showing what an individual can do." Every man has his own opportunities, and can utilize them. But it does seem to us that it is the duty of every citizen to speak well of his country, and to take a special pride in promoting the interest of the whole community. We all benefit from the development of the country, so that when a chance opportunity presents itself for a Canadian to do a good turn to the country, he should take it, in fact should be on the watch for one. Is every merchant who has friends in Great Britain writing them letters at leisure moments telling them that this is a promising land for those who have youth and energy? Are the parents of Canadian boys training them to look for openings in their own country, instead of letting them drift away to less favored regions? Are our people who happen to run across a visiting capitalist on the railway train or in the hotel at pains to impress him with the value of this country as a place for investment? These are the things which the individual Canadian can do, instead of grumbling or carping, or slipping into a state of apathy.

**HINTS TO RETAILERS.**

By a Head Clerk.

**P**ROFIT-MAKING is never out of season ; therefore, see that your goods are properly marked and sold accordingly.

In Mr. A's store a piece of goods was marked \$2 which cost \$2.75. No one could give a reason for the error. It showed that things were run in an unbusinesslike way, which allowed anyone and everyone to mark the goods. There should be someone whose place it is to look after all goods coming in, so that if any errors happen they can be traced without any difficulty.

Merchants often make mistakes in figuring the profit on novelties. This line of goods is different from all the rest which are handled. The appearance goes farther, as a rule, than the quality. One cannot say that "such an article cost 'so much' and I must have seventy-five per cent. profit on it or I will lose money before the season is over." It may be all right or it may not ; one wants to take in the appearance of the article. Some goods which cost less will bring more than more costly ones of the same line ; the striking way in which it is got up takes the customer's eye. This is a line that you want to make the profit that you are liable to lose on other articles in the notions.

It is a very common thing for a manager in some stores to allow the clerk to cut prices in order to make a sale. This kind of thing is ruinous to one's business. The clerk often tells a customer to come to him next time and he will make the price all right for him. This kind of thing is a sure way to drain the profits, and at the same time drive away good customers. It does not take long for the public to get on to it, and one person is not going to pay more for an article than another. The consequences are that in a short time you will find your trade fast diminishing, all for the want of a good business rule.

Advertising is one of the most important parts of one's business ; one who will not do so might as well close his doors, for some smart up-to-date person will come along and take all the trade you had for years. The ways in which one may advertise himself are very numerous. You may use circulars, have signs up all through the country, or the newspapers, and many such ways, but there is one way which most merchants overlook—this is the children. If you get the goodwill of them they will not forget to bring your name in reference whenever they hear of any person wanting goods of your line. There are as many different ways to win them over as there are ways to advertise. Here is a good plan : Offer prizes for scholars attending the public school, who will write the best ad. Say that you call your place of business The Golden Crown, every ad. must bear in mind the name you have given your place. Say at one time, The Golden Crown, next, the appearance of the place, next, a certain article you want to offer on a certain day, and so on.

When you use these ads. always give the scholar credit for it by saying it was written by So-and-so, and another way is if a scholar will bring you in so many dollars worth of trade you will give them a pair of nickel or silver-plated skates, or something like that. You will soon find that they are good trade hustlers.

One of the greatest secrets in one's business success is one's employes, and to a certain extent what they are depends upon the example you set before them and the way in which you use them. If you, Mr. Merchant, treat them like so many slaves, you cannot expect them to take hold, and go ahead, or show their ability in giving different ideas which are so useful in business. When an employe comes to you with a scheme of his own, do not turn him away or ignore him by keeping on at whatever you may be at, and

only paying half attention to what he is saying, and perhaps turn him away without even letting the employe open his mouth. He goes away feeling very sore, for there is nothing so humiliating to one as to receive the cold shoulder from one's employer. And furthermore it undermines the interest of the business. Under such circumstances it is no wonder that a large percentage of men grow weak within themselves, and that many a young man fails to develop good mercantile qualities.

When an employe comes to you, listen to him and give him a chance to state his case ; if you have no time to listen to him, arrange to have an interview with him some time later. One must not be too free with one's staff, for the sensible employe wants his employer to have the dignity which impresses the public, but you can treat them right and at the same time maintain discipline in the store.

**THE BANKS AND INSOLVENCY.**

**I**T is said that the banks will block insolvency legislation as they did before. If they are wise they will refrain from anything of the sort. For years past the praises of the Canadian banking system have rent the air. It is a good system. But the banks have appropriated all the praise to themselves, as if they—instead of the Act under which they are constituted—were the acme of wisdom and commercial stability. The advisers of the banking interest will do well to impress on them this truth : that they are a monopoly for which there is no very enthusiastic feeling in Canada. Some of their privileges might well be pared down for the public benefit. While the rate of interest on ordinary investments has declined to 4 per cent. and 5 per cent., the banks are able to declare large dividends, from 6 per cent. to 10 per cent. If they wish to start an agitation of enquiry into the Banking Act they will interpose now against an insolvency law unless it grants them all they want.

Nor is it certain that the banks always conduct their own business with sense and discretion. Old bankers would hesitate at much that is now said to be common in modern banking. There is said to be far too much money lent on over-drawn accounts, which means one name paper. For these and other reasons the banks should promote rather than retard an insolvency law.

**CANADIAN BLANKETS FOR EUROPE.**

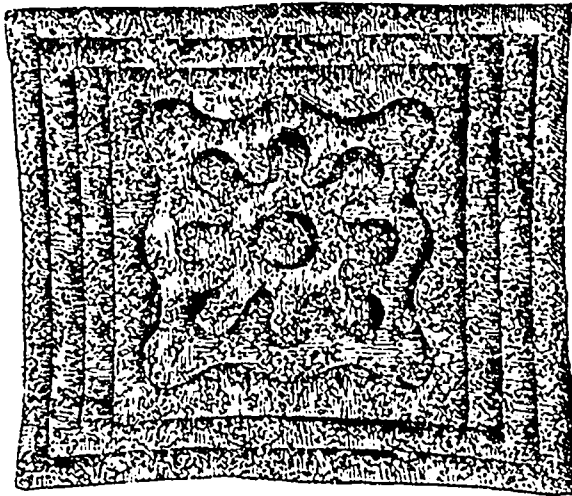
**T**HE fame of Canadian woolen blankets is spreading abroad. In this market the excellent wearing qualities of such blankets as those made in Cornwall have borne a high reputation for over twenty years.

Now, they appear to have been heard of abroad, and the other day W. R. Brock & Co., of Toronto, had inquiries from Amsterdam regarding prices and qualities, and the firm have written the would-be purchasers in Holland, sending samples. We hope this will mean an increased demand abroad for this class of Canadian woolens, and there seems no doubt that if properly pushed the market would be found profitable.

In the average quality of durable warm blankets it is doubtful if other countries can compete with Canada. The English blankets are superior goods, and so also are the New Zealand blankets. But the prices are high. Canada turns out a medium-priced, warm blanket that is hard to beat.

The northern countries of Europe would patronise our woolens largely if they were aware of quality and price. The shirts and drawers made in this country are admirably adapted for sale there, and we look forward to a time when this trade will be more vigorously pushed.

# THAT JOB IN EIDERDOWNS



as announced in last month's Review is going fast. Some colors are sold out, but a good assortment is left. The quilt is made of a **Choice French Sateen**, best quality, **Satin-Finish**, and unreservedly guaranteed to hold the down. It was bought for a quilt to sell single size at \$4 50. Our clearing price for this quilt, size 62 x 72, is,

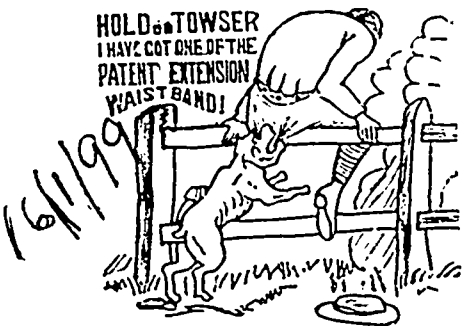
In case lots of one dozen, \$3.30 each.  
 In lots of fifty quilts - 3.15 "  
 In lots of a hundred quilts, 3.00 "

A complete line of colorings and designs.

Could you sell some Eiderdowns between now and Christmas? If so, we should be pleased to hear from you.

## The Alaska Feather & Down Co., Limited

290 Guy Street - MONTREAL



Relieves all strain on Buttons and yields to every motion of the body.

# SPRING CLOTHING



We are showing a large range of the latest styles in Children's Clothing.

**BLOUSE SUITS, D. B. SUITS, VESTEE SUITS.**

We use the Patent Extension Waist Bands in our Children's Suits.

## Chalcraft, Simpson & Co.

MAKERS OF FINE CLOTHING.  
 CHILDREN'S CLOTHING A SPECIALTY.

*Toronto*

If our travellers do not call on you, write us for sample suits and prices.



## WOOLENS AND CLOTHING.

MADE UNDER CLOSE SUPERVISION.

**A.** S. CAMPBELL & CO. are out with samples of some new ideas in ready-made clothing for spring. Realizing that there is a decided demand for better goods, both in quality and workmanship, they have determined to meet it and are turning out goods at their factory that are hard to beat. All goods are made under Mr. Campbell's own immediate supervision, and as he has had over twenty years experience in the ready-made clothing trade, there should not be anything wanting in finish or workmanship.

In order to keep abreast of the times the foreman of the factory makes half yearly visits to the principal clothing centres of the United States and posts himself in new styles and cuts.

A. S. Campbell & Co., of Montreal, have a few odd lines of fall clothing for immediate delivery which are offered at a very low figure. Dealers in need of such goods will do well to correspond with them.

Finley, Smith & Co. beg to call attention to their magnificent range of vicuna, llama and cheviot overcoatings. They also have in stock a full line of beavers and meltons.

Finley, Smith & Co. report a larger demand than ever for their popular serges, Trafalger, Britannia and Royal Navy. These goods are warranted indigo and are guaranteed to give satisfaction.

Finley, Smith & Co., are showing some new brown and bronze suitings which are selling quickly.

Chalcraft, Simpson & Co.'s line of novelties in children's clothing for the spring season is now ready. Every style shown is original, and the variety is extensive enough to meet every demand.

Chalcraft, Simpson & Co. report a much better demand for medium and high-class clothing, and orders are good for this class of material.

In children's clothing it appears that the demand for the more stylish kinds is very satisfactory. Chalcraft, Simpson & Co have introduced some attractive makes in this department, embodying new features and new ideas.

## TIT FOR TAT.

Phitts: "Ha! old fellow; how are you? Just heard that you have gone into the newspaper business."

Bits: "Yes, just bought a country paper."

Phitts: "That so? Why, you can give me an occasional puff then."

Bits: "Certainly; what are you busy with now?"

Phitts: "I am in the clothing business—ready-made clothing."

Bits: "Ha! Then you can give me an occasional suit of clothes."

Phitts: "Well, dunno about that. It costs money to manufacture clothing, you know."

Bits: "That's true, and it costs nothing to manufacture newspapers!"

Then they part.

## A SATISFACTORY SHOWING.

John Northway & Son have had such a large demand for their make of mantles this season that it is far more difficult to get the goods made than to get the orders. They are showing some very stylish garments in jackets, also in Russian blouses, both loose and tight-fitting back.

Their facilities for turning out first-class goods are unsurpassed. They have a technical and practical knowledge of the work and

personally superintend the manufacture of their garments. The junior of the firm is the designer, and, from the many complimentary letters received from customers as to the fit and style of his garments and the added fact that every customer in Ontario has sent repeat orders, it is safe to say that the success of this firm is beyond question, and they are now looking for larger premises for manufacturing.

## PROMISE PROMPT DELIVERIES.

The Empire Cloak Co., Toronto, have lately had more trade than they could handle, but, as they are now working day and night, and have added to their machinery, they are promising the trade prompt deliveries of orders from this out.

## NOTES FOR BUYERS.

**S.** F. MCKINNON & CO., by constantly being in touch with all manufacturers and exercising good judgment, are enabled to lead, not follow. This is especially true of their hat department.

John Macdonald & Co. have a big job line in flannelette embroideries at a low price.

Kyle, Cheesbrough & Co. are offering a large job line of veilings, for immediate delivery, at a very low figure. Dealers desiring any of these goods will do well to order at once as it is likely the stock will be sold quickly.

James Johnston & Co. have a fully assorted stock of jet and black braid trimmings, also colored, plain and tinsel gimps in endless variety. They also show a full range of black velvet ribbons, in cotton and satin backs, all widths.

John Macdonald & Co. are offering a big job in hosiery, the overmake of a large Canadian mill, comprising ladies' and children's plain and ribbed woolen goods. The price is away down.

James Johnston & Co. have received a special shipment of fancy silks in checks, broches and shot effects, suitable for the Christmas trade. These comprise the latest effects shown by the manufacturers. Write for samples.

S. F. McKinnon & Co. report a continued demand for walking hats, tourists and sailors. Their stock is up to date and well worth inspection. They do not cater for trade in anything but good goods, leading styles and popular prices.

James Johnston & Co. show the largest range in cashmere, ringwood and fancy wool gloves, for ladies, men, girls and boys; for value they are unsurpassed; drives in plain and ribbed cashmere hosiery; also special lines in plain and ribbed wool hose, leading lines in seamless goods.

## SPECIALS IN WOOLENS.

John Macdonald & Co. are showing several job lines in mantle beavers and curls; also a special line of black and blue clay twill worsted. Some fancy worsted trouserings are also special lines just now. The department is clearing a lot of odds and ends in short lengths in worsteds, suitings and trouserings. These are being cleared at a low price previous to stock-taking.

The hat department of the D. McCall Co., Limited, we learn, is well assorted with all the newest productions in sailors and walking hats. They are particularly strong in green and cardinal sailors in all styles. Your orders will meet with prompt delivery.

Hourd & Co., London, who sell direct to the trade, are having a large demand for their new "Acme" crokinole board, finished in five beautiful colors. They make a very striking and attractive display in the store, without which no Christmas stock is complete. The men are unusually well finished and got up in attractive card-board boxes. Orders should be placed at once.

# George Armitage, Limited

Water Lane Dye Works, BRADFORD, England

COTTON SATINS,  
COTTON ALBERTS and  
all COTTON GOODS Dyed by  
the Fast Black Process  
(NOIR INALTERABLE)  
of G. A., Limited, are  
rendered unchangeable  
by acid, atmospheric influences  
or sea water, and the handle of  
the goods is equal to half-  
woolen goods.

ARE

## Dyers,

Stovers, Bleachers  
and Finishers of

HALF-WOOLEN GOODS,  
SATEENS and  
MOHAIR LININGS  
should all bear  
the undermentioned  
stamp :



SATIN-DE-CHINES  
ITALIAN CLOTHS  
MOHAIR and ALPACA LININGS  
WORSTED COATINGS  
WOOL SERGES  
IMPERIAL CLOTHS  
COTTON GOODS and  
DRESS GOODS  
of all descriptions.



## Caution and Warning

### TO ALL WHOM IT MAY CONCERN :

It has come to the knowledge of **GEORGE ARMITAGE, LIMITED**, of BRADFORD, ENGLAND, that certain fabrics of inferior dye and finish are being shipped to America which are **FALSELY** represented as having been dyed and finished by **GEORGE ARMITAGE, LIMITED**. In some cases the persons guilty of this fraudulent practice have not hesitated to insert in the lappets "tissues" printed in gold and bearing the words "Dyed and Finished by George Armitage, Limited."

**THIS WARNING** is given that all users and sellers of **LININGS** may satisfy themselves that they are handling the genuine Dye and Finish of **GEORGE ARMITAGE, LIMITED**—the well-known merits of which have led to these unscrupulous deceptions—by seeing that **THE CLOTH ITSELF** bears one or other of the trademarks of **GEORGE ARMITAGE LIMITED**, as set forth above or below.

**FURTHER NOTICE** IS HEREBY GIVEN that drastic legal proceedings will be instituted against any one falsely representing cloth to be of the Dye and Finish of **GEORGE ARMITAGE, LIMITED**.

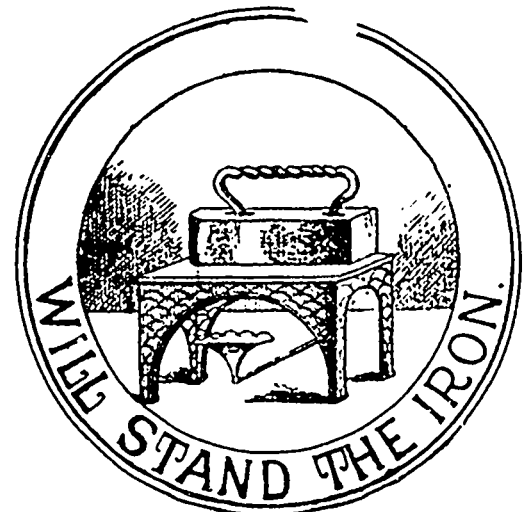


**BEAVER**  
Permanent  
**FINISH.**

(Registered Trademark and Title.)

Suitable for all classes of **LINING FABRICS** (Mohairs, Alpacas, Worsted and Cotton Italians, Etc.)

Will not mark with the tailor's damp cloth and hot iron. Will not wear greasy. The dye is also made faster by this process.



## THE CANADIAN COTTON SITUATION.

UNCERTAINTY AS TO FUTURE COMPETITION—THE REPORT OF A NEW MILL UNCONFIRMED—DOES THE SYNDICATE AGREEMENT FORBID COMPETITION?—RECENT IMPORTATIONS OF ENGLISH COTTONS.

THE Canadian cotton situation is practically unchanged for the present, as to price. The future, however, is charged with uncertainty. There are persistent rumors that the two big syndicates—the Canadian Colored and Dominion companies—having no longer the same selling agency will compete later on in white cottons. These rumors are all denied by the persons most interested. Still the story of future competition continues to circulate.

The supposed basis for this story is rather curious. Without vouching for its accuracy, we give it as likely to interest the trade. It is said that when the agreement between the cotton syndicates was drawn up some years ago providing that one set of mills would make colored goods and the other set white and grey cottons, the agreement omitted to confine white cottons to the Dominion company. This, if true, would permit the Canadian company to make white cottons without breach of agreement. The selling agents of that company having no longer any interest in the Dominion company, competition, it is supposed, will sooner or later be entered upon. White cottons are now much more largely sold than in 1891, when grey cottons were all the rage. The rumors of a new mill under the auspices of capitalists connected with the Colored company are not confirmed. One rumor talks of a new mill at Ottawa. Another report places it in the Eastern Townships. We find no confirmation of these projects to build a new mill. Competition in white cottons could go on in some of the present mills, and there is no room in Canada for any additional factories. There is a common impression in the trade that by the spring at the latest a new move in the cotton business will be witnessed.

## AN ARRANGEMENT LAISES.

Meantime, two new factors are reported. The Dominion and Merchants', which have had a tolerably good understanding with one another as to prices, etc., up to the present, are now competing. The Merchants' will now manufacture cotton ducks, hitherto made by the other concern. The Canadian Colored company have reduced the price of A shirtings  $\frac{1}{2}$ c. per yard for big orders. No other price-change is reported.

## ENGLISH COTTONS.

The second feature of note just now is the presence in the market of English white cottons which several wholesale houses have imported. For the present this is regarded as more or less of an experiment to see how they will compare with Canadian cottons. The quality is all right, but the soft finish does not quite suit the Canadian trade. As to price, they meet Canadian competition very well even at the present rate of duty, while next year, when the full one-quarter of the minimum tariff comes into operation, the importations of English cottons are expected to be quite extensive. One informant of THE REVIEW says: "These importations are of a special character, consisting mostly of longcloths and cambrics, and are a fine grade of goods. They are intended to meet the Horrocks cotton imported from Manchester by a few

Canadian retailers and also the Lonsdale cambrics imported from the United States. Domestic cottons should not be affected by them."

The Dominion Cotton Co. are now selling their own goods all over the country. Besides Messrs. Hardy and Cochrane, Mr. Harley is covering the Maritime Provinces and Mr. Addison, of the staple department of Gordon, McKay & Co., Toronto, will take the western ground.

## TRIMMING FOR WINTER GOWNS.

All of the winter fashions are now settled, and they show a tendency for trimming of some kind. Jet and colored gimps, black and colored velvet, black and white satin, velvet ribbon, bands of the dress material, rows and designs of braid, and yokes of silk cord, or bead and spangle embroidery on mousseline are the garnitures that will be seen on every hand. Small buckles will be worn in folded collars and belts, and long silk, velvet, ribbon and mousseline sashes are also among the accessories designed to increase the elaborate appearance of winter gowns, which are all much trimmed, except the severely-tailored street suit.

## SATIN STOCKS AND LINEN COLLARS.

The newest stocks are of satin cut on the bias and interlined with crinoline; they form a plain band, hooking at the back, with ends brought to the front and tied there in a short bow. Linen collars worn with flannel and silk shirt-waists have a string tie or four-in-hand scarf. A yard and a quarter of three-inch ribbon, plaid, striped or figured, is worn as a stock, folding it softly across the front to the back, crossing it there, bringing it to the front again, and there knotting it like a four-in-hand tie. Never put a lace ruffle, or lace in any form, in the collar of a shirt-waist. Lace ruffles or trimmings of lace may be used with any other style of dress waist.

## SOMETHING NEW

MADE IN ENGLAND  
No connection with any American Corset House.



MADE IN ENGLAND  
No connection with any American Corset House.

## Thomson's NEW "GLOVE-FITTING" Corsets.

Transformed, re-modelled, and brought up to date, and a delight to all who wear them.

Mrs. W. writes,—"I find your New 'GLOVE-FITTING' Corset perfect, most comfortable to wear and beautifully finished. I can think of no words that would describe its perfection."

Mrs. M. writes,—"I have really never had such a perfect fit before."

Mrs. G. writes,—"I have much pleasure in stating that I have never worn a more perfect fitting Corset than your New 'GLOVE-FITTING.' I shall recommend them to all my friends as being simply perfect."

To be had of all Dealers Throughout the World.

ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.

THE DEMAND IS FOR GOOD

# CLOTHING

Better times are with us.  
Better goods are wanted.

Our clothing occupies a foremost place in the trade.  
We have \_\_\_\_\_

## New Styles, Good Material<sup>and</sup> Latest Cut

If you want to do a first-class up-to-date clothing business,  
*Write Us, We Can Help You.*

We were the first house in Canada to introduce outside sizes, consisting of special fits for *Stout* and *Slim* men. Now others try to follow us.

Our travellers are now on the road with Spring Samples. Examine them. *You Will Find Them Right.*

We have a few odd lines of Fall goods that will be sold at a sacrifice. Send us sample order.

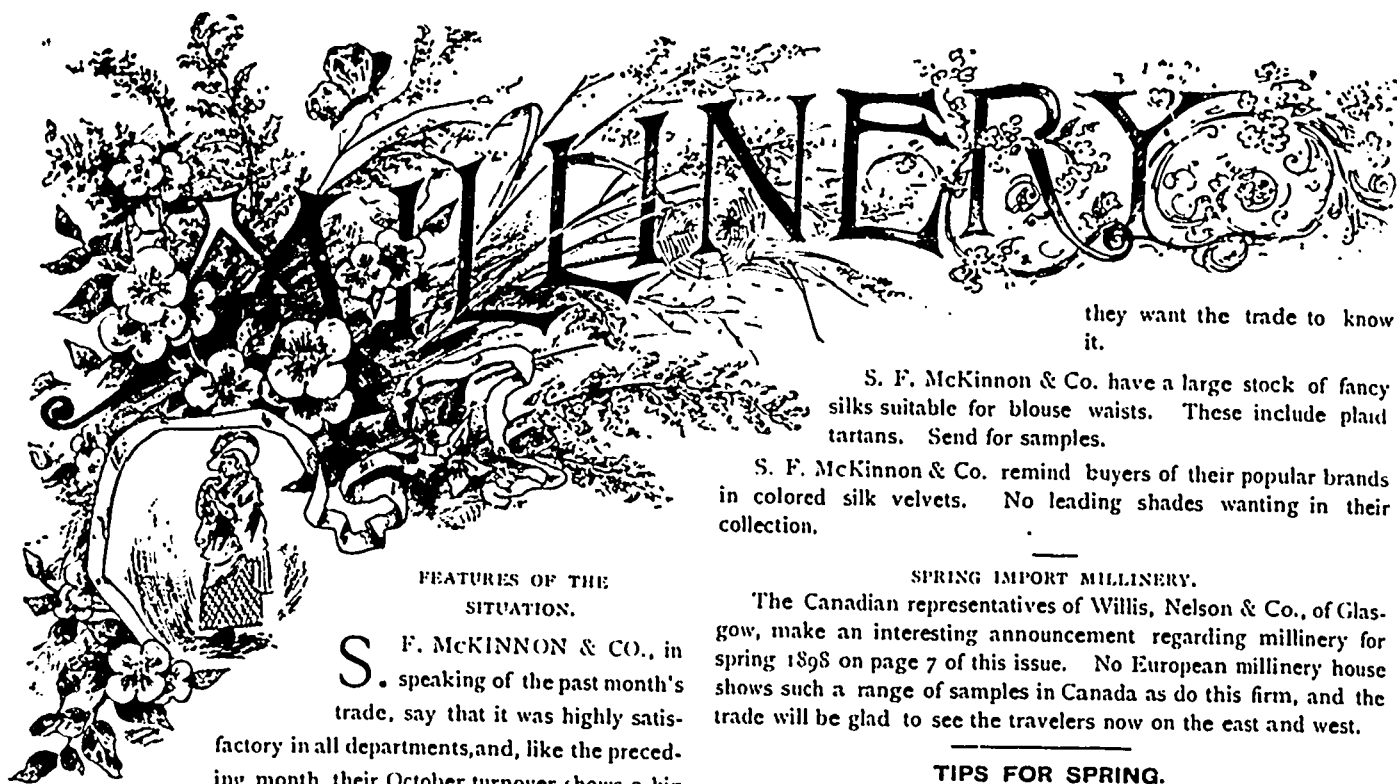
Letter Orders promptly attended to.

## A. S. CAMPBELL & CO.

WHOLESALE CLOTHIERS

256 St. James Street

MONTREAL



they want the trade to know it.

S. F. McKinnon & Co. have a large stock of fancy silks suitable for blouse waists. These include plaid tartans. Send for samples.

S. F. McKinnon & Co. remind buyers of their popular brands in colored silk velvets. No leading shades wanting in their collection.

#### SPRING IMPORT MILLINERY.

The Canadian representatives of Willis, Nelson & Co., of Glasgow, make an interesting announcement regarding millinery for spring 1898 on page 7 of this issue. No European millinery house shows such a range of samples in Canada as do this firm, and the trade will be glad to see the travelers now on the east and west.

#### TIPS FOR SPRING.

Keen, up-to-date merchants look ahead for their information, and W. R. Brock & Co. intimated to our point searcher that they have some great snaps for next spring. In unlaundried shirts a line called the "Tempter" will capture the trade, while their special lines of hosiery that have been tested for wearing qualities and good value will be on deck again, having weathered the storm of keen competition. Amongst them will be the "Leader," "Leather," "Electric," "Whopper," "Scorcher," "Ironclad," "Comfort," "C.P.R." and "S 32." Brock's range of underwear will, as usual, be large and attractive. Good value and what the trade requires are the recommendations of every line. Being well bought they cannot help but be rapid sellers and profit-producers to any retail merchant. Fabric gloves and mitts, as might be expected, are good value, containing all the novelties and latest ideas. The reputation that W. R. Brock & Co. have won as a hosiery and glove house seems to be well merited, and having attained that position their buyer assured our reporter they had taken a long lease of the district.

#### HE WAS SUSPICIOUS.

One of our subscribers in a thriving town in the Rocky Mountains writes us as follows:

"Enclosed please find \$2 subscription to THE DRY GOODS REVIEW. Someone presented me an account for THE REVIEW, but as there are so many bilks traveling around I was afraid to disgorge, having been victimized about two months ago to the tune of \$2.50. The gentleman who called seemed very meek and nice—but looked foxy."

This just shows you how careful they have to be out in the mountains. A man might come along with a shot gun and carry off the whole stock. Our representative is correctly described as looking "meek and nice," for those are his instructions at all times, but as to being "foxy," we shall make inquiries, for he was certainly not that on leaving here. It may be, of course, that mountain air converted the look of extreme modesty, usual in Central Canada, into an appearance of foxiness.

We learn that the D. McCall Co., Limited, have a full assortment of ribbons in all widths. Their letter order system gives every satisfaction.

#### FEATURES OF THE SITUATION.

S. F. McKINNON & CO., in speaking of the past month's trade, say that it was highly satisfactory in all departments, and, like the preceding month, their October turnover shows a big increase over the corresponding month of last year.

In speaking more particularly along the line of millinery, which they, of course, are more closely identified with, they said that their experience, not only as judged from their extra turnover, but from the general tone of merchants with whom they are coming in contact from day to day, leads them to the conclusion that thus far it has been an exceptionally good millinery season. And, speaking for their own hat department, they say that the number of hats turned out since the 1st of September is not less than 30 per cent. more than any previous fall season for seven years.

This firm believes that the particularly fine, mild weather all through October has done much for the millinery trade, and while other branches of business may have suffered to some extent, there are certainly no murmurings heard from the millinery world. Continuing the conversation, they said: "If you refer to our notes on the outlook for October, we said that silk velvets, velveteens and ribbons would be strong features, and it has proved correct. And we will just give you another pointer: they will be good to the end of the season." They also reminded us that at our last interview this firm had great faith in the development of ostrich feather effects, and now claim that it is a settled fact; they have come to stay for a time, and, although growing in popularity as the season advances, may not reach their full strength this season.

"Just before parting let us say a word about another article which is closely related to millinery. We refer to ladies' jackets. You will see a big scramble for the perfect fitters before November closes, and we have lots of them."

#### NOTES.

S. F. McKinnon & Co. claim to have a big hold on the ribbon trade; a big assortment and correct prices tell the tale.

S. F. McKinnon & Co. have a big stock of black moire ribbons in all widths up to 100; fine values.

S. F. McKinnon & Co. believe they have the largest and best assorted stock of perfect-fitting jackets in the country, and

# WHOLESALE MILLINERY...

**EVERY  
DAY  
EVERY  
WEEK**



**EVERY DAY** our Hat Department is replenished with shipments of the *Latest Novelties* from *New York*.

**EVERY WEEK** we receive large shipments of the newest productions from the European Markets, consequently our stock will always be found replete with all that is in demand.

Letter Orders always receive prompt and careful attention.

The **D. McCALL COMPANY, Limited**  
**TORONTO.**

*“They are Still Saying It.”*

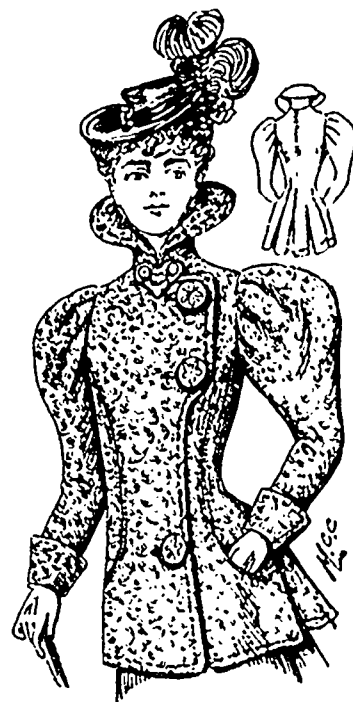


187.—Made from a high grade kersey, trimmed with straps, soutache velvet, and handsome pearl buttons.

THE LARGEST CLOAK BUYER IN  
WINNIPEG SAYS:

DEAR SIRS,

We enclose order for mantles which please express at once. Your goods have given good satisfaction both in fit and style. We are very much pleased with the lot to hand.



189.—Made from black boucle of Persian Lamb effect. A great seller. Price, \$5 50

**JOHN NORTHWAY & SON, 64 Bay St., TORONTO**

## DEVELOPMENT OF A NEW ENTERPRISE.

THE announcement that the Merchants Dyeing and Finishing Co. are to assume and carry on the business of Caldecott, Burton & Spence (the details of which appear on page 3) is a matter of decided importance to the trade. The enterprise itself is quite unique in this country, since the company will not only import fabrics in the grey state, and dye and finish them in this market, but also sell them direct to the retail trade. For this purpose the staff of travelers of the old firm will be utilized. The selling department will handle the dress fabrics as well as the accessories, linings, trimmings, velveteens, velvets, laces, embroideries, etc. Making a specialty of these particular lines, the company will therefore concentrate their attention upon a department which is very profitable to the retail trade when prices, shades and styles are right.

In these three respects the company show what exceptional facilities they have: as to price, they save in the first cost of the rough material and also in importing it, since the duty is lower on goods in the grey than when they come in finished; as to shades, the practice of dyeing continuously enables the local demand to be supplied according to the requirements and tastes of the Canadian market; as to styles, the latest patterns and designs are purchased in Europe, so that this market obtains the newest things in the colorings that the retail trade find to sell best.

The dyeing and finishing processes have already demonstrated their perfection. This branch of the industry has been referred to once or twice before in THE REVIEW. It is conducted on the most approved and extensive scale with the finest appliances and according to the latest methods. The Congo Black materials are absolutely fast to acid, and the finish in all goods has been brought to the highest state of superiority. The company has, therefore, all the elements of success, and it confidently appeals to the trade for

a share of patronage. As an essentially Canadian enterprise it deserves to receive a cordial support from Canadian merchants. Mr. P. H. Burton, who has brought the undertaking to its present successful issue, is favorably known in Canada for his intimate knowledge of goods, his up-to-date ideas and his experience as a buyer in the continental markets. Under such auspices it is safe to predict for the Merchants Dyeing and Finishing Co. a career of marked success, since it holds out to the retail trade the certain prospect of large profits on salable lines of goods.

## PRINTS.

James Johnston & Co. having secured entire control of the line of English prints No. 103, formerly handled by Robert Linton & Co., report a most satisfactory sale of the line, although the samples have been in the hands of their travelers only a few days. The range of patterns is unexcelled, and the cloth, which is known in the trade as the best value shown at the price, is fully up to the standard.

## TWO LINES THAT ARE GOING.

In department "B" W. R. Brock & Co. have two great bargains for immediate delivery: A 24-inch twilled dress tartan and a 28-inch dark check flannelette. Of these two lines they have bought the entire mill's stock, and at the rate that orders are coming in for them the supply will not last long.

## THE WINNER.

This is the name given to a line of women's seamless black cashmere hose shown by W. R. Brock & Co. to retail at 25c. per pair. They are the heaviest and best finished goods ever produced at the price and are rapid sellers.

## OUR SPECIALTIES

# Dress Goods Silks and Henriettas

## WILLIAM AGNEW & CO.

305 and 305 1/2 St. James St.

MONTREAL

# Perrin's Gloves



## PERRIN FRÈRES & CIE.

7 Victoria Square, MONTREAL.

Manufacturers  
and . .  
Importers of

### KID GLOVES

of all Styles  
and . .  
Qualities . .

Our travellers are now out with new samples  
for Spring trade.

# S. F. MCKINNON & CO.



577. Extra Heavy Boucle Cloth. Price \$6.25.

*in every particular, and at reasonable and popular prices.*

*The garments here represented have been great favorites and sold in large quantities, but are no more popular or effective than many other numbers in our collection.*

*The big push for Jackets is on now, and our department is full of quick-selling, profit-bearing garments, which can be shipped the same day as ordered. Inspection invited.*

*Yours truly,*

**S. F. McKinnon & Co.**

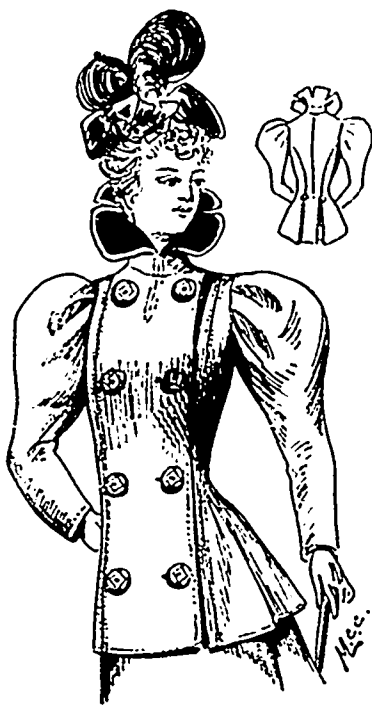
61 Bay Street, TORONTO

Glenora Building  
Notre Dame St., Montreal.

35 Milk St.  
London, England.

*We have now entered upon the big Jacket month of the year, and as buyers will require to sort up their stocks from time to time, we assure the trade that nowhere else in Canada will they find a stock of Jackets equal to ours to select from.*

*We have received direct from Germany, and passed into stock within the past two weeks, fifteen hundred Jackets, all repeats of numbers which have previously been pronounced by the largest and best Jacket buyers in the trade to be correct*



550. Heavy Black Nap Cloth. Price \$4.50.



601. Heavy Beaver Cloth. Price \$3.50.



## DRESS GOODS.

**JAMES JOHNSTON & CO.** desire the attention of the trade to their line of black soleils and black figured dress goods. Their range is large in these and the demand is unusually good. Black and colored moreens in all wool and union are a special feature in this department and are selling rapidly.

In their dress goods and silk department **W. R. Brock & Co.** have been very busy lately and, during the month of November, propose clearing out a lot of odd lines and broken ranges to make all the room possible for their new importations, which will start to come in during December. They have lately received some special values in fancy blacks and costume tweeds with which they are having a marked success. Also a number of lines, in fancy silks which are most attractive and new and very much below regular prices.

**Caldecott, Burton & Spence** report great activity in the dress department and inform us that crepon effects are still in active demand, particularly black raised effects in the better class of goods.

**John Macdonald & Co.** report dress materials from 50c. upwards in good demand. The boucle effects are being followed now by covert coatings and lady's cloth, while navies and black serges continue popular. In silks a new shipment of Roman stripes and checks is just in. Fancy silks are in good demand.

The present season has been a very good one for dress materials, because it has been one of the finest fall seasons on record. The demand for good dress materials has also been very noticeable and **Caldecott, Burton & Spence** inform us that the best

selling lines for fall, 1897, have been goods to retail from 50c. to \$1.50 per yard. This also is a pleasing indication of the coming of better times, and which, doubtless, will be very welcome to all classes of merchants throughout Canada. **Caldecott, Burton & Spence** report crepons and black brocades as still being great favorites. Covert coatings have sold well, and boucles, being so suitable for a winter dress, have been in active request.

**Wyld, Grasett & Darling** report a very heavy demand for black dress goods, especially in crepons, figured soleils, knickers, armures, figured satin cloths, etc. There is a continued demand for fancy dress goods, tweed effects, silk and wool fancies, etc. French and coating twills are in steady demand, and a special 54-inch pearl twill is proving a great leader.

## THE VERY LATEST IN NECKWEAR.

A Canadian neckwear buyer who returned Nov. 1 from the London and New York markets, told **THE REVIEW**: "The latest novelty for men's neckties is the cable check satin. These satins are shown in black grounds with gold, green and white cable checks, with overshot bars in good contrasting shades. Also bottle green satins with combination check in red, white and pink. These goods are fine quality and are woven on hand looms, as they cannot be made by power looms owing to the intricate weaving, which makes them appear more a work of art than an article of commerce."

## LATE NEWS OF THE TRADE.

**McLean & McKay**, general merchants, Underwood, Ont., report business as rushing.

**James Piesi**, of Southampton, Ont., has added a fine new stock of dry goods to his business.

## A. A. Allan &amp; Co.

Ladies' and Gent's

Fine Furs

EXCLUSIVE NOVELTIES

Jackets  
Capes  
Neckwear  
Fancy Ruffle Muffs

Electric Seal  
Grey Lamb  
Persian Lamb  
Mink  
Stone Marten  
Russia Sable

To complete a line of Furs made in

## ATTRACTIVE AND NOVEL STYLES

Every Buyer should inspect our lines. We carry a full assortment of everything required by the Fur-Buying Community.

## Hat Department

English and American Styles the choicest.

**CLOTH CAP DEPARTMENT.** Our own manufacture. Quality and value unsurpassed.

A. A. Allan &amp; Co., Wholesale Hatters and Furriers.

LETTER ORDERS  
Receive Careful Attention

51 Bay Street, TORONTO

## RECOGNIZED . . .

THE BEST FINISHED



Kid + +  
Gloves

of the day are manufactured by

Emil Pewny &amp; Co.

GRENOBLE, FRANCE.

◆◆◆◆

This celebrated make of Kid Gloves may be found in all the best Retail Houses the world over.

S. GREENSHIELDS, SON &amp; CO.

Solo Agents for Canada

# ARE YOU IN IT?

Some of the leading merchants are finding it hard to retain their reputation for "up-to-date mantles," having too many long antiquated garments hanging on their racks. Our patrons, who are almost daily writing and wiring us to keep them well supplied with the latest novelties, are easily forging ahead of their competitors.

The **Empire Cloak Co.**

20 Front Street EAST

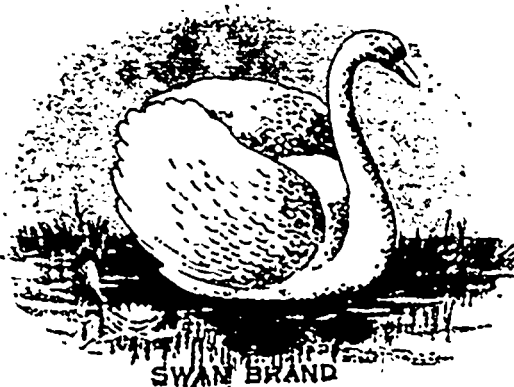
TORONTO

## Down Comforters

BEAUTIFUL COVERINGS.

**HOLIDAY GOODS**

Fancy Silk Cushions,  
Cosies, Chair Backs  
and Chair Cushions,  
New Shapes.



Fancy Plush Cushions  
Fancy Satin Cushions  
Fancy Embroidered  
Cushions

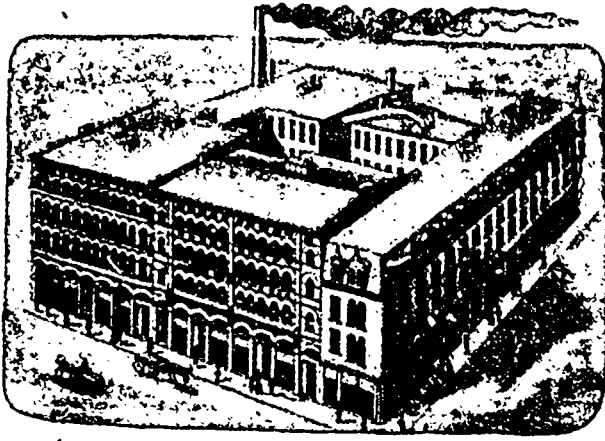
**COTTON QUILTS**

White Cushions,  
Cosies, etc.

BOULTER & STEWART, Selling Agents

30 Wellington St. E., Toronto

The Toronto Feather & Down Co. Limited, Toronto



# JAMES CORISTINE & CO.

Fur Manufacturers

469 to 477 St. Paul St.

**MONTREAL.**

Are you handling our special make of

## Norway Seal Capes and Jackets

this season? If not, write for samples and prices.

These goods---which are also made in Caperines, Collars, Muffs, Caps and Gauntlets---are equal in appearance to South Sea Seal, and are very serviceable.

# SPRING 1898

Good times are  
coming with  
1898.

Be prepared for this welcome change. See our samples and order early.

In November our travellers will show complete lines of domestic goods.

In Design, Finish and Quality, next season's goods will be found superior to any yet shown.

Time is money! and the time spent looking over our samples will surely bring money.

# P. GARNEAU, SONS & Co.

SAMPLE ROOM . . .

89 Temple Building, Montreal.

Wholesale Dry Goods,

**Quebec.**

## CANADA'S NEED OF AN INSOLVENCY LAW.

THE REVIEW'S CRUSADE IS TAKEN UP ALL OVER THE DOMINION—THE DAILY PRESS NOW ENLISTED IN THE FIGHT—THE ASPECT OF RETAILERS WHO OPPOSE THE LAW—MORE INTERVIEWS AND TRADE COMMENTS.

Special Correspondence and Interviews of THE DRY GOODS REVIEW.

SINCE the last REVIEW appeared the insolvency question has been taken up heartily in several quarters with good results. The efforts of The Toronto Globe, the great Liberal newspaper, are especially worthy of mention. By interviews with the trade and leading articles on the same lines as those in this journal the subject is being brought persistently before the Government and members of Parliament, so that we may expect action at the coming session. Nor has the agitation spread only in one or two of the large cities in the central provinces. For instance, we are indebted to one of our British Columbia readers, Mr. Cameron of Victoria, for a clipping from The Colonist. The paper says:

"Since Confederation two insolvency acts have been upon the statute book, the Insolvent Act of 1869 and the Insolvent Act of 1875. Neither of these measures was perfect, and we are inclined to think that there was altogether too much machinery about the latter. The law of 1869 was very simple and proved useful. Those who had experience with these laws will endorse the statement that they relieved a great many people, and while in some cases they may have been used for dishonest purposes, as a general thing few suffered by them and many persons were greatly benefited."

## THE MONTREAL BOARD OF TRADE.

At the meeting of the Board of Trade Council, Oct. 27, the question was discussed. It was the unanimous opinion that an endeavor should be made to procure legislation on insolvency at the next session of Parliament. The council ordered that the Premier be again addressed upon the lines of the council's memorial of last January, and which indicated that the bill which passed the Senate in 1894, and was re-introduced in 1895, was generally acceptable to the Montreal Board of Trade. It was also ordered that a letter be addressed to the Boards of Trade throughout the country asking their assistance towards procuring, at next session, legislation providing for the equitable distribution of the assets of insolvent debtors.

## ANOTHER TRADE OBJECTION.

Mr. T. M. Kirkwood, of Sudbury, Ont., writes: "I wish you would insert my plea re an insolvency law. If the wholesale merchants would combine together and sell for cash only, then the whole question is settled. They have the insolvency law in their hands without going to Parliament. This would clean out the petty retail dead-beat merchants, and be the cause of making us all honest by selling goods at over cost, instead of below cost, thereby assigning.

"The wholesale merchants are to blame. If they go to Parliament, Parliament should laugh at them and say: Why do you give credit? You make a law between you to sell on credit, and you now ask us to repeal this law or rule of yours.

"I know of a case that happened where two retail dry goods merchants bought goods from the same wholesale house. One failed and settled for 30c. When the other saw this easy method of settling he failed too. I ask who was to blame, and would like to know?"

## FAVORS THE CASH SYSTEM.

The Toronto World says: "The merchant who gives credit is often as much to blame as the man who fails to make a success in his business. The merchant is not compelled to part with his goods, and he should not part with them unless he is reasonably

assured that the party to whom they are sold is honest and able to pay for them. The cash system is the preferable method in business, and it should be encouraged. A liberal insolvency law will tend to make merchants more careful in granting credit, and this is exactly what the country needs."

## THE RETAIL OBJECTIONS DISCUSSED.

"I would like to hear a frank opinion on the insolvency question, especially to meet the objections raised by retailers," THE REVIEW said to Mr. W. R. Brock, head of the well-known wholesale firm of W. R. Brock & Co. Mr. Brock replied that he was quite willing to answer any questions put to him. THE REVIEW began with this one: "Do not wholesale firms give credit too readily and thus bring losses on themselves?"

"I am quite prepared to admit that in some cases credit is given too readily. But you put the question as if the Canadian wholesale trade alone were meant. As a matter of fact, the competition which leads to much credit-giving is intensified by British houses. The keenest competitors are English and Scotch houses, who have travelers going all over this country with samples. They are willing to cut a dress length or furnish material for a pair of trousers. Without the knowledge of the country which firms in Canada have, they give credit too freely, and thus bring upon themselves heavy losses. In such cases they have themselves to blame, and certainly have no right to complain of the Canadian laws. Still we find the British demand for an insolvency law louder than any. This competition makes credit too cheap, but the remedy would lie in a simple bankruptcy law, providing that creditors may, by some quick and inexpensive process, get possession of an insolvent estate and make the most of the assets. That is all the creditors want. Mind, I do not argue for a complicated and elaborate Act of many clauses, which would be chiefly valuable as providing livings for lawyers and official assignees."

"But, Mr. Brock, there are retailers who, thinking that a law would favor wholesalers mostly, are inclined to believe that the present state of affairs would be better for the retailer. Are they correct?"

"No; the present law favors the dishonest retailer only. Any man who is paying 100 cents on the dollar must see that it injures him to have a state of things which enables his competitor to make a stand, defy his creditors and compromise at 60 cents. A simple law, such as I have referred to, could define what an insolvent is. Supposing it provided that a man who could not pay his notes as they matured was an insolvent. That would make him careful to meet his paper and make the jobbers careful, also, as to whom they were selling to. This would do more than anything else to bring about the cash system."

"Still, THE REVIEW hears from retailers who fear that under insolvency laws compromises would be made easy, and a premium would be put on failures; is that correct?"

"There is no danger under a proper law of an insolvent getting a discharge if he does not deserve it. If the law rules out from obtaining release those who have been guilty of fraudulent practices, the rest are men who have a right to another chance. The county judge might be left to say what should be done with merchants guilty of fraud."

"Then you would not prevent all insolvents from starting up again?"

"Oh, no, you must discriminate in such cases. Otherwise you

would drive out of the country men who had failed, as they could not make a living here if deprived of the right to trade. There are numerous cases of perfectly deserving men who fail from no fault of their own. For instance, a new railway may open up a district and draw trade away, and the local merchants would lose. These, and other cases that might be mentioned, show that an insolvency law should always facilitate the discharge of worthy debtors."

SOME RETAIL OBJECTIONS ANSWERED.

Mr. James Slessor, of James Johnston & Co.: "I cannot understand what reasonable objection an honest retail merchant can have to an insolvency law. It is to the interest of the retailer as well as the wholesaler to have business done in an upright and straightforward manner, and surely no honest man can desire to see another defrauded of his rights. The wholesale merchants of Canada do not ask for a severe law, nor do they seek to harass the unfortunate, but they do ask that when a retailer becomes insolvent every creditor be given his fair share of the estate without favor or preference. It cannot help an honest man who fails to have one creditor get the full amount of his claim while another get nothing, and yet this frequently happens under our present law.

"It is argued by some that the wholesale houses have themselves to blame in case of failure, as it is they who dispense credit to the untrustworthy and dishonest, and one of your correspondents in the last issue of THE REVIEW declares that many a capable and honest trader has been driven to the wall by the bestowal of credit on such men. He puts this forward as an argument against such a law, but it is really a strong point in favor of it, for under a proper insolvency law the crooked and tricky merchant will be compelled to act honestly or take the consequences. It will in this way protect honest and capable traders against the unfair competition of the merchant who compromises at 50c. on the dollar and then competes with the man who is honestly striving to pay 100c. Is it not a hindrance to reputable merchants to have their neighbors making unfair and fraudulent assignments, while they pay in full? Yet how can this be prevented except by a law such as we ask for?

"It must be apparent to everyone that no wholesale merchant—or any other merchant either—would sell goods unless he had a fair chance of receiving payment for them. True it is that some merchants are allowed to embark in business with little or no capital and are supported by the wholesalers; but the latter first satisfy themselves that they are men of integrity and business ability, and I have frequently noticed such men are often the most successful. Indeed, some of the most prominent and solid houses in the trade to-day were started without any capital to speak of. Some of those who are loudest in their outcry against the wholesale houses for giving credit to men without capital were themselves started by the wholesale trade.

"Wholesale men are fully aware of the misfortunes which are liable to overtake every merchant and are willing to make full allowance for them. The law the Boards of Trade throughout Canada prepared is a particularly fair one, not bearing too hard on the unfortunate and at the same time protecting the wholesale merchant against dishonesty. It should be remembered that in other countries bankruptcy laws are far stricter than the one we ask for. In Germany, for instance, a man who cannot pay his debts is obliged to submit his books to the Board of Trade for examination, and if any trace of dishonesty is found he is tried and may be imprisoned for a long term. In England no insolvent who has been tricky in the slightest degree can hope for a discharge from his creditors, and he may think himself lucky if he escapes severe punishment.

"In a fair insolvency law, such as we desire to see passed, the upright insolvent need have no fear. He will be discharged and treated with leniency by the wholesalers. In fact, the law will

help him, for it will show who is really honest, and the straightforward man who has been unfortunate or unsuccessful will meet with every consideration at the creditors' hands. To the tricky and dishonest retail merchant a law may have its terrors, for it is he who will be punished and driven from business."

THE EVIL OF BANKRUPT STOCKS.

J. O. Gareau, 471 Rachel street, Montreal, says: "I am very much pleased with your REVIEW; every dry goods merchant should receive it. There is much valuable advice and many pointers in THE REVIEW which could be of great help to many if put into practice.

"Your efforts for an insolvency law have the support of all honest dry goods merchants, who badly need protection against the host of bankrupt stocks which are constantly thrown in their neighborhood either by the man who fails or by the next neighbor, who buys it at 40 or 50c. on the dollar. In reference to bankrupt stocks, all retailers should unite and try to obtain an agreement from the wholesale to the effect that all bankrupt stocks should be sold in small lots instead of selling them in bulk. It might bring less money to the creditors in one way, but it would pay them better in the long run, for how many retailers have paid 50c. on the dollar for having had their business ruined by a number of these stocks sold in their neighborhood?

"I may also state that a bankrupt stock does not always pay the buyer, who generally makes more noise and damage to his neighbor than profit. Such points as the remedy for the pedlar plague, the merchants' mutual insurance, a uniformity of prices in some lines of goods, and the general interests of the dry goods trade, could be obtained if the retail dry goods merchants would only unite their strength by becoming members of the Retailers' Dry Goods Association, whose influence for the good of the trade is rising every day. The committee of the association is trying a movement in that way, and a little help from THE REVIEW would render the task of bringing the English and French merchants together much easier. Knowing the interest you take in any movement that will promote the welfare of the dry goods people, I have no doubt that you will put your shoulder to the wheel and help us in this work, which will turn to the general benefit of all those concerned."

LAWS WITH LOOPHOLES FOR DISHONEST MEN.

Mr. R. C. Wilkins, of Montreal, who carefully prepared some time ago a paper on the insolvency problem in Canada, has permitted THE REVIEW to take from it some of the points that are of special interest just now. Mr. Wilkins shows that one of the defects in the present law is its lack of uniformity, a business man requiring to be almost a lawyer to comprehend the working of the different provincial enactments. The system of preferences in the Maritime Provinces where a merchant may assign giving preferential claims to creditors, without any reason for so doing, except that he likes one creditor better than another, or that he may be related to his wife's mother, or some such silly reason, is the worst feature of the lack of a proper insolvency law. Except the wages of employes, no creditor should have a preference over another. In one case a merchant assigned and made one preference in each line of goods he dealt in, so he would be sure to get all the stock he wanted to continue business. Is not this simply "legalised robbery?" An insolvent will rank some relative a preferred creditor for more than the whole family put together were worth for a generation. There is no knowing whether he is a real creditor or not. The estate is settled up, and the unpreferred creditors get simply a slip of paper with a "statement" valuable only for the wastepaper basket. How can a man justify himself before his fellow-men when he robs people in this deceitful way? Two weeks before assigning a man gave \$1,000 to a city institution! It

# Kid Gloves

EUGÈNE JAMMET'S FRENCH Kid Gloves

FOR

## HOLIDAY TRADE

ORDER QUICKLY . . . . AS FANCY AND STAPLE LINES, IN STOCK AND TO ARRIVE, . . . ARE BEING RAPIDLY BOOKED, . . . . AND CANNOT BE REPEATED. . . . .

SEE OUR SPRING SAMPLES OF . . . . SPECIALTIES IN TWO AND THREE CLASP LINES . . . . WRITE US.

MONTREAL. FITZGIBBON, SCHAFHEITLIN & CO.

# SILK HANDKERCHIEFS

## SILK MUFFLERS.

Our handkerchief department is ready for Christmas trade. We carry larger stock of these goods than any house in Canada.

WRITE FOR SAMPLES. . . . .



K. ISHIKAWA & CO.

24 Wellington Street West, TORONTO.

# Read this Advertisement

and it will remind you that the Tweed, Serge, President, Beaver, and Chinchilla Cloths manufactured at the **BRODIE MILLS, HESPELER**, are the best value offered in the Canadian market to-day. If you require a few pieces for sorting up orders, we shall be glad to have you send in at once, as we go off Fall 1897 goods this month. Watch for our samples for Spring, 1898. We are preparing a fine range of patterns. They will be interesting. Ask your wholesale dealer about them.

WHOLESALE TRADE ONLY.

## MILLICHAMP, COYLE & CO.

Selling Agents

Halifax, Montreal, Toronto, Victoria.

was other people's money. In the other provinces the laws all have some loophole by which the dishonest man can defraud his creditors. In many cases, if the creditors combined, they could put the would-be insolvent in the "cooler" for a few years. But once having lost, creditors dislike spending more money on that account. Would it not be better if they made an example of such a man to deter others? In Mr. Wilkins' opinion, a new law should provide that a merchant, unable to arrange with his creditors, should have to assign before the court sitting in private. A curator and inspectors from among the creditors should be appointed. If the merchant was found to have been a man of integrity he might be given another chance to settle with his creditors. In 99 cases out of 100 he would get a fair settlement, and even encouragement. If the creditors refused a compromise then the estate could be sold to the best advantage and all creditors should be paid share and share alike. If the investigation proved the merchant's incapacity to conduct a business the estate might be wound up. If guilty of fraud, such as false entries in the books, secreting a portion of the stock, obtaining credit by misrepresentation, etc., he should be arrested and prosecuted under the criminal law the same as any other thief; and whether he be a small retailer or a merchant prince with the most influential people in the country for relatives and friends, the same justice should be applied in either case.

John T. James, Bridgeburgh, Ont., who aptly signs himself "Yours Solvently," says: "As the great majority among the wholesale trade are in favor of an insolvency law, it may be in order to ask: What is the object aimed at in advocating an insolvency law, or what creates the necessity for such legislation?"

"Is it the promptness of the cash retailer, or the honest effort of the man who has met with unforeseen adverse circumstances, and is struggling hard to pull up? I fancy someone says 'Not

much.' No, indeed, it is to deal with such rascals as we are constantly reading of in your columns, who get credit through cheek or fraud, and then wind up with nothing in sight for their dupes. Why do the wholesale men sell to such rascals? Because, forsooth, they want to do a larger trade than could be secured from cash men. When we retailers follow up that principle, we get nipped, and rightly so. But we don't squeal at the result of our own cupidity; we get down to common sense and restrict our credit. Why cannot the wholesale trade do the same? It is the old, old story: too many wholesale houses, too keen a competition, incite firms to take risks which their better judgment tells them are unsafe. But the desire for extended trade overbalances sound business principles.

"I venture to say that very few of the wholesale trade who cater for the trade of the 30-day retailers are seriously concerned about an insolvency law.

"If such an Act will make all men honest and square-dealing, well and good, but so long as the wholesale trade will cater to the dishonest dealer because he handles large consignments, so long will they have trouble, either with or without the aid of an insolvency law:

Needles and pins, needles and pins,  
When a man starts credit his trouble begins.

"I for one strongly advocate an insolvency law, but one that shall grant no discharge to a creditor until he has paid 100 cents on the dollar. Then we may expect a healthier condition of the dry goods trade."

Mr. F. J. Black, of Tweed, Ont., who succeeded E. P. Cuffe, now of Norwood, is doing a fine business. The store is well fitted up and all the elements of a good trade are there. Mr. Black has the best wishes of THE REVIEW for success.



THE "MISSING LINK"



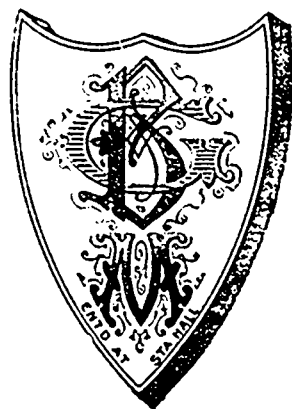
LATEST NOVELTIES

Also Latest American Creations.

From ENGLAND, FRANCE, GERMANY.

"CAN'T SLIP" Patent Belts

Nobby Neckwear, fine full-fashioned Underwear and Hosiery, Golf and Bicycle Hose, in plain and fancy tops, French Brasos, English Collars, German Dress Shirts, American Colored Shirts, Rubber Coats, Umbrellas, etc. Artistic Designs. Best Value.



GLOVER & BRAIS, Men's Furnishings, MONTREAL

When a girl is worried about the kind of necktie  
a young man wears, she loves him.

## Neckwear..

The large superb collection of silks, the correctness of the shapes, the rich display of strong exclusive novelties in Stripes and Checks, the faultless manner in which the scarfs will be made and finished, are the points we commend to your attention for the SPRING OF '98, when we will distance all competitors. Samples ready during November. *If you're wise see them.*

## Suspenders..

The top notch of excellence, the low water mark of price, are the dominating ideas here. Our standards must needs be high, and the best to be found in the art of Suspender making, when we attach to our 50-cent. and over make a guarantee to replace them if not satisfactory.

Dominion Suspender Co. | Niagara Neckwear Co.  
Limited

Niagara Falls, Canada.

Montreal Office:—  
28 St. Sulpice Street

Manufacturers to the Retail Trade only,  
and one price to all.



# Wreyford

& Co.

MNFRS'. AGENTS

McKinnon  
Building

## TORONTO

Merchants invited  
to call if in city, or  
make appointment  
for visit on our  
next journey.

Sole Agents in Canada  
for following English  
Manufacturers :

### YOUNG & ROCHESTER

Shirts, Collars,  
Neckwear,  
Dressing Gowns,  
etc.

### TRESS & CO.

High-Class Hats and  
Caps.

### HITCHCOCK, BIGGS & WILLETT

### WOOLENS

Exclusive designs.

West End Styles. City Prices

## THE CORNWALL MFG. CO.

Cornwall, Ont.

### OUR SPECIALTIES

Friezes

Box Cloths

Canadian Homespuns

Extra Super White Blankets

The above lines are all guaranteed to give  
thorough satisfaction both to the retailer  
and consumer. . . . .

### GEO. S. PLOW - Agent

Montreal and Toronto



The  
Eyes of  
Canada's  
Best People



Have been watching the effect of every-  
day wear and tear on the

## Maple Leaf Brand

All-Wool Ingrain

# Carpets

TORONTO  
CARPET  
MANUFACTURING  
COMPANY,  
TORONTO, CANADA.

And the Alexandria and  
Imperatrix Axminster

In Mats, Rugs, Squares, Bédles, Borders and Stairs,

Ask  
For Them.

And after  
years of using **SAY** that they are equal to  
the best in the world.

When two articles look  
alike, the better is proved by  
use.

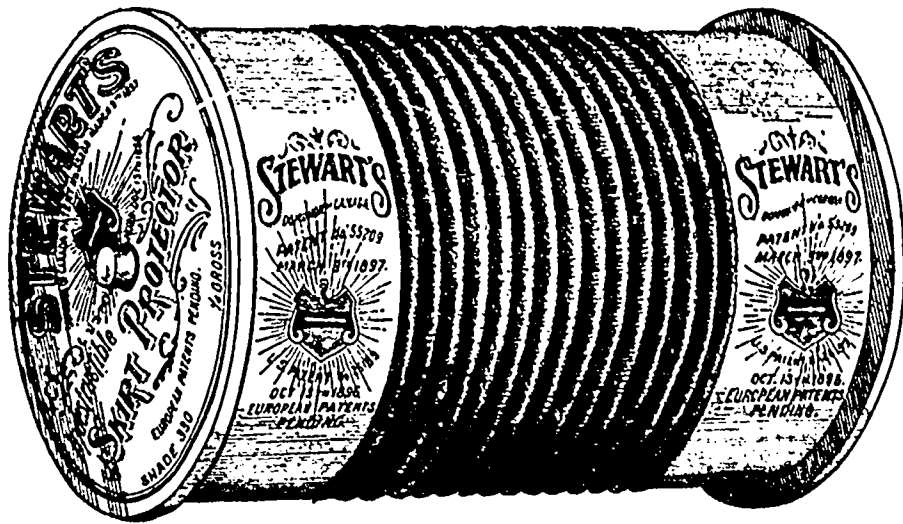


The best value of a trade  
mark is its guarantee of  
honesty.



The "Maple Leaf," "Do-  
minion" and "Beaver"  
Wool Carpets require no  
praising to a judge of carpets.

The above cut will be SENT FREE to any of our customers.



## A Cabinet

given free with first purchase of 12 Spools, or 3 gross, any shades desired.

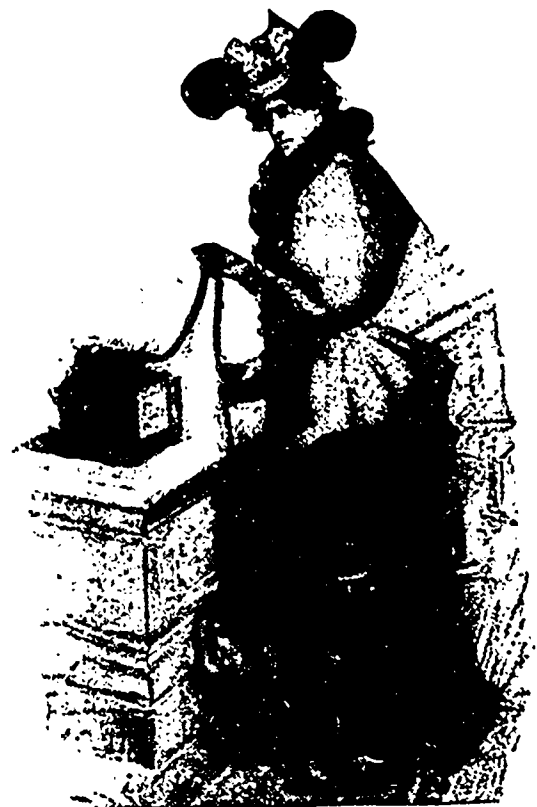
To be had from all the leading wholesale houses.

Ask for "STEWART'S," and Stewart's only.

# Stewart's Indestructible Skirt \*\*\* Protector

There is both pleasure and profit in selling a good thing! And a thoroughly good thing is...

**Stewart's Indestructible  
Skirt Protector.**



This article gives to the Skirt a finish that no other protector can approach.

A full line of Shades carried by...

# BAKER & BROWN

Sole Agents.  
◆◆◆

260 St. James Street, MONTREAL

## Parsons' Practical Revolving Counter Fixture.

NO LIFTING OR TIPPING OVER!

KEEPS STOCK UP.  
EVERY PIECE IN SIGHT.

HOLDS 40 PIECES  
IN 20-INCH SPACE.

"Show me that  
bottom piece!"

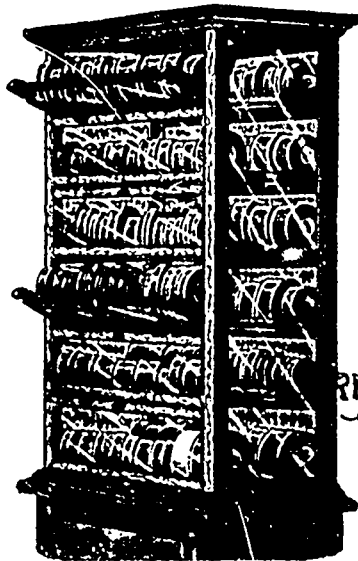
Each bolt easily removed and replaced without disturbing the others. Each shelf is adjustable to the thickness of any bolt.

Counter Fixture (revolving), height 3 ft. 6 in. Floor Fixture (revolving), height 6 ft. Door or Wall Fixture, height 6 ft. not revolving, shelves on one side; projects 12 in.

## Practical Ribbon Cabinet.

SIZE TO SUIT THE TRADE.  
OAK FINISH.

No. 0, size 28 x 7 x 27, 50 bolts. No. 1, size 28 x 15 x 27, 100 bolts. No. 2, size 28 x 15 x 38, 150 bolts. No. 3, size 28 x 20 x 38, 250 bolts. No. 4, size 28 x 25 x 38, 325 bolts. No. 5, size 28 x 31 x 38, 400 bolts.

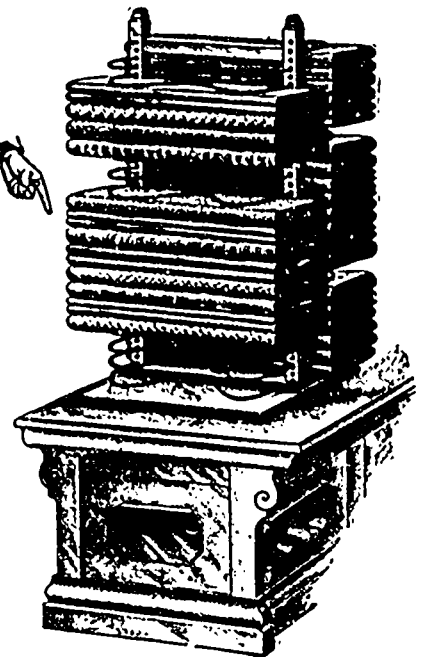


No. 2 CABINET (opens from two sides).

## The Practical Kid Glove Cabinet.

Covers all necessary requirements.  
Ladies' Cabinets, Cherry Finish.

No. 0 Cabinet, containing 1/2 doz. holders. No. 1 Cabinet, containing 1 doz. holders. No. 2 Cabinet, containing 1 1/2 doz. holders. No. 3 Cabinet, containing 2 doz. holders. No. 4 Cabinet, containing 3 doz. holders. No. 5 Cabinet, containing 4 doz. holders. The holders are made of cherry, highly finished and polished, each having a capacity of six pairs of gloves. They are perfectly dust-proof. Arrangement for opening is unique. Simply press on the bottom and it opens. The cover of the holder forms a base, so that the gloves remain exposed on the counter while the customer makes decision.



RETURNED  
Feb. 12/95  
J. M. A.

we manufacture practical and indispensable articles for the  
Preservation and Display of Dry Goods Merchandise.

**A. N. Russell & Sons, - - Ilion, N.Y., U.S.A.**

For information, price lists, etc., write your jobber.

### THE NOTTINGHAM LACE TRADE.

THE report on laces from Nottingham to The London Drapers' Record says: "For certain descriptions of fancy millinery laces there is a steady demand. There are some special qualities and designs in Valenciennes which are selling for the home trade and for shipment, and the machines producing them are well engaged. For some purposes and in certain places these goods hold their own against laces of the Oriental and Edelweiss class. At the same time, it cannot be denied that there is a big run on these latter goods. Maltese and Torchons in linen and cotton are in moderate request. Heavy cotton laces produced on curtain and warp machines are selling largely, but the prices are cut so low that the profit is infinitesimal. Silk Chantilly laces in white and in black are moderately inquired for.

"Plain and Brussels nets are still in a flourishing condition, and prices remain very high. As the demand exceeds the supply, buyers are put to much inconvenience. Mosquito, corset and other heavy nets are also in good request and firm in value. There is a steady demand for Mechlin, zephyr and other tulle for millinery purposes, and prices are high. Paris, rice and other stiff foundation nets are in slow request; prices, however, are steady. Special qualities of silk nets and tulles are in good demand.

"The prospects of the collarette, cap, apron, ruffle and other fancy goods are fairly good, and buyers of these goods are now placing orders for novelties. A steady business is being done in plain and chenille falls, nets and veilings, notwithstanding a rather severe competition."

### FASHIONS AND STYLES IN LONDON.

Everything indicates a good lace season, says the lady correspondent of The Drapers' Record; the smartest fur coats have a bob-of-point de Venise lace, and every ostrich and fur ruffle will

have its ends of lace. Then, again, the newest silk and satin blouses are veiled partially or entirely with lace.

For day wear, fancy velvet blouses with full fronts, fastening at the side with several small steel or fancy metal buttons, and the edge outlined with two rows of crochet guipure, are selling well. Those I saw had fitting basques and narrow belt of the velvet, and could be worn in or outside the skirt. Fancy velvets are also in request for trimming cashmere, silk and wool dresses—blue, and green, and black being a favorite combination.

Plain cloth skirts with velvet coats, and check skirts with double-breasted seal or velvet jackets, are fashionable and becoming.

Long ostrich feathers are once again to the fore for trimming some of the smartest hats. One of light grey felt sported one on either side, lying flat against the crown, while choux of turquoise velvet were arranged underneath the brim at the left side. On a black velvet hat, the brim of which was uplifted in the front to show the sequined lining, one long and three shorter upstanding black plumes were assertive with a knot of cerise velvet.

We have not seen the last of the black and white check cloth gowns, but the most stylish this season are in a larger check, and the coat, whether single or double-breasted, is trimmed with beaver.

A Toronto man named Button, who is the father of six young children, always speaks of them as "the six button kids."

Mr. W. P. Collins, who has occupied the position of head bookkeeper with Gordon & Keith, Halifax, for several years past, is entering business with his brother at North Sydney, N.S., and the firm will be Collins Bros. A handsome new store has been secured, one of the best business stands in town, and the popularity of the members of the new house promises to secure them a large patronage.



**MOMO . . .**

Heights,  $2\frac{1}{4}$ ,  $2\frac{1}{2}$ ,  $2\frac{3}{4}$  inch.

**PRICE, \$1.50**

T.B. Extra Quality.

**GLENCAIRN**

$2\frac{1}{2}$  inch.

**PRICE, \$1.50**

T.B. Extra Quality.

**TOOKE BROS.**

**MONTREAL.**

# Good Advertising

## For Wide Awake Retailers

### By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.



ONE of the most difficult things for the amateur advertisement writer to attain is the ability to write naturally. The thing to do is to write just as one talks—that is, if one knows how to talk. I have frequently observed that many men who are good salesmen are poor advertisement writers. Not long ago I stood alongside a salesman in a big New York retail store. I had noticed previously that he was a bright, intelligent young man and I knew that he had made somewhat of a mark as a salesman. On the occasion referred to, I observed that as the people came along he had a winning and otherwise attractive manner. I also noticed that he used plain, common, Anglo-Saxon words and that no attempt was made to be "high-falutin." His words came out easily and convincingly. In very many instances he effected sales. In fact, he was doing well. It occurred to me that he would be a good man to ask about the advertising of his goods. I found that he had some good ideas on the subject and finally I asked him to write up a short ad. dealing with his department. The next day he handed me what he had written. I found, however, instead of writing as he talked, that he had done just the opposite. Instead of using the plain, convincing, every-day language that characterized him as a salesman, he had attempted to use long and unusual words. The whole effect was one of "toploftyness" and bombast. The root of his failure lay in the fact that he lost his naturalness as soon as he took his pen in hand. This is the fault of half or more of the advertisements put out to-day by men of real business ability—men who are perhaps equal to anyone as salesmen and otherwise. But because they try to do something more impressive than usual they make a failure of it. The failure comes because they are not natural—because they do not write as they talk. Of course, there may be the highest art in being natural, as in the case of an actor. But it certainly requires no art in being one's natural self. A man meets a friend in the street and says. "By the way, Smith, I have just opened out a stock of dry goods down in the Thompson block. Give me a call when you want anything in my line. I'll be glad to see you." This is all right. But set that man to write an ad. about his new store. The chances are that he will get off something like this: "John Jones begs to notify his friends and the public generally that he has opened out a stock of staple and fancy dry goods in the Thompson block, where he will be pleased to be favored with a call from intending purchasers." In the one case Mr. Jones is easy and natural. In the other he gets up on stilts and loses his effectiveness.

When you write an ad. write as you talk.

Catch phrases and expressions are great helps to advertising. A phrase or an expression that slips smoothly off the tongue, that's

easily remembered and that is really suitable, is worth many dollars to an advertising man who knows how to use it. Which of us is not familiar with the "grateful-comforting" of Epps's cocoa, or the "best and goes farthest" of Van Houten's cocoa? "Children cry for Pitcher's Castoria" has probably sold many thousands of dollars worth of Castoria. "You push the button, we do the rest," has been adopted into general use by the English-speaking world. It has come to mean a great deal more than its original application to kodaks. But whenever it is mentioned one naturally thinks of kodaks. Who can measure the value of such advertising as this. Hundreds of thousands of dollars worth of ordinary advertising wouldn't begin to compare with it in real value. A big department store, opened not long ago in New York, electrified the city by putting up sign boards all over the place, reading, "Meet me at the Fountain," referring to the big fountain playing in the rotunda of the store. This phrase was also run, and is still being run, at the head of all the firm's ads. So extensively was it used by the firm in question that before three months had elapsed it was the talk of the town. It was copied and parodied by hosts of imitators. It was incorporated in topical songs in the theatres and music halls. It was in almost everyone's mouth. The firm's advertising man who invented the expression more than earned his year's salary (a big salary too) when he hit upon it. Another big New York house has made a great hit with "It pays to buy at Vantine's." A leading Boston dry goods store uses very successfully the expression "The busiest store on Boston's busiest street." Cases of successful advertising catch phrases could be multiplied indefinitely, but enough has been said to show their great value from an advertising standpoint. Let it not be supposed, however, that it is an easy thing to conjure up a really first-class advertising catch phrase. But with enough patience and diligence the ordinary advertiser can probably invent one more or less suitable. But having once found a good one, let him use it for all it is worth.

\* \* \*

One of the snags that beset the feet of the unwary retail advertiser is the entering into contracts with publishers of papers. Many an advertiser finds that he has bound himself down to use a certain space in each issue of a paper. This compels him to use the exact space every time he advertises. Often it happens that he does not really need so much space. Sometimes it occurs he needs more space than his allotted amount. The result is that part of the time his advertisements have a crowded-up appearance and part of the time the printer is compelled to fill the space with big type. It is always best to resist making any contract at all. Say to the publisher that you are anxious to use all the space that you possibly can. Tell him that if he names you his lowest rate you will probably use more than any space you would contract for any way, but that the exact space you will use will depend on conditions which you can't forecast. But if a contract must be made let it be a

# THE PENMAN MFG. CO.

Limited

HEAD OFFICE:

PARIS = = ONTARIO



Full lines of . . .

Summer Weight  
Half-Hose and  
Underwear

of all kinds.

OUR SAMPLES OF . . .

# Spring Goods

Are now in the  
hands of  
the wholesale trade.

. . . ASK FOR OUR . . .

# Balbriggan Underwear

and take no inferior substitutes.



SELLING AGENTS

## D. Morrice, Sons & Co.

MONTREAL AND TORONTO

contract to use so many lines or inches as the case may be, within, say, one year. Another good arrangement and a fair one all around is to pay the publisher his regular rate and get a discount or rebate

and \$1.50 a yard. Both the ads. would be better without the ornaments. In fact, the plainer an ad. is set up the better it is as an

**TRADE WINNERS**

Are what our Flanneletts are proving these days. They were bought right and when you examine the quality and the prices you will agree with us that the selling price is at the lowest notch. For your benefit (and ours too) we quote the following prices.

- 10 pieces Fancy Stripe Flannelette 30 inch wide, regularly worth 7c for 5c yd.
- 5 pieces Dark Stripe Flannelettes 32 inch wide, regularly worth 10c for 7c yd.
- 10 pieces Heavy Dark Flannelette, Double and Tinted, regularly worth 15c for 12c yd.
- 8 pieces Dark Flannelette Wrapper Cloth, same on both sides, special at 16c yd

**MILLINERY DEPARTMENT**

Re-opened this week with Miss Farrer in charge.

**Ramsay & Morlock**

CASH and ONE PRICE

Calder's Block : Lower Town

at the end of, say, each month or each three months. This discount, of course, would be graduated according to the amount of space used.

\* \* \*

I am asked to say what I think of these two advertisements of Ramsay & Morlock's. I am also requested to handle them "without gloves." There can be no question as to which is the better ad. of the two. In fact the flannelette ad. is a good one while the dress goods ad. is a poor one. The reason why the flannelette ad. is good is because it gives plenty of specific information about the goods offered for sale. It is also a good ad. because the language is modest and there is no attempt to be smart or funny. It is just a plain and unvarnished business statement. It is convincing and interesting

because of these things. The dress goods advertisement is much better, of course, than the average country merchant's ad. When I say that it is poor, I mean that it is poor as compared with the other. This ad. appears to me to be an instance of the common practice of trying to fill up a certain space in the paper. There seems to be no good reason why one-half the space occupied would not be enough and to spare. In other words, this ad. costs fully twice as much as it ought to. The

I have three advertisements of J. A. Hunter, also of Durham, Ont., which I am asked to criticise. I have only room to reproduce the two smaller of them. The head line, "A suit to

**A Suit To Order**

\$8.00, not much less, the best of things though.

Ready made Suits.

Twenty more will see a heap of them leave this store. Our Suits that were worth \$6.00, go now at \$3.75. Our Stock of Men's and Youth's Suits was as large as now. Boys' 3 piece Dark Tweed Suits, worth \$1.50 for \$1.25.

Children's 3 piece Dark Tweed Suits, worth \$1.00 for \$2.75.

Bayle Suits, Cape, Hoses, Suspenders, etc., etc.

Finest Corn Starch, 4 lbs for 2c.

Best Oinger Soap, 4 lbs for 2c.

Everything in Hardware at low prices.

Plates, Oils, etc.

Curtain Poles, complete, 25c each.

Table and School Desk Hells, hand, newly mounted, regular 25c, Tuesday 17c each.

Frocks, usually 10c at 7c a yd.

Flannelettes at 5c yd.

Remnants of Cotton, very heavy quality, usually 10c yd, is large of 2 to 8 yds. Take also while they last at 7c a yd.

Fishing Tackle, Lines from 2 1/2 up to 100 lb test up. Bamboo Fishing Poles.

**BICYCLE LIVERY NOW-RUNNING**

Bicycles to rent by the Hour, Day or week. Our wheels are all brand new and include Cleveland and Crescent. Telephone No. 12. Repairs for Bicycles always in stock. Bicycle repairing (top strainers).



Try a 1 lb Lead Packet of "Kalena Ceylon Tea" - Truly the most delicious in the world. It costs less than other Teas, - worth 50c, 1 lb say 25c. Put this on your list.

**J. A. HUNTER**  
Dept. Store,  
Upper Town, Durham.

**DRESS**

**LENGTHS**

Just received

**Twenty Five**

Dress Lengths in prices ranging from 50c to \$1.50 a yard in exclusive patterns.

**RAMSAY & MORLOCK,**

CASH and ONE PRICE

Calder's Block : Lower Town

line "Dress Lengths," is not nearly so catchy as "Trade Winners" is. Besides this, not enough information is given. We are not told what kind of dress goods are for sale, what the colors are, what the patterns are like nor what the prices are between 50c.

**Klondike**

isn't in it with the endless list of bargains at

**J. A. HUNTER'S**

A Special business trip to Toronto last week has enabled us to offer the following bargains while they last:

- 310 yds extra heavy all-wool Tweeds, good patterns, reg 50c at 25c yd.
- 100 yds Heavy Union Grey Flannel, reg 15c at 9c yd.
- 8 pieces Fancy Dress Goods, double fold, reg 25c at 20c yd.
- 150 pr Extra Wool Socks, reg 25c pr, 2 prs for 30c.
- 40 men's unlaundried shirts (white) reg 60c at 25c each, when laundered are worth a dollar.
- 1000 Two Hundred Page Scribblers, 2c each or 3 for 5c.
- 400 yds Heavy Cottonade, reg 25c yd for 20c yd. This is a line worth seeing.
- 60 men's Heavy Grey Check Suits, worth \$7.00, while they last at \$4.00.
- 10 men's Suits odd colors, your choice at \$3.25, some were sold as high as \$9.00.
- 5 pieces Fancy Striped Drawings for Sporting at 15c a yd.
- 3 doz Weighty Shirts and Drawers go from the old price 40c down to a clearing price of 25c each

Buy a quart of Alligator Harness Oil for 20c. It will save you \$3 in harness.

DRINK ONLY **Kolona Ceylon Tea:**

**J. A. HUNTER,**  
Dept. Store, Upper Town,

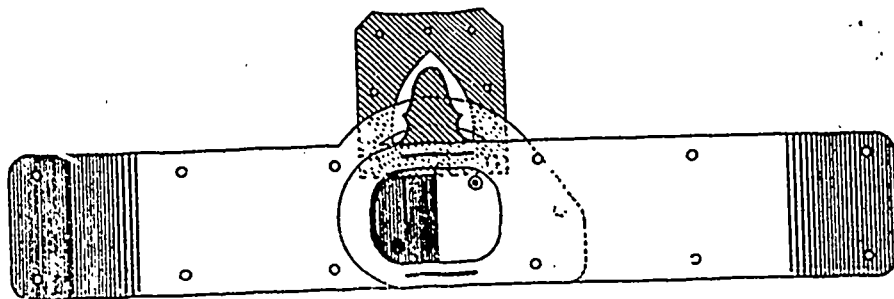
reproduce the two smaller of them. The head line, "A suit to

# Every Woman

NEEDS A  
**Skirt Supporter.**

PATENT PENDING

BASQUE | CENTRE



Sew Firmly to Left Side of Skirt Band Inside.

Sew Firmly to Right Side of Skirt Band Inside.

SKIRT CENTRE

CANNOT COME OPEN **RETURNED**

Nov 9/97

J.M.A.

There is pleasure and profit in selling her ....

# The W.J.W. Skirt Supporter and Placquet Fastener

It holds the bodice and skirt together.

Is indiscernible when worn.

Fits the skirt band to the waist and dispenses with the use of pins or hooks and eyes.

Made of the finest steel ; light, durable and springy. Prevents the Skirt from bulging open or gaping. Made in three colors—black, white and flesh color. No wide-awake dry goods merchant can afford to be without it.

Write for prices and sample to

## EUREKA SOLE COMPANY

... South Durham, Que.

Solo Agents for Canada

**Wanted==**

Wholesale houses in Montreal, Toronto, Ottawa, Quebec, St. John, Halifax, Vancouver, and Winnipeg to handle the W. J. W. Skirt Supporter and Placquet Fastener.



**RETURNED**  
Nov 9/97



## THE DRY GOODS REVIEW

order," indicates that the first part of the first of these two ads. is about clothing. The two cuts would seem to indicate quite a different line of goods. This is a deplorable lack of harmony. The lower section is much better, as the cut is in harmony with the head line. What this ad. really needs is to be divided into sections—say a clothing section, a grocery section, a dry goods section and a hardware section. A few items and prices ought to be quoted in each section. Each of these sections, by proper type arrangement, could be made to stand out by itself. Instead of the ad. having the mixed-up appearance it now presents it would be more artistic in appearance as well as business-like.

The other or "Klondike" ad. is a much better one. It is nearly all about one line of goods (dry goods), and this is better than the "mix up" of the other ad. The principal objection I have in connection with it is the use of the word "Klondike." As a matter of fact the word "Klondike" has been worked to death by advertisers anyway. In the second place, the use of such headlines is based on a wrong principle. The idea seems to be that people are more interested in gold mining in the Arctic circle than they are in where to buy dry goods, groceries, boots and shoes, hardware and such like goods. This is, I believe to be, all wrong. I believe that the people in every community are more interested in making their dollars go as far as possible than they are even in the Klondike mines. This I believe to be particularly true of women, and women, it is well known, comprise about 50 to 90 per cent. of the customers of the retail stores. What shortsightedness, then, for a dealer to go so far away for a subject matter for a head line for his advertisement when he has a whole store full of interesting things to write about. One of the great essentials is for the advertiser to firmly believe in the goods or the store or whatever it is which he is advertising. The fuller he is of it, the more saturated he is with it, the better he can advertise it. A merchant-advertiser who lives up to this standard is likely to think that his store or his business is the most interesting thing on earth, the Klondike not excepted. A natural and proper thing for such a man would be to say something about his store or his goods instead of something quite foreign. And this is the kind of man who succeeds as an advertiser. I was quite struck by a remark made to me recently by the man who so successfully advertises Sapolio. He said: "I think of Sapolio by day and I dream of it by night. I eat Sapolio and I drink Sapolio. I am Sapolio all through."

At the bottom this ad. says, "Drink only Kolona Ceylon Tea."

Whether Kolona is a package tea or a bulk tea is not stated. If a package tea, whether it comes in pounds or half pounds or both is not stated. Yet these are all points on which the public need more or less instruction. I happen to know that Kolona is one of the numerous excellent brands of Ceylon tea on the Canadian market, but everyone within shopping distance of Durham does not know this. If I were a merchant in Durham and wanted to push the sale of Kolona tea, I would put out some advertising like this:

Millions of pounds of tea are spoiled every year through being handled loose or in bulk.

Kolona Ceylon tea is sold only in air-tight pound and half-pound packets, which preserve the strength and flavor.

60c. a lb., 30c. for halves.

Are you satisfied with the tea you drink?

If not, why don't you try Kolona? It is a pure high-grade Ceylon tea.

Put up in air-tight pounds and halves.

60c. a lb., 30c. a half.

One of the reasons why Ceylon teas are so much better than China teas is because they are cleaner.

They are cleaner because in the picking, curing and packing of the leaf, the handling is done almost entirely by machinery.

Kolona tea is a pure, high-grade Ceylon tea.

In air-tight pounds and halves, 60c. and 30c.

#### DRAPERIES FOR HOLIDAY TRADE.

John Macdonald & Co., in their carpet and house furnishings department, are showing a number of attractive things for the holiday trade. Among these may be mentioned chenille curtains and covers, tapestry curtains and covers, white spot and fancy figured muslins and grenadines, colored muslins and golden draperies—which are recent novelties for drapery purposes. A fine selection of Wilton and Axminster rugs and Moquette rugs is being shown.

## Boom Business

**\$2 SECRETARY BOOKCASE**  
**\$50 PREMIUM**

Fine Antique Oak Finish; 2 Brass Chains; Curtain Rod only; Lock and Key; 50 inches high, 27 wide, 12 deep.

Two in crate, 100 lbs.

**Trade Winners. Quality High. Price Low.**

Drop post card for quantity quotations  
Order sample crate of two.

Others are making money handling these goods.  
Why should not you?

We have other lines.

**BUY DIRECT FROM FACTORY BY MAIL**

**HOURD & COMPANY**

Wholesale Furniture Manufacturers London, Can.



# Important to Canadians

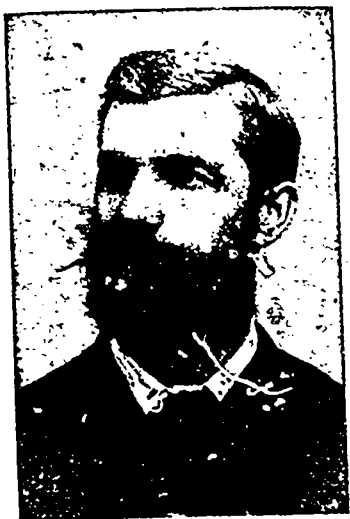
When buying your Worsteds, Venetians, Serges, Mixtures, etc., it will pay you to see that they are finished by the "Pirle" process. The result will astonish you, as the goods are enhanced in value in every way.

"Pirle"-finished goods do not **spot** and do not **cockle**. We shall be glad to send you detailed particulars.

## EDWARD RIPLEY & SON

Bowling Dye Works.

BRADFORD, ENG.



C. K. HAGEDORN, Manager

# Suspenders and Buttons

OUR FALL SAMPLES ARE NOW READY.

This season we are showing a much larger range, more varied styles and much better value in Suspenders than ever before; in fact we are surprised ourselves at the values we are enabled to present. The fact that our trade is surely and constantly increasing we take as evidence that our goods are meeting the requirements of the trade.

In buttons, as usual, we have the largest range of samples in the market, and show excellent value.

The Berlin Suspender  
and Button Co. **BERLIN**



TRADE  
BERLIN  
MARK

Orders Solicited. Goods Shipped Promptly.  
Remember We Guarantee Satisfaction.

**MEETING A RETAIL DEMAND.**

The Montreal Retail Dry Goods Association have obtained the signatures of the local wholesale houses to the following agreement: "We the undersigned hereby declare that we approve of the resolution passed by the Retail Dry Goods Merchants' Society on June 9, 1897, concerning the retail trade in wholesale houses, and we bind ourselves to prevent such trade in our stores as is mentioned in the following paragraphs." Then follows a statement of the principal things to which the retailers object—the substance of which has already been published in THE REVIEW.

Copies of this agreement, printed in French and English, have been distributed amongst the trade and placed in conspicuous places in the wholesale houses. The firms who have signed are: The Gault Bros. Co., Limited; J. G. Mackenzie & Co.; James Johnston & Co.; Hodgson, Sumner & Co.; S. Greenshields, Son & Co.; P. P. Martin & Cie.; Thomas May & Co.; Liddell, Lesperance & Co.; M. Fisher, Sons & Co.; Skelton Bros. & Co.; Fitzgibbon, Schafheitlin & Co.; John MacLean & Co.; Brophy, Cains & Co.; Blackley, O'Malley & Co.; Caverhill & Kiscock; Chaley & Des Trois Maisons; Gilmour, Scholfeld & Co.; Tooke Bros.; Alphonse Racine & Cie.; Glover & Brais; C. N. Tranchemontagne; Hermann H. Wolf & Co.; The Montreal Novelty Co.; McIntyre, Son & Co.; Thibaudeau Bros. & Co.; Finley, Smith & Co.; A. O. Morin & Cie.; Wm. Agnew & Co.; J. R. B. Smith & Dufresne; John Fisher, Sons & Co.; Kyle, Cheesbrough & Co.

**THE WINTER'S VOGUE FOR EVENING DRESSES.**

White in all fabrics will be extremely popular for evening dresses this season. For young girls the inexpensive silks, the soft wools and fine muslins, while for older ladies heavier silks, brocades and satins will obtain. A Parisian authority gives, next to white, as

the fashionable colors for evening wear, gray, yellow, pale blue, purple, red and green. Ribbons in satin and velvet are popular for trimmings. Bright orange in satin or velvet, used as belts, rosettes or any small decoration, is specially successful as a trimming on white, black or gray. Black satin skirts continue to be given great favor, and a wise young matron, wishing to be economical, can have several fancy bodices, each of different color and material, to wear with her black skirt, and then by the artistic use of a colored belt and collar each bodice will seem a different toilette.

**A DRY GOODS STORE IN JAPAN.**

Mr. Hearn, who spent several years in Japan in educational work, has written a book about the country. In one place he thus describes a visit he paid to a dry goods store in Osaka: "I asked how many persons the firm employed, and my friend replied:—

"Probably about 200 here; there are several branch houses. In this shop the work is very hard; but the working hours are shorter than in most of the silk houses—not more than twelve hours a day."

"What about salaries?"

"No salaries."

"Is all the work of this firm done without pay?"

"Perhaps one or two of the very cleverest salesmen may get something—not exactly a salary, but a little special remuneration every month; and the old superintendent (he has been 40 years in the house) gets a salary. The rest get nothing but their food."

The D. McCall Co., Limited, state that there is a great demand for purple velvets. They are able to fill orders for these goods without delay. Write them.

**WANT GENUINE SILK STITCHED**

**EVER-READY DRESS STAYS.**

THEY ARE LIGHTER, THINNER, AND MORE ELASTIC, MAKING THE WAIST AN INCH SMALLER.

IMITATION

EVER-READY Dress Stays

Don't compel your customers to enforce their demand in this manner, but order the new

**Silk Stitched EVER-READY Dress Stays**

and be in position to supply the trade.

**The Stitched EVER-READY Dress Stays**

— ARE MADE IN —

**Sateen, Ribbon Cloth and Satin.**

Handsome shades in all principal colors.

◆ —◆ **DRESS STAYS** ◆ —◆

The quality of material used, both fabric and steel, and workmanship, make this line more attractive than, and superior to, all other

Prices and Terms:

Sateen, \$1.25. Ribbon, \$1.50. Satin, \$2.00.

6 per cent cash or 5 per cent 30 days: quantities delivered.

Ask your jobber, or direct, for them. Samples of any or all styles on application to

**THE EVER-READY DRESS STAY CO.**

WINDSOR, ONT.

There is only one place in Canada  
where you can purchase wholesale  
Rigby Waterproofed Spring  
Overcoats  
and

Rigby Waterproofed Bicycle Suits  
and that is from

RETURNED  
Mar 1 1908  
F. M. A.

H. Shorey & Co  
Montreal

Rigby is the only waterproof compound  
in the World which will stand the test  
of man. It will not wash out. It cannot  
be boiled or scoured out of cloth once treated  
with it. This cannot be truly said of any  
other Waterproof Compound  
Comparisons Invited

# Klondike Blankets.

TO THE TRADE:

We have just closed a deal with a house for over 300 pair of our "celebrated all wool" Grey Blankets in the 7-lb. weight for the west.

Have left 150 pair 6's, 200 pair 8's, and 20 pair 9's. We offer these in quantity or in small lots to suit purchasers. Can furnish 100 pair 7's in course of a month.

Write for quotations and samples.

## Jno. Benner & Son

Owen Sound, Sept. 27th, '97.



# Rug Fringes

Work off your Remnants in Brussels and Tapestry Carpets by using our

## DOUBLE-HEADED RUG FRINGE

Colors to match any Carpet. Samples mailed to any address.

### Royal Carpet Co.

GUELPH, ONT.

# Wm. Taylor Bailey

SUCCESSOR TO . . .

Peter Schneider's Sons & Co.

27 and 29 Victoria Square

..... MONTREAL

Upholstery and . . .  
. . . Drapery Goods

Selling Agents for STEAD & MILLER, Philadelphia.

MANUFACTURERS OF . . .

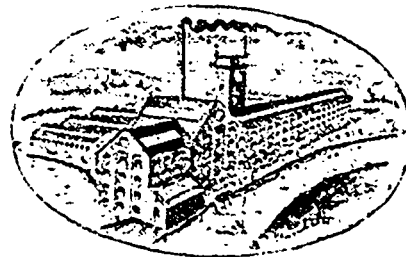
Cotton Derby and Tapestry Curtains  
Cotton Tapestries, Silk Tapestries  
Fine Silk Draperies, Brocatelles

# APPERLY, CURTIS & CO.

WEST OF ENGLAND

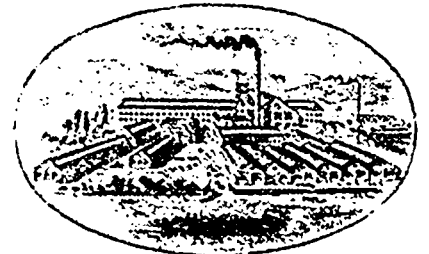
.... Limited.

## Woollen Manufacturers



Coatings  
Vicunas  
Saxonys  
Serges  
Trouserings

Coverts  
Suitings  
Evening  
Dress Goods  
Etc., Etc.



### DUDBRIDGE MILLS, STROUD, ENGLAND

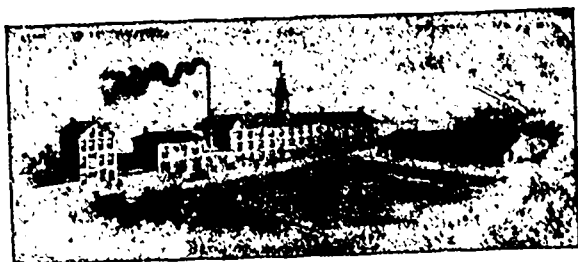
London Office: 15 Golden Square, W

21 GOLD MEDALS for QUALITY and EXCELLENCE.

# The Galt Knitting Co.

LIMITED.

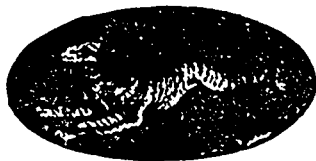
GALT, ONT.



## Underwear Top Shirts Eiderdowns



LIVE RETAILERS consult their own interests by handling the "TIGER BRAND," which is meeting with such favor from the retail trade of Canada. All sizes always on hand, enabling the trade to assort their stock at all times.



N. B.—Our goods cannot be obtained through any wholesale house.

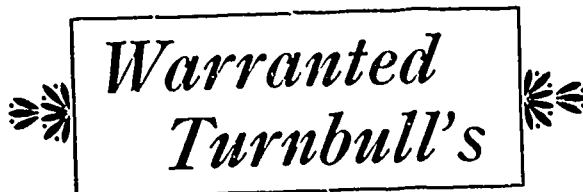
Trade Mark, Registered.

# When You Show

Your customers

## Underwear

bearing this stamp . . .



It is a guarantee that you are selling the best in the market. They are Full-Fashioned, which means that they are shaped on the machine; no rough seams. The comfort in wearing these goods is only known to those who have worn them. Our travellers are now on the road with a full line of samples.

THE

# C. Turnbull Co.

OF GALT, LIMITED.

# The Lace Warehouse of Canada.

## LACES AND EMBROIDERIES

Our travelers are on their last round with their import sets of these lines for Spring, 1898, and you will miss it if you don't get your order in, so as to secure prompt and satisfactory delivery. We have large shipments of all the leading makes of laces coming forward for our October, November and Holiday trade.

## WORKS OF ART

This was the expression used by one of the largest manufacturers of such goods on this continent when shown our range of Blouses and Waists for Spring, 1898. Every garment is a creation in itself, and it won't pay you to miss seeing them. The samples are now in our travelers' hands.

## VELVETS AND VELVETEENS

Are represented among our collection by large ranges of colors and qualities.

## SILKS AND RIBBONS

Our range of shades and prices in these lines will interest any buyer who wants right stuff at right prices.

## DRESS GOODS . . .

The greater portion of our Dress Goods Samples for Spring, 1898, comprising the most attractive collection we have ever shown, are now in our Travelers' hands.

## Cloakings, Sealettes and Cape Velvets

In these we show a large variety of styles and range of prices.

## Trimmings, Garniture and Braids

We probably show the largest collection in Canada of these lines.

## ASSORTING . . .

We will show for the assorting season complete ranges of Gloves, Hosiery, Handkerchiefs, Underwear, Curtains, Draperies, Linings, Table Linens, Combs, Fancy Pins, Buttons, Smallwares, etc., etc.

KYLE, CHEESBROUGH & CO.

MONTREAL

### THE CASH REGISTER AND ITS DEVELOPMENT.

MUCH is heard in these days of the development of the telegraph, the telephone, electric lighting and various applications of electricity. None the less interesting is the story of the development of the cash register, which has become, in these days, almost an indispensable part of a merchant's equipment.

Some 12 or 15 years ago, the first cash register, in crude form, was shown to merchants. It originally consisted of a dial, showing two sets of figures for dollars and cents, and registering the amounts by the pointing of the hands of the dial. This was very crude, but was used by many merchants, because it was a decided advance upon the old methods of business.

The next step in invention was a paper strip, ruled in columns corresponding to definite amounts of money, which were indicated on the keys of the register. These keys when pressed, punched holes in the columns. It was necessary, to find the total of the day's business, at the close of the day to take from the register the strip of paper, count the number of holes in each column, multiply by the amounts represented by the columns, respectively, and then add the totals of these different columns.

Following this came the wheel register, in which the keys, when pressed, turned the wheels for each denomination. As they revolved they indicated the number of times each amount was sold. In order to find the total, the amount represented by each wheel must be multiplied by the number of sales indicated on the wheel and then the separate quantities must be added together. The next step in invention was to indicate on each wheel the actual total of the sales of that denomination. At a glance the operator can tell how much has been added on each wheel. These amounts must then be combined in order to obtain the total of the day's business. This machine is the detail-adder, so well known among merchants, and is still made. It served an excellent purpose, and was a very great improvement on all previous methods in retail business.

However, like the earlier telegraph and telephone, the detail-adder was satisfactory only for a time, because there was nothing better. Some merchants still use it, but with nearly all wide-awake dealers, both in the United States and Canada, it has become a back number and has given way to the later invention of the total-adder. This register, upon pressing the keys, adds into one amount all the sales of the different wheels. As a result, the total of cash receipts at any hour of the day may be seen at once. Special transactions, such as money paid out, money changed, money received on account, etc., are also taken care of by this register.

The latest development, however, is the register which combines the total-adder with the detail-printer and check-printer, giving a most excellent opportunity for complete system and for special forms of advertising, as well as showing a full history of the day's business.

The advantages of registers of this class are that they add into one total all the sales made during the day, print a check showing the amount of the sale, as well as the date, consecutive number, clerk's initial and proprietor's card, tell how many sales have been made each day, keep each clerk's sales or the sales in each department separate, take care, in the same way, of credit sales, money paid out and money received on account, tell at what time in the morning the store was opened, and print on a strip of paper inside the register, under lock, a complete, detailed record of each transaction as it occurs.

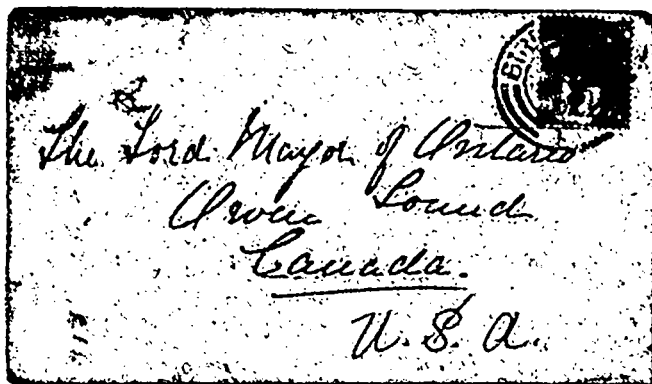
These later developments of the cash register are remarkable for their precision and comprehensive character. The merchant who desires to keep pace with the system and business of to-day is no longer satisfied with the detail-adder, but finds necessary, for

the most economical conduct of his business, the latest style of total-adder and check-printer. The various improvements made have placed the detail-adder far in the rear, so that the detail register that formerly cost \$150 or more, is now supplemented by one that will do the same work satisfactorily at a cost of \$50 or \$60.

These steps in the development of this important adjunct to good business show the advancement of invention as fully as do the more frequently heard of improvements in the applications of electricity.

### AN EXTRAORDINARY BLUNDER.

THE ignorance which abounds in Europe in regard to the geography of Canada and the flag to which the country owes allegiance is astonishing. Even in Great Britain, the parent states grave mistakes are sometimes made in matters of this kind. The following cut, a reproduction of an envelope handed to THE DRY GOODS REVIEW by a subscriber, is an ocular demonstration of this:



There is no Lord Mayor of Ontario. In fact there are no Lord Mayors on this continent. We have mayors. Owen Sound, Ontario, has a mayor. His name is T. I. Thompson, and when he is not attending to his municipal duties he sells hardware. Into his hands the letter fell. It bears the postmark of "Birmingham, July 12, 1897," and was from a lady in that well-known city who desired the "Lord Mayor of Ontario, Owen Sound, Canada, U.S.A.," to supply her with certain information regarding certain real estate.

Judging from the chirography, the writer of the envelope had been taught to use the pen but not the book of geography, even of the British Empire.

Alas, alas! And is that all the preferential tariff, the visit of Sir Wilfrid Laurier and the Canadian troops to Great Britain has done for Canada? Talk about a father not knowing his own child, this doubly discounts it.

In the event of this reaching the eye of someone sitting in the same darkness as the Birmingham lady, we beg to remind them that Owen Sound is a town in the province of Ontario, that Ontario is a province in the Dominion of Canada, that Canada occupies the bigger half of the North American continent, covering an area of 3,456,383 square miles, and is the greatest of the British colonies and not a part of the United States.

### STITCHED EVER-READY DRESS STAYS.

The attention of all progressive merchants is directed to the advertisement on another page of this issue of the silk stitched "Ever-Ready" dress stays, a new and most attractive line just being placed on the market for the fall trade. That style, "Ever-Ready" ribbon, is a novelty entirely new in Canada, and you no doubt will want to see samples thereof, as well as the sateen and satin, any or all of which will cheerfully be sent on application.

# Mill Yarns ❁ ❁ ❁

We are large makers of Knitting Yarns, and we guarantee them to be pure wool.

We put them up 4 skeins to pound, 6 pounds in spindle, neatly papered and labelled, and we guarantee them full weight.

## Our Stockingette

like all other "Eureka" goods is guaranteed to be the best quality that can be made.

We will be pleased to send samples of any of our goods.

### EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.

# Canada Featherbone Co.

MANUFACTURERS OF ...

Featherbone Corsets in a variety of Styles  
 Featherbone Waist, Skirt and Bustle Bone, Tapes, Piping Cord, Etc.

The most modern and perfect article used in the Dress-making Art of to-day.

DEMONSTRATING PARLORS... 113 King St W Toronto.

## Canada Featherbone Co.

Sole Manufacturers and Patentees in Canada ...

### LONDON, ONT.

We will be pleased to furnish information Write for particulars



1337—LADIES' WAIST.  
 Sizes, 32, 34, 36, 38, 40.

These essentials are all found in

## It retails at 15 CENTS.

Is absolutely Perfect in Fit and Up-to-Date in Style.



TRADE MARK. REGISTERED.



1350—Ladies' Basque with Russian Blouse Front.  
 Sizes 32, 34, 36, 38, 40.

Hence it's the most popular paper pattern of the times.

### 60 p.c. Increase in Sales

This year testifies to the public appreciation of our effort to supply their wants at a reasonable price. We can give you as a reference any one of more than 1200 FIRMS now selling them. Exclusive agency to the first applicant from your town. Be wise, secure at once the best advertisement for your store. Enclose this coupon to

## THE NEW IDEA PATTERN CO.



1375—GIRLS' DRESS.  
 Sizes 6, 8, 10 12 years.

WESTERN OFFICE :  
**MEDINAH TEMPLE**  
 233 to 237 Fifth Avenue,  
 CHICAGO, ILL.

The New Idea Pattern Co. :  
 Please send details and samples of your Pattern scheme to

---



---



---

HOME OFFICE :  
**Lawrence Building**  
 190 to 196 West Broadway,  
 NEW YORK.



1371—Girls' Empire Jacket.  
 sizes 1, 2, 4, 6 years.



## MEN'S FURNISHINGS.

## PARIS STYLES.

**M**R. BRAIS, of Glover & Brais, who has been absent in Europe for some weeks, will return home about November 10th. He has devoted special attention to the selection of new neckwear for spring and summer and is bringing out samples of the firm's new goods.

Writing from Paris, Mr. Brais notes but little change in next season's ties, though darker colors prevail and light backgrounds have been entirely superseded by dark shades.

Matthews, Towers & Co. are just in receipt of a large assortment of new English and French ties, including bows, puffs and four-in-hands, for immediate delivery. These goods are suitable for the holiday trade and as the colors are both new and pretty it is likely they will be in great demand.

## NECKWEAR.

The Niagara Neckwear Co. will be showing their new spring range of silks and scarfs about Nov. 15. It will comprise over 400 exquisite varieties of silks in the latest colorings and designs, which will consist of something entirely new and exclusive in bows and tecks. Their designer has been engaged on them for some time and to prevent copying by rivals they will not be illustrated in this journal until February. This up-to-date firm has created a reputation of being leading tie and bow makers for style and finish.

## SUSPENDERS.

The Dominion Suspender Co.'s spring line will be ready January 1, next year. This firm intends making only the better class of goods, such as retail from 25c. to \$1, and puts on each pair a guarantee. This will enable first-class retail houses to establish a reputation for honest, strongly-made braces, for there is nothing that pleases a man so much as a pair of braces he can depend on, and he will always purchase the Trade ("D") Mark suspenders.

## HOLIDAY NECKWEAR.

W. R. Brock & Co.'s men's furnishings department has for several weeks past been receiving shipments from all points of the compass of novelties and latest ideas in men's neckwear—bows, puffs, knots, club house, four-in-hand and other shapes being amongst the selections bought by an expert of acknowledged good taste and "up-to-date" notions. They cannot help proving themselves rapid sellers.

## CELLULOID GOODS.

Miller Bros. & Co., who recently commenced the manufacture of celluloid collars, cuffs and shirt bosoms, are well pleased with the way their goods have been received by the trade. It is only a little more than two months since samples were first shown, and already sufficient orders have been received to keep the factory running at its fullest capacity. The price of these goods are arranged so as to yield the retailer a substantial profit, and this, coupled with their quality, no doubt accounts for their popularity. They may be obtained from all the principal wholesale houses.

## MERELY A MATTER OF HABIT.

The Marquis of Lorne, when Governor-General of Canada, was present at some sports held on the ice of the St. Lawrence. Though wrapped in furs he felt the cold acutely, and was astonished to see an ancient Indian meandering around barefooted, enveloped only in a blanket. He asked the savage how he managed to bear such a temperature when he had so little on. "Why

you no cover face?" enquired the Indian. The Marquis replied that no one ever did so, and that he was accustomed to have his face naked from birth. "Good," rejoined the prairie king, "me all face," and walked away.

## NEW SKIRT SUPPORTER.

The Eureka Sole Co., of South Durham, Que., are offering the trade a new skirt supporter of American manufacture, known as the W. J. W. skirt supporter and placquet fastener. It is claimed that this supporter takes the place of pins or hooks and eyes, and improves the appearance of the dress as well as being more secure. It is made of light, springy steel, is very durable and can be obtained in three colors, black, white and flesh color.

Prices and samples may be obtained by writing the above company, who are sole agents for Canada.

## THE TRADE IN LAOES.

Kyle, Cheesbrough & Co. report a phenomenal demand for laces of all kinds. Orders are received daily for large quantities and so much has been sold during the past few weeks that they have been compelled to hurry forward the delivery of their spring import orders and send repeats for spring stocks. Mr Cheesbrough remarked to THE REVIEW that during his twenty years experience of the lace trade he had never before witnessed such a tremendous demand.

## NOTES FOR BUYERS.

In parasols, Brophy, Cains & Co. are showing a well assorted line with some exceedingly tasty handles. They have a range of 25-inch ladies' umbrellas, which seem to just hit the demand. You should see them!

## SITUATION WANTED.

**WANTED**—A POSITION AS SALESMAN BY A YOUNG MAN WHO HAS had fifteen years' experience in the wholesale and retail Dry Goods Business in England and Canada. Best of references. Address, M., P.O. Box 503, Halifax, N.S. (11)

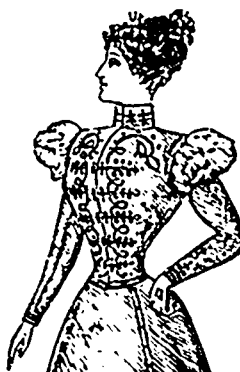
## BUSINESS FOR SALE.

**DRY GOODS BUSINESS IN GOOD TOWN OF 4,000; ESTABLISHED 10 years; in that time the owner made a competency; annual turn-over \$20,000; stock about \$7,500; price 85c on the \$, 1/4 cash, balance in 2, 4 and 6 months at 7 per cent. secured; goods that may arrive for fall would not be included. Apply "S. S. M." care of DRY GOODS REVIEW. Sole reason for selling, ill-health.**

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

## VELVETEENS.

A successful Manchester Velveteen house require a first-class agent in Canada to represent them among the wholesale and leading retail firms. A nice business with the best retail houses preferred. Address, Velveteens, care HERBERT ASHBURNER, 18 St. Ann Street, Manchester, England. (11)



## Haute Nouveautes

IN . . .

## Dress and Mantle Trimmings

Braid Sets, Boleros, Gimps and Ornaments, in Silk, Mohair and Worsted. All new and elegant designs; a large range to choose from, in the leading fashionable colors, and at prices to suit all classes. Also Barrel Buttons, Cords, Tubular Braids, etc.

All manufactured at the...  
**MONTREAL FRINGE AND TASSEL WORKS**  
**MOULTON & CO.,** Proprietors,  
12 St. Peter Street - - - MONTREAL.



The Celebrated...

**“Tube”**  
and  
**“Lip”**

**Bias Dress Bindings**

Outwear the  
Skirt.



**The Lip Dress Binding Co.**

We sell direct to the trade.  
Price list on application.

64 Queen St., MONTREAL

**A Permanent and**  
**Positive Good**

IS AN **Unconditional . . .**  
**Accumulative Policy**  
IN THE

**Confederation Life**  
**Association**

These policies are Unconditional from date of issue and contain all benefits and privileges consistent with safety.

EXPENDED INSURANCE  
PAID-UP POLICIES  
CASH VALUES

GUARANTEED  
in the contract.

PROMPT PAYMENT OF CLAIMS.

Average time of payment after receipt of proofs during the last ten years—29.1 Hours.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's agents.

JAMES SLESSOR

JAMES JOHNSTON

**JAMES JOHNSTON & CO.**  
**Wholesale Dry Goods Importers**  
**MONTREAL**

This is the great sorting month, and we claim that we are second to none in our assortment, all the year round. Orders by letter or from travelers will be well looked after.

Our travelers will be showing during this month a full range of samples from all departments for Spring Delivery.

**James Johnston & Co.** St. Helen and  
Notre Dame Streets, **Montreal.**

## WOMEN'S DRESS FOR BIOVOLING.

THE growing popularity of the bicycle has worked almost a complete revolution in the style of dress adopted by women for wheeing. Within the memory of those who have given even the smallest attention to the development of the cycling suit, the average female rider stared aghast at the mere suggestion of donning what is now practically the universally favored short skirt. Of course, in some of the smaller cities, where the number of female cyclists has not yet grown to large proportions, the long skirt still finds staunch admirers. In the principal cities of the country, however, such as New York, Chicago, Boston, Philadelphia and St. Louis, the preference for the long skirt is so rare that a woman wearing it is a decided novelty.

The advantages of the diamond frame wheel—the pattern generally designated a “man’s” wheel—are such that an increasing number of women are adopting it. Nowadays it is no uncommon thing to see a female rider spinning along a city thoroughfare, mounted upon a wheel the use of which two years ago was almost unanimously considered quite impossible for one of the gentler sex.

The fact that a practical form of divided skirt, eminently suitable for use with diamond-frame wheels, has been introduced, has no doubt been a great factor in the popularization of “men’s” wheels for women. Women who positively refused to don the ungraceful bloomers, the use of which was formerly imperative in order for them to ride a diamond frame, now willingly accept the divided skirt. An improvement in the divided skirt style of cycling dress has made it possible to drape the skirt so gracefully when the wearer is off the wheel that to all appearances she is clad in an ordinary walking skirt, which in no way suggests its adaptability for wheeling. When on the wheel the skirt falls in such a manner as not to interfere to any degree with the motion of the limbs involved in pedalling.—C. Crand’s.

## LONG HOURS IN ENGLISH STORES.

Long hours are not peculiar to London, for they are prevalent in the provinces as well, and a Leeds assistant puts the case for himself and his fellow-sufferers in terms which are as moderate as they are convincing. He leaves home for business at 8 o’clock in the morning, he reaches home again at 8.30 in the evening. “If I have a wash,” he says, “it is 9 before I can sit down and look at the paper or a book, and generally I am so weary with being on my

feet all day that I fall asleep.” On Saturday the hours are longer, and he reaches home at “10.30 or 10.45 o’clock—done up. Now,” he adds, “I am a church-going man, but is there any wonder that I should say, when I am dragging my weary legs to bed, ‘doth God know?’” There is nothing so exceptional about this experience that we need ask who is the writer’s employer. There are houses where the hours are shorter, and where the opportunities for rest and relaxation are greater, but the letter describes the common lot of the shop assistant, and it is a hard one.

## PRACTICAL STORE FIXTURE.

A. N. Russell & Sons, the well-known manufacturers of practical store fixtures, have recently placed on the market one more useful and desirable article, known as the “Parsons Revolving Counter Fixture.” The superior feature of this rack is that every piece of merchandise is in sight, and that any piece of goods may be removed without disturbing the others. Each wire shelf is adjustable to the size of the bolt it contains, so that perfect symmetry is preserved. While this fixture is of the revolving kind, the construction is such that tipping over or lifting up is impossible. This device facilitates good stock-keeping, and is an ornament to any store. See illustrated advertisement elsewhere in this issue.

## SLEEPING BAGS FOR KLONDIKE TRAVELERS.

The members of the Government expedition to the Yukon, consisting of Hon. C. Sifton, Major Walsh and their staffs, have been supplied with the Alaska eiderdown sleeping bags by Mr. James W. Woods, of Ottawa, agent for the Alaska Feather & Down Co., of Montreal, who are the manufacturers. This sleeping bag combines the two great essentials of lightness and warmth, being five pounds lighter than any other sleeping bag, and having two interlinings of genuine eiderdown and an inside lining of soft fine wool. The company claim that this is the only form of covering adapted to the Arctic climate, and to traveling on the pack trail.

## A FRIENDLY ENCOURAGEMENT.

F. Perkins & Co., Charlottetown, P.E.I., write: “Enclosed please find \$2 for THE DRY GOODS REVIEW, one of the best papers of the kind published in Canada.”

The D. McCall Co., Limited, are showing a choice assortment in quills and wings in all colors.

# Woven Labels.

Shirt Labels & Hangers  
UNDERWEAR LABELS  
INITIAL LETTERS  
INDIVIDUAL NAMES.

KLUGE BROS. Proprietors  
German Artistic Weaving Co.  
274 & 276 Church St.  
NEW YORK.  
CREFELD LONDON PARIS

Silk Labels & Hangers  
NECKWEAR LABELS  
DRESS BELTS  
SHOE LABELS.

## Night Shirt Trimmings.

# Feder's Pompadour SKIRT PROTECTOR

is indispensable to the Notion Department that aims to be at the front with the best skirt edging. Thousands of stores have given Feder's Pompadour Skirt Protector its rightful place as the first to be offered to a customer, the only one to be prominently displayed and recommended by salespeople. Feder's Pompadour Skirt Protector has the wearing and lasting qualities, the finish and dressy appearance that are not and cannot be imparted to any binding, braid or velveteen. It is well to reorder staple shadings before the stock gets too low—we are having difficulty in keeping up with orders.

Every yard is stamped "Feder's"  
for your protection.



Granite Mills, St. Hyacinthe, P. Q.

Sole Manufacturers and Licensees for Canada.

By permission of the Dry Goods Economist.



The ready recognition by the trade of the merits and success of the

## Diamond Brand Underwear

is shown by the liberal way our friends place their orders for spring. Order now to secure early delivery!

**HERMANN H. WOLFF & CO.** 170 McGill Street **Montreal**



## GOFF'S Angora BRAID

will outwear any other Skirt Braid, Binding or Facing on the market.  
Try it and you will always buy it.

5-yard pieces, 1 dozen in a box.  
36-yard reels, 1 gross in a box.

IN BLACK AND  
STAPLE COLORS.

If your Jobber cannot supply you, ask us for Sample Card and Prices.

DYED IN THE  
WOOL.  
SHRUNK READY  
FOR USE.

D. Goff & Sons, Pawtucket, R.I.



### GOING DIRECT TO RETAILERS.

The Lip and Tube Bias Dress Binding Co. are now selling their bindings direct to the retail trade, and, to introduce them, offer the services of a lady "demonstrator" free of charge. This lady, from her thorough understanding of the bindings and the method by which they are made, is able to put their good points very forcibly before customers. She will remain from one to three days, according to the size and requirements of the town, showing samples and explaining to ladies the correct method of attaching the bindings to the skirt.

This has proved to be an extremely satisfactory system for both retailer and manufacturer. A retail establishment in St. John, N.B., that had the assistance of this lady, sold over 250 dress lengths in a single afternoon.

### THEY WILL NOT TICKLE.

W. R. Brock & Co. are showing a line of Hermsdorf's black cotton hose (fleece lined) from sizes 4 to 9½ inch. They are just what people who cannot bear the touch of wool require, as they will not tickle.

### COTTON VESTS.

In cotton vests for spring, 1898, Brophy, Cains & Co. are showing a range of American vests, which for style and "nobbiness," surpasses anything ever shown in Canada. They are also showing a full range of Canadian vests as large and well assorted as ever, the American range being an extra plum.

### AN UNDERWEAR FAMINE.

There is a scarcity in the market of low-priced ribbed underwear for ladies and children. The scarcity is understood to be due to the immense quantity of repeat orders which have been received by the leading jobbers on account of better trade in the country.

Jobbers are asking their customers to be as charitable as possible in the meantime, and orders will be filled as rapidly as possible.

### THE SPECIAL DOLL PRICE LIST.

Nerlich & Co. have a full assortment of dolls yet, though they are moving out rapidly. Naturally the best kinds go most quickly,



so the dealer who wants a choice should order now. A special price list of dolls is just being got ready, and the trade should write for it. The firm say that for over 25 years they have made a special study of these goods, and being always in direct communication with the makers in Germany, can give the best and most reliable goods at the lowest prices.

A GOOD NAME IS MORE TO BE  
DESIRED THAN RICHES

... WE SELL OUR GOODS AS ...

# "SHOREY'S CLOTHING"

and you can sell them more easily under that name than any other.

H. SHOREY & CO.

MONTREAL

# BELGIAN

SEWING COTTON.



Grand Prize: Paris and Antwerp

## BEST AND CHEAPEST

Strong, Even and Elastic



Solo Agent for Canada:

Jno. A. Robertson

Write direct for Samples,  
and ask leading Wholesale  
Houses for Quotations.

Board of Trade Building,  
... MONTREAL

# Finley, Smith & Co.

Importers of...

**WOOLLENS** and

**TAILORS'**

... **TRIMMINGS**



29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

**MONTREAL**

Solo Agents for

TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

# Thibaudeau 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

# TAILORS

requiring stylish goods will find that we  
are showing a fine assortment of

**WINTER**

## Coatings AND Suitings

Our travellers are also showing a full line  
of samples for . . .

SPRING, 1898

## John Fisher, Son & Co.

Woollens and  
Tailors' Trimmings.

442 and 444 St. James Street

MONTREAL

# BEAVER LINE STEAMERS.

## PROPOSED DEPARTURES.

### FALL SERVICE.

From LIVERPOOL	STEAMERS	From MONTREAL
Sat. Oct. 16	Lake Winipeg	Wed. Nov. 3
" " 23	Lake Huron	" " 10
" " 30	Lake Ontario	Sun. " 14
Fri. Nov. 6	Lake Superior	Sat. " 20

After 20th November Steamers sail from St. John, N. B.

### CABIN RATES.

Single, \$30 and \$55, and return tickets, \$50 and \$100.

For further particulars as to freight or passage, apply to—

**D. & C. MACIVER**      **D. W. CAMPBELL, Man.**  
 Tower Buildings, LIVERPOOL      18 Hospital St., MONTREAL

World Wide Popularity

The Delicious Perfume.



## Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

## Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



# DOMINION COTTON MILLS COMPANY

1897 FALL 1897

Whites, Greys, Ducks, Cantons, Drills, Bags, Grey Sheetings, Bleached Sheetings, Pillows, Towels, Piques, Yarns, Prints, Etc.

Wholesale trade only supplied.

# DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

## GLOVES, MITTENS and GAUNTLETS

Fine Kid, Suede and Para Buck GLOVES and MITTS. Dog-Skin Driving and Coaching GLOVES.

Agents...

GEO. D. ROSS & CO., MONTREAL, QUE.

### A NUISANCE ABOLISHED.

THE "certificate of origin" which was fixing our importers one shilling on every invoice in order to get the benefit of the minimum tariff, has been abolished. The following statement sent to the trade by Mr. Geo. Irwin, secretary of the Wholesale Dry Goods Association, contains the facts:

Montreal, October 25, 1897.

GENTLEMEN,—The present regulations of the Customs requiring the formal certificates with every invoice from Europe and the Continent to secure the one-eighth reduction, necessitating a very onerous charge of one shilling on every invoice which has to be paid by the importer, and being a quite useless expense, as all dry goods at present come under the one-eighth reduction, the president of the association communicated with the Hon. Wm. Paterson, Controller of Customs, about a month ago, asking him to take this matter into his consideration. He was asked to meet Mr. Paterson when that gentleman was in Montreal recently, and had a long interview with him, explaining the matter fully. Mr. Paterson was under the impression that these affidavits could be had for nothing, and promised to consider the matter when he returned to Ottawa. Not hearing immediately from him, the president sent a number of charges of one shilling each which had come in by the English mail and asked him to decide the matter as soon as possible.

The president received on 23rd inst. a letter from the Minister stating that instructions would be issued in the course of a day or two that the declaration of origin may be signed by the exporter in the presence of a subscribing witness who may be a clerk or employe of the exporting house.

This will, of course, do away with the annoying charge of one shilling on every invoice. I am, gentlemen,

Yours truly,

G. A. IRWIN, Secretary.

The Minister of Customs Mr. Paterson, is entitled to praise for thus listening to the complaints of the trade. His action is a striking illustration of the value of having a business man in the Government instead of a lawyer.

### HOLIDAY NOVELTIES IN UMBRELLAS.

Exceedingly handsome is the range of Christmas novelties in ladies' and gentlemen's umbrellas which the Irving Umbrella Co. are showing for holiday trade.

Retail merchants, by making displays of new things, attract buyers of modest means to give useful gifts, and nothing fills the double purpose better than an umbrella.

The collection is picked up from the European markets, and are the very latest novelties shown. Horn and horn combinations, trimmed with silver and gold, predominate, but there are also some beautiful stone goods, of the agate and crocidulite class. Silver and gold trimmed naturals are also in evidence, as well as beautifully decorated presdents.

The trimmings are of silver and gilt, the latter being a composition know as mercury gold, and will retain its color always, and looks, in every way, the genuine article.

The samples are in the hands of the buyers, and retail buyers will do well to get their orders in, on account of the great rush always experienced by people doing a novelty business, as Christmas approaches.

### CRASH SUITS.

Robt. C. Wilkins is showing a large range of handsome tailor made crash suits and crash skirts, and his travellers are meeting with great success in selling these lines. Crash will be a great rage again next season for both ladies and gentlemen.

The Wholesale House that supplies you with

## North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable. Even the Pearl grade is guaranteed stronger and better adapted to requirements than any grade of any other batting.

These grades are the strongest, handsomest and most desirable cotton bats obtainable.

### NOTHING DECEPTIVE

They look well in the roll. They have the strength and qualities required by the consumer after unrolling. They make strong comforters.

When you unroll and unfold them you can test the strength and they will not fall apart like so much chalk. You can't blow them to pieces in a hurry.

**THREE GRADES. THREE PRICES. THE BEST AT THE PRICE.**

## Clapperton's Thread



is BEST

WRITE FOR SAMPLES

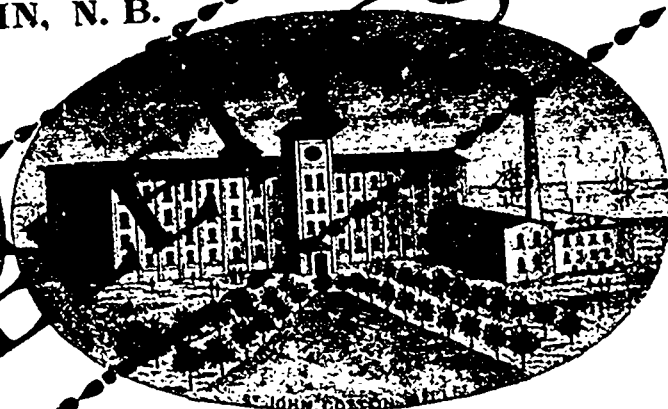
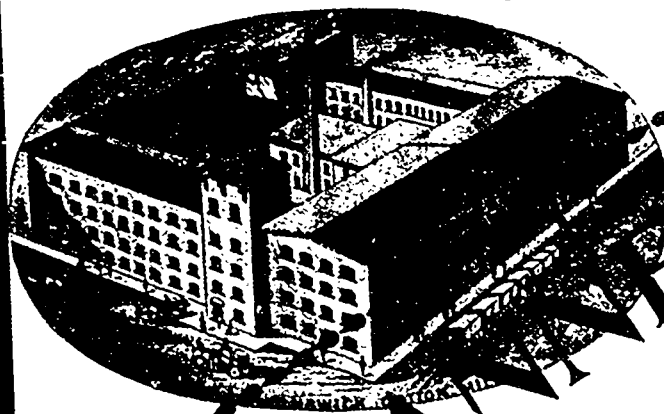
Wm. Clapperton & Co.

165 St. James St

MONTREAL

# W.M. PARKS & SON Limited

ST. JOHN, N. B.



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

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents . . .  
 J. SPROUL SMITH, 24 Wellington Street West, Toronto  
 DAVID KAY, Fraser Building, Montreal.  
 JOHN HALLAM, 101 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS  
 ST. JOHN COTTON MILLS  
 ST. JOHN, N.B.



## Wardlaw Yarn Mills

**YARNS YARNS YARNS**

WORSTED YARNS  
WOOLLEN YARNS  
KNITTING YARNS

Thos. D. Wardlaw - DUNDAS, ONT.

## B. & C. Corsets

Peerless Dress Stays  
Rubber Tipped Dress Stays  
Braided Wire Hip Pads  
Bustles and Dress Forms

Manufactured only by

**BRUSH & CO. - TORONTO**

The leading cloth houses of Canada  
are now showing the celebrated

## Oxford Tweeds

for Spring '98. See if they won't interest you?

**OXFORD MFG. CO. Limited**

W. P. Rodger, Agent, Toronto.

Oxford, Nova Scotia

## THOMAS MEALEY & CO.

MANUFACTURERS OF

## Wadded Carpet Lining

MEALEY STAIR PAD.

AND

**STAIR PADS**

HAMILTON,  
ONT.

OFFICE.—

24 Catharine St. North.



### SPRING PRINTS.

JOHN MACDONALD & CO. are sole joint agents in Canada this year for Crum's prints, and owing to the demand for English prints, as compared with American, a large range of these goods this season is likely to meet with much favor. The new designs include, specially, small checks, fancy checks, and lights and darks. New fabrics are Alma printed muslins and corded muslins. There is also a feature in metal crimps this year.

### NOTES FOR BUYERS.

P. Garneau, Sons & Co., Quebec, have the correct shades in ladies' plain mantle cloths.

Wyld, Grasett & Darling report grey flannels to be much more in demand, while flannelettes in wide widths are still popular.

P. Garneau, Sons & Co., Quebec, have a special value in men's beaver overcoating to retail at \$1.75 to \$2. Navy and black.

Baker & Brown are out with a number of novelties in pearl buttons, etc., suitable for the cloak and dry goods trade. Dealers will do well to see their samples.

P. Garneau, Sons & Co., Quebec, are selling heavy twilled serges for fall suitings and overcoats. These lines are "repeaters" and always give satisfaction.

Baker & Brown, Canadian agents for Hensal, Colladay & Co., have just received samples of new spring dress trimmings, including braids, gimps, novelties in loops, etc. The assortment is a large one and has been selected with great care.

W. R. Brock & Co. have all their well-known qualities in stock in black and colored Italians and serges, sleeve linings, canvasses, pocketings, etc., etc. They specially recommend their "H Special" black Italians, permanent finish and extra weight.

Wyld, Grasett & Darling report that the merchant tailors are doing a large business this fall. For overcoatings, meltons and beavers are favorites, and a good business is being done with them. For very fine goods vicunas in grey and dark colors are popular. In suitings brown and green mixtures are popular in tweeds, while blue seems the favorite in serges.

### NEW AND SEASONABLE.

Australian flannels and swansdowns are new and seasonable goods meeting with a ready sale at Brock's. With these will be seen a printed serge and brocade plush backed. Both lots were bought at about 25 per cent. below the regular price from one of the largest makers in England and no more can be obtained at the price.

### TAILOR-MADE SKIRTS.

Tailor-made skirts are the correct thing for ladies who want a smart, useful, yet cheap, garment for bicycle riding. Caldecott, Burton & Spence keep a big range of these goods in all kinds of materials, correctly sized and well made, lined and bound, and at prices varying from \$1 to \$4 each.

### "SWAN" BRAND QUALITY.

The fillings and coverings used by the Toronto Feather & Down Co., Limited, are admitted by those who have used them as second to none on the market.

### LADIES' GOODS.

James Johnston & Co. have on hand a splendid range of white embroidered handkerchiefs, newest designs, ranging from 35c. to \$2.75 per dozen, extra values; also a fine range of ladies'

linen collars and cuffs, newest shapes. A fine range of laces, such as Valenciennes and Oriental, in white, cream and butter, is also in; also a fine range of chiffons, 46 inches wide, from 35 to 50c. A new line of black grenadine veiling is in, 17 inch and 40 inch, from 37½c. to \$1.20 per yard. The firm report a special line of new neck frillings. Travelers have on the road the finest collection of parasols that have been shown for a long time.

**P. M.**

A line of heavy all wool black ribbed hose in sizes 6 to 9½ is meeting with a large sale at W. R. Brock & Co's. They are made specially for this firm, who have contracted for all that the manufacturer can produce. The large sizes can be retailed for 25c. per pair; sample dozens can be had upon application.

**A NEW IDEA IN TRADE.**

Furniture is largely and successfully used in the dry goods trade as premiums for cash trade. Hourd & Co., London, Canada, whose advertisement appears elsewhere in this issue, make a specialty of the manufacture of several nice lines which they sell direct to the trade by mail at remarkably low prices. Those to whom the business is new may obtain pointers from Hourd & Co. Write for particulars and prices, which are remarkably low.

**AN ANNUAL OPPORTUNITY.**

W. R. Brock & Co. take stock during November, and annually they make a point of clearing out all odd lots and broken ranges rather than enter them on the stock sheets. This month particularly will see some great snaps in every department. Do you want some lines to create an excitement? If you do, call at Brock's warehouse and you can secure some goods that will make your November trade most satisfactory.

**A CIRCULAR CUSHION.**

Quite a practical idea shown this season is a circular-shaped cushion suitable either for a chair seat or sofa. It is adorned with a neat frill. The Toronto Feather & Down Co., Limited, are offering these in a variety of coverings, and at prices that should command attention.

**PROVIDE FOR THE BABIES.**

Have you provided for the babies? If you have not you are not displaying tact. Nothing attracts the mother's attention so much as infants' requisites, such as infantees, bootees, wool jackets and coats, caps, toques, Shetland veils, clouds, etc. All of these lines can be purchased from W. R. Brock & Co., who aim to keep what the trade demand and goods that will prove trade attractors and profit-producers.

**STILL ON.**

The great demand reported in our last issue for "Victoria" crochet thread, we are informed, continues. R. Henderson & Co. say they have received several shipments and have others on the way, so that they will be able now to fill their orders more promptly.

**COMING EVENTS CAST THEIR SHADOWS BEFORE.**

The display of men's silk and cashmere mufflers, plain and fancy silk handkerchiefs, Swiss embroidered, hem-stitched, tucked, colored borders and other lines of fancy and plain handkerchiefs made by W. R. Brock & Co.'s fancy goods department indicates the rapid approach of the holiday season, when up-to-date merchants are on the alert for such goods.

**Manufacturer's Agents Wanted.**

In view of the constant inquiries from manufacturers and merchants for names of good representatives in leading centres in Canada we are preparing a typewritten list of all the firms open for agencies.

This will be held at our offices for use of such inquirers. It is important that the list be as complete as possible, and we will be glad to include everyone interested.

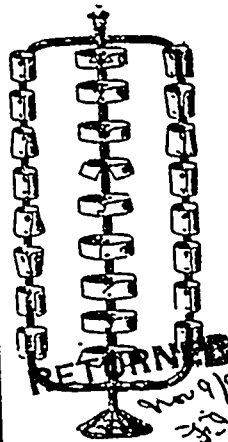
There will of course be no charge. The following information is necessary:

- Name.
- Address.
- List of agencies now held.
- References.

Address replies to . . .

THE DRY GOODS REVIEW - Montreal or Toronto.

**BUY OF THE MAKER  
STORE AND WINDOW FIXTURES**



We make the best line and finest finished goods on the market. Send for one of our latest Collar and Tie Display Stands, the best article ever made for the purpose. Only \$3.50 each, brass or nickel plated.

Fittings for every line of trade

**THE TORONTO BRASS CO.**

Limited  
88 York Street, TORONTO, ONT.

**WESTERN ASSURANCE COMPANY.**

Incorporated 1851

**FIRE AND MARINE**

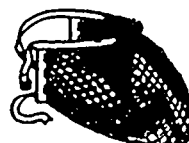
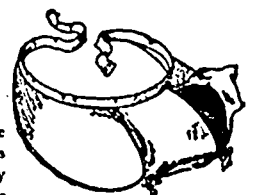
<i>Head Office</i>	Capital Subscribed -	\$2,000,000.00
<b>Toronto,</b>	Capital Paid Up -	1,000,000.00
<b>Ont.</b>	Assets, over -	2,320,000.00
	Annual Income -	2,300,000.00

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

**THE BUSTLE IS HERE**

New Fall Styles require them. Use the best. The Combination Hip Bustle gives graceful fullness over the hips and in back of skirt. It is not only very stylish, but it renders admirable service by relieving the weight of the full skirt now worn.

The Empire Skirt Cushion is very popular. Made of Braided Wire—no heating. If not already in stock, send sample order.



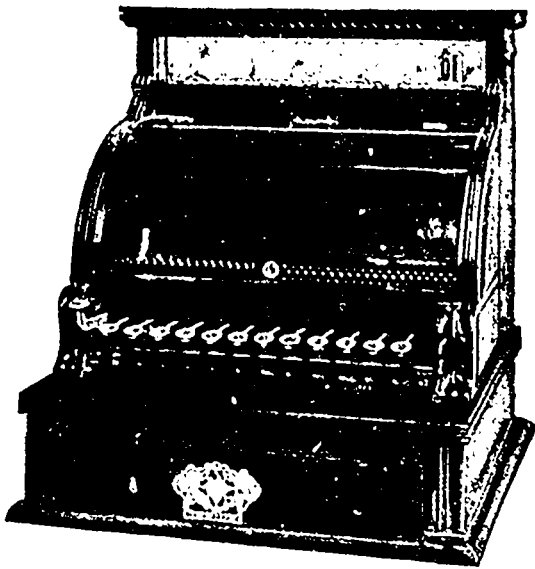
**BRUSH & CO.**

Toronto.

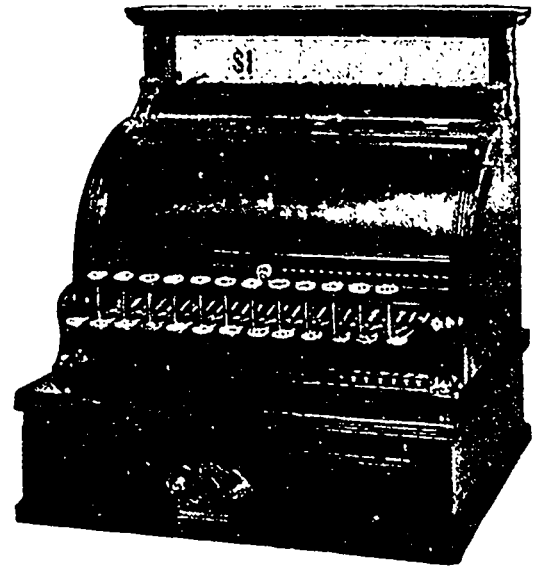
# The Counterfeit is Not so Good as the Original, and Costs More.

Buy only National Cash Registers—they are the best—and do not pay over \$70 for good detail adders. If you want the latest forms, buy a total adder, or a total-adding check and detail printer.

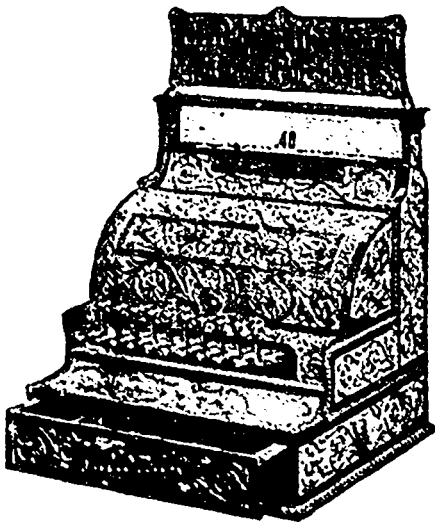
WHAT DO YOU THINK OF THESE PRICES?



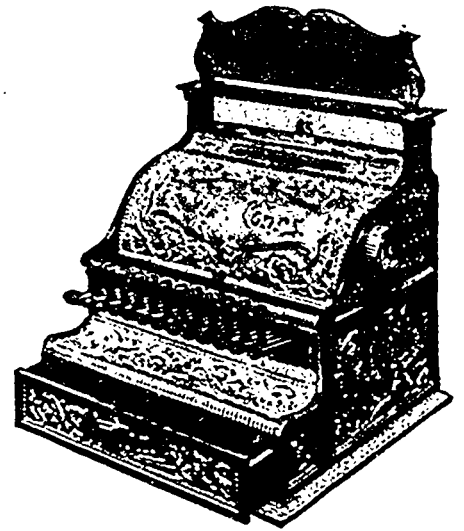
No. 17 Detail-Printing National Cash Register.  
Price \$15.



No. 18 Detail-Adding National Cash Register.  
Price \$25.



No. 301 1-2 Detail-Adding National Cash Register.  
Price \$50.



No. 322 Detail-Adding National Cash Register.  
Price \$70.

We make ninety kinds and sizes of cash registers, ranging in price from \$15 to \$350. Samples can be seen at any of the offices of The National Cash Register Company—6 Rossin Block, West King Street, Toronto, Ont.; 1685 Notre Dame Street, Montreal, P. Q.; Winnipeg, Manitoba; and Vancouver, B. C.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

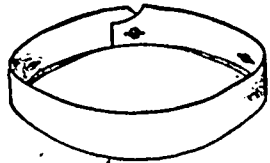
All goods made by us are stamped as follows :

Absolutely No



TRADE  
**CELLULOID**  
MARK.

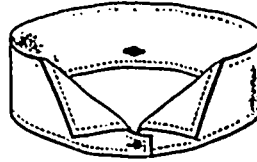
Others Genuine



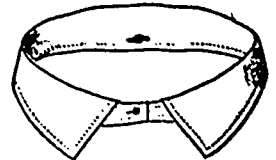
**ROMAN**  
Sizes 15 to 17 1/2 in.  
Front 1 1/8 in.  
Back 1 in.



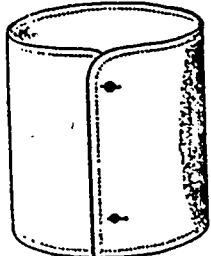
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 3/4 in.  
Back 1 1/2 in.



**TITAN.**  
Sizes 13 1/2 to 20 in.  
Front 2 1/2 in.  
Back 2 1/4 in.



**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 7/8 in.

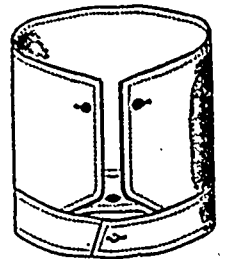


**EXCELSIOR.**  
Sizes 8 to 11 1/2 in.  
WIDTH 3 1/2 in.

Roman, Cardinal and Bishop Collars may be had plain  
or with either three or five button-holes.

**CAUTION**

It having come to our notice that certain manufacturers  
are producing and advertising imitations of our goods  
under the name of "Celluloid," we desire to notify the trade that the word  
"Celluloid" is a registered trade mark, and our right to its exclusive use having  
been upheld by the courts, we shall hold responsible not only such manufactur-  
ers but also all dealers handling any goods, other than our make, under the  
name of "Celluloid."



**FIFTH AVE.**  
Sizes 9 1/2 to 11 1/2 in.  
WIDTH 3 1/2 in.

Sole Agent for Canada

**B. ALLEN**

31-33 Melinda St., TORONTO

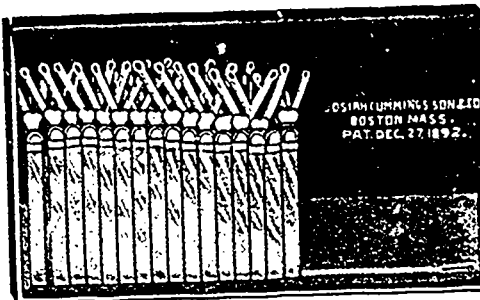
The Celluloid Company

## Sample Trunks and Sample Cases

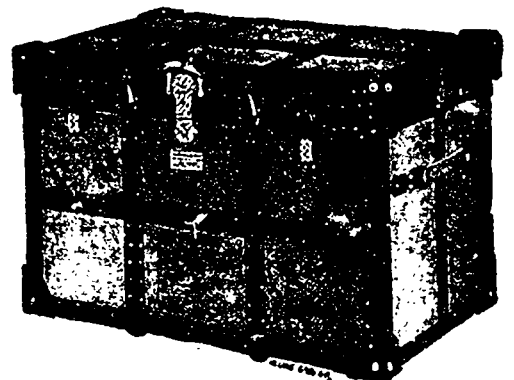
BEST MAKE IN AMERICA

- Steel Trunks. Only Manufactured in U.S.
- Raw Hide Trunks " "
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Bound Canvas Trunks
- Steel Bound Canvas Trunks

In all grades  
For all kinds of business.



Cummings' Pat. Suspender Trays.  
Patented Dec. 22, 1892. Patented in Canada.



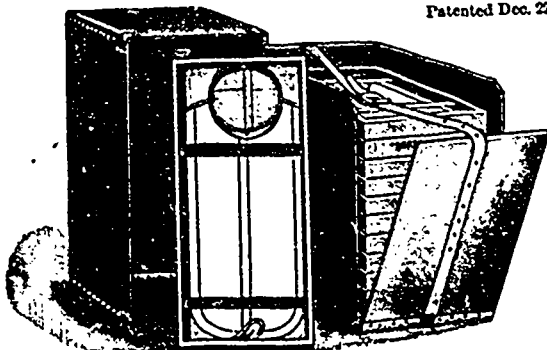
Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

"All Rawhide" and  
"Hub Fibre" Trunks  
and Sample Cases

Also a full line of

Common Canvas Extension Cases for the Trade.



BLOWING CO. PATENT

Bottom Shirt Box and Trays.

**JOSIAH CUMMINGS, SON & CO.**

63, 65, 67, 69 Kingston Street

BOSTON.

# TO THE TRADE

---

... NOVEMBER

**CHRISTMAS** is a season above all others that the "Golden Rule" is practised, when every person is trying to make every other person happy, and presents contribute largely to the enjoyment of the

**SEASON.** Receiving presents from a friend is being reminded in tangible form of their friendship. The most suitable present is perhaps a disturbing element in the minds of many, but merchants are

**ALWAYS** ready to suggest or give whatever assistance they possibly can to their customers who are in any doubt. Our assortment of stock for Xmas trade is most attractive, and merchants placing their orders

**WITH** us will secure an assortment that cannot be had under any other roof in the Dominion of Canada. We are showing novelties in every department suitable for the

**HOLIDAY** Trade. We mention a few of the multitudinous. Fancy Goods, including Silver-plated Ware, Silk Handkerchiefs, Fancy Neckwear. Also Chenille Curtains and Covers, Tapestry Curtains and Covers, Muslins, Grenadines and Golden

**DRAPERIES** (for draping). Wilton, Axminster and Moquette Rugs, Sideboard, Tray and Table Cloths, Table Napkins and D'Oylies, Dress Goods, Silks and Fancy Knitted Goods, Brocaded Mantle Cloths and Novelties in Suitings.

Filling Letter Orders a Specialty.

---

## JOHN MACDONALD & CO.

21 to 27 Wellington St. East  
30 to 36 Front St. East

.....TORONTO