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MARCH, 1893.

THE CANADIAN

McGOWAN

HATS, CAPS & FURS.
Millinery & Clothing.

REVIEW.

A Year's Profits .



LARGELY depend upon the amount and class of business done. Trade in standard articles generally, and in **Health Brand Underwear** in particular, pays: because our Underwear is good value, everybody wants it, and there is a fair profit made out of its sale. This is seasonable advice.

THE MONTREAL SILK MILLS CO.,

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Like all other Silk Thread Manufacturers, we make different qualities of 100 yards and 50 yards Spool Silks to meet the demands of the trade.



The Only Brand we recommend is that bearing our own name on Spool like this.

Belding's Silks will be found the best in the market, and average 10% stronger than any other make.

See that the name Belding is on every Spool, and take no other.

All the Leading Retail Dry Goods from the Atlantic to the Pacific keep Belding's Silks.

**BELDING, PAUL & CO., Ltd.,
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The Worsted and Braid Co.

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Solicit Trial Orders for any and



All kinds of Boot and Shoe Laces
Dress, Corset and Stay Laces
Cords of All Sizes and Kinds
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The above are made in Cotton, Wool (Mohair or Worsted) or Silk.

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**THE WORSTED AND BRAID CO., Limited,
TORONTO JUNCTION**

Toronto Fringe and Tassel Company

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

19 Front St. West, TORONTO.

GANADIANS!

MILES & CO.
Have removed from
21 Old Bond St., to
4 Sackville St., London. **TAILORS**

Best Scotch Tweed and Angola Suits from £3 15s.
The Celebrated GUINEA TROUSERS, Etc.

STEWART & McDONALD
GLASGOW.

- Toronto Agency: 30 Wellington St. East. -

Special lines of
Linens always
in stock. . . . } **M. MOWAT** { Close buyers would
do well to inspect
our samples. . . . } **87**

JOHN F. POWER,

Freight and Forwarding Agent,

20 and 38 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

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

CABLE ADDRESS: Mehalah, London.

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EDITORIAL COMMENT.



MARKS of all kinds have advanced in price, but the advance in the price of the manufactured product is not commensurate with the advance in the price of the raw material. The United States silk manufacturers estimate that the raw silk which cost them \$3.80 a year ago now costs them \$6. 0, or an advance of 71 per cent. This is a tremendous increase in price, but the increase in manufactures such as ribbons has been only from 10 to 25 per cent., and many of the Canadian jobbers having placed early orders have been holding back from the advance and contenting themselves in many cases with a smaller profit. This is useless and unnecessary. Prices must be advanced, and a gradual advance is better than a heavy abrupt one. It is estimated that the increased consumption in silk goods last year amounted to 20 per cent. and it is still on the advance.

* *

There is, as stated elsewhere, an advance in haircloth amounting to twenty per cent. The causa causans of this would seem to be Mrs. Grover Cleveland, the new mistress of the United States White House. At the inauguration ball she wore a skirt lined with haircloth, thus giving it a semi-crinoline appearance. This now promises to be the rage. Then a New York firm by the name of Henry Newman & Co. saw an opportunity for a corner, and they immediately proceeded to gain control of the entire output of haircloth from all the factories of England, France, Switzerland, Germany, Austro-Hungary, Belgium, the United States and Canada. A representative from this house visited Canada and bought up all the cloth he could secure from the jobbers and from the Canadian manufacturers. It is rumored that he made one mistake, and that was that he did not secure the stock and output of the St. Catharines mill before he cleaned out the Toronto jobbers, and the consequence was that after the Toronto men sold, they telegraphed to St. Catharines and placed orders for future delivery, thus realizing a handsome profit and heading off the "Smart New Yorker." But in spite of this, stocks of hair cloth in Canada are small, and Henry Newman & Co. have a corner on the goods in New York from which they will no doubt reap a handsome profit as the result of a bold and brilliant stroke of business.

* *

At a recent meeting of the Dry Goods Section of the Board of Trade of this city the following circular was ordered to be sent to all retail merchants concerned.

SECRETARY'S OFFICE,

March 1st, 1893.

To the RETAIL MERCHANTS

At a recent meeting of this section, representations were made by the Wholesale Millinery, Hat, Cap and Fur trades that excessive discounts are demanded or claimed by some retail merchants out of all proportion to the value of money, leading in many cases to unnecessary friction between the customer and dealer. It has been deemed advisable that I should inform the trade that a uniform rate of cash discounts has been adopted, so that all retail merchants who pay cash are on the same footing, and I beg to solicit the co-operation of the retail

trade in carrying out the terms as under, which will eventually result in placing the trade on a more satisfactory basis, so essential to all concerned.

TERMS.

DISCOUNT: All sales to be on a four months' basis.
 6 per cent. 10 days first following month.
 5 per cent. 30 days first following month.
 3 per cent. 60 days first following month
 Over sixty days, discount allowed at the rate of 7 per cent. per annum for unexpired term.

It has also been thought advisable that a definite understanding should be arrived at as to dating, and the following has been agreed to:

DATING.

GOODS SHIPPED:

Spring	1st January to 31st March, "as 1st April."	} Millinery and Fancy Dry Goods
Fall	1st July to 30th September, "as 1st October."	
	Intermediate months first following.	
Men's Felts--	1st January to 31st March, "as 1st April." 1st July to 30th September, "as 1st October"	} Hat, Cap and
Men's Straws--	1st January to 30th April, "as 1st May."	
Furs--	1st July to 31st October, "as 1st November."	} Fur Trade.

Yours respectfully,

EDGAR A. WILLS,

Secretary-Treasurer.

This was agreed to by the following firms:-- D. McCall & Co., wholesale millinery; Reid, Taylor & Bayne, wholesale millinery; S. F. McKinnon & Co., wholesale millinery; P. Goulding & Sons, wholesale millinery; John D. Ivey & Co., wholesale millinery; Cockburn & Drake, wholesale millinery; Thos. Dunnet & Co., hats, caps and furs; A. A. Allan & Co., hats, caps and furs. The only firm who did not sign was Gillespie, Ansley & Dixon; but it is understood that they are in entire accord with the terms of the circular, but objected to signing it. Thus uniformity is assured. It is to be hoped that all wholesale millinery houses and hat, cap and fur houses in London, Montreal and elsewhere will assist their Toronto brethren in the stand they have taken. If this reform can be upheld we may expect future shortening of credits, both with this class of wholesale houses and with the general dry goods houses.

* *

The annual reports of the Montreal and Toronto Boards of Trade are to hand. The former is 252 pages and the latter 137 pages. Both are well gotten up and both contain much valuable information. The feature of the report of the Toronto Board of Trade is the statistical returns relative to the trade and commerce of the city, while that of the Montreal board makes a historical sketch of its own city a specialty. An interesting feature in this connection is a series of maps of the city, beginning with the first ever produced, and finishing up with Goad's map of 1891. From a perusal of the reports one gets an idea of the important part these two boards play in the shaping of the trade and commerce of the country.

* *

Winnipeg is making rapid strides towards the improvement of the methods of civic taxation. The City Council has a plan

ready to present to the Legislature, but it is doubtful if it will be considered this session. The proposed method is to place taxation equal to ten per cent. of the rental value of premises in case of an enumerated list of trades and professions, but not in case of real estate proper. The rental value was simply multiplied by five to capitalize it. Then two per cent. on the general rate would be charged on the capitalized amount. As the rental value taxation would be too high in the case of some premises on Main street, and too low in the case of some wholesale houses away from Main street, it was proposed to assess the square feet of floor surface wherever the fixed limits were exceeded. These proposed limits are 30 cents and 75 cents per square foot. When the rental value is less than the product of the floor space multiplied by 30 cents per square foot, the tax will be paid on the latter, and when the floor space is small and the product of the number of square feet multiplied by the maximum, 75 cents per foot, is less than the rental value, the tax will be on the latter. Warehouses and manufacturing establishments are to be assessed entirely upon a rental basis. This personal taxation on manufacturing plants and stocks of merchandise would be entirely abolished, and the business man will flourish under justice and equity. Toronto manufacturing plants are exempt, but stocks of merchandise are not. Is the Queen City to be left behind in this reform movement?

* *

British trade seems to have found a limit. Speaking of the January Board of Trade returns, the Textile Mercury (Manchester) says:—"The trade returns for the past month continue to show the process of contraction which was perceptible all last year, the total values of the imports and of the exports of British and Irish produce being considerably below those of January, 1892. The total value of the exports of foreign and colonial merchandise is, however, greater than that of last year by £657,628, owing to the large quantities of raw cotton, indigo, jute and sheeps' wool sent away. The imports amounted to £33,125,888, a decrease of £5,359,356, or nearly 14.0 per cent.; and the exports of British and Irish produce to £18,026,019, a decrease of £1,120,685, or 5.8 per cent. Low prices account in a considerable degree for these decreased values, especially those of the exports, but in several articles it is apparent that smaller quantities have been handled. Cotton piece goods have decreased by 19,000,000 yards, and it is chiefly to the smaller requirements of the Continent of Europe that the decrease is due. Compensation to some extent is found by the United States and the countries in South America taking more. The United States have taken over 3,000,000 more yards of linens, and the demand for linens of a certain sort for that country is reported to be good. So, too, is the demand for woollen and worsted yarns for Germany. But for woollen and worsted stuffs the demand is not so active, though here again it may be seen that the newer countries are buying more freely. The fall in the value of apparel is caused by the lessened demand of Australasia, and this applies also to haberdashery."

THE COTTON INDUSTRY.

POLITICIANS have made a swoop on the cotton combines. We have three great cotton companies; the Dominion Cotton Mills Co., with a capital of \$5,000,000; the Canadian Cotton Mills Co., same amount of capital, and the Montreal Cotton Co., with a capital which has just been increased from one to two million. Whether the cotton com-

panies or any one of them has the amount of stock, we are not prepared to say. Whether they are making 28 per cent. profit or not, we are not prepared to decide. But the advance in domestic cottons was very much lighter, since raw cotton began to advance, than in either the United States or Great Britain. There is a duty on cotton goods, and as long as that remains our domestic manufacturers will have an advantage, but no person can prove that they have taken an unjust advantage. The question must be decided purely from a national standpoint, and our statesmen must decide whether the consumer is paying a greater tax on cotton goods than he can afford, and whether the tax enables the cotton manufacturers to take more out of the nation than it gives back.

Stevenson, Blackader & Co. write to the Mail denying that the Montreal Cotton Co., for which they are agents, are watering their stock. They say that the facts are that the Montreal Cotton Co. are increasing their capital stock, and are enlarging their mills and their business. The new capital which was authorized is to be used for this purpose solely, and will be issued to the shareholders at the rate of one hundred cents to the dollar; it will represent capital invested, and in no sense can be called watering the stock. These facts were made public at the annual meeting held last month, and could have been learned by any one interested.

If these companies are making 28 per cent. profit, it would seem that capital would soon be drawn into cotton mills. The Toronto World argues along this line and says:—"There is now in Canada the agent of English capitalists, who is looking out for some investment for a large amount of syndicated capital. If he could find a manufacturing concern going out of which a steady annual profit could be guaranteed, or reasonably assured, of not less than six per cent. he would be glad to negotiate for acquiring the property. There are also at home many millions for investment at one third what Mr. Edgar declares is the rate of profit on cotton making. There are also immense funds owned by United States capitalists who are on the hunt for good openings. Does Mr. Edgar really believe if 28 per cent. can be made by cotton mills in Canada that some of this vast capital would not be drawn towards the prize?"

Our Montreal correspondent writes as follows concerning cottons:--

A satisfactory feature of the domestic cotton market is the fact that there are no big lots of goods hanging over the market. This is the result of the formation of the Colored Cotton Combine which has been the subject of so much discussion, and in this respect nothing but satisfaction is expressed by the wholesalers in Montreal at least. The combine regulated production and the result was an output of only what was required, and there was no unwelcome and unforeseen discoveries as in former seasons of large lots in the hands of some manufacturer after dealers generally had supplied themselves. The outcome has been a steady and regular tone to the cotton market, and although there are some grumblers on the matter of prices, the general expression is one of satisfaction with the present conditions and position of the domestic cotton market. There has been some talk among selling agents in Montreal of an advance on grey goods, but it has not materialized as yet, and with the raw cotton market ruling lower a really appreciable advance would hardly be the natural thing. There has not been the advance which might have been expected when cotton was ruling high, and this has caused a greater confidence in the combine.

MERCANTILE EVOLUTION.



WITH the above heading, we published an article in the October, '92, issue of this journal. It was severely criticized at the time, but the incidents of the past month have led us to refer to it again. In the article mentioned we pointed out that the departmental stores were a sign that distribution was being more centralized, or that the cities and large towns were crushing out villages of all kinds, and the large stores were crushing out smaller ones. No one will seriously dispute that production by manufacturers is also centralizing, and that large factories are a characteristic feature of industrial economy. The man who produces on a small scale is not able to compete with the man who sells grosses instead of dozens. Similarly we claimed that the departmental stores were injuring the smaller retailer in the same districts and we still maintain our position. We do not claim any originality for the idea; it is a plain, patent and well recognized fact, and we could see no reason for closing our eyes to it.

During the past month it has come to light that Canada is to have an increase of departmental stores. Toronto is to have a new store, the front of which will occupy a whole block on Yonge St., between Richmond and Queen, and will be 160 feet deep. The estimated cost of the proposed building is one million dollars, which, it is expected will put up a structure equal to any of the gigantic retail blocks in New York, Chicago or Philadelphia. The intention is to erect a huge retail dry goods store similar to the Fair and Siegel & Cooper's in Chicago, or to Wanamaker's colossal edifice in Philadelphia. This store is to be controlled by a syndicate of capitalists, and building operations will commence in the early spring. Then Montreal is also to be blessed (or cursed) with a similar growth of departmental stores. The Gazette says "Along St. James street and on the same side preparations are being made for the erection of what will be known as the Carsley building, the same to be located between Molsons Bank and the Canada Life offices. This wealthy and enterprising dry goods merchant hopes to have the finest structure of the kind in Canada, if not on the continent. This great monument, which is to be built by Mr. Samuel Carsley, will be of white marble eight storeys in height.

What conclusion can be drawn from these two future events? Will trade increase sufficiently to give them sufficient trade without robbing the smaller dealer? Do people rush as a usual thing to the small store or to the large one? We leave these questions with the reader. But we have some further facts to present. In 1886, Toronto possessed 27 wholesale dry goods establishments and 131 retail dry goods stores. The population was then about 125,000. At present the population is estimated at 200,000, but instead of showing a commensurate increase, the number of wholesales is 22 and the number of retail stores is 109. Had the retail stores increased in proportion to the population, Toronto would have had 209 instead of 109. We think this is a fair statement of the case, and the figures are indisputable. In 1866 there were 21 wholesale fancy goods firms, in 1893 the number is 19, in 1886 there were 108 retail fancy goods stores, while in 1893 there were only 98 where we might expect 170.

The deduction we draw from this is, that fewer houses and larger is the tendency of the mercantile growth of to-day. Col

lectivism is replacing individualism. The large establishments are growing because they concentrate many businesses under one roof and there is thus less administrative expenditure, and less expense in a hundred different ways. The large quantity of goods sold enable them to buy at lower prices, and hence they can sell at lower prices. This low price is further reduced, because the larger quantity sold enables them to sell on closer margins. The lowered price is still further reduced by the saving in expense before mentioned. Why should not large stores succeed?

Another proof of this is the announced fact that Devaney Bros. who were doing a large retail dry goods business in this city, failed recently because profits were narrowed, although business was rapidly increasing.

Nevertheless, small stores are disappearing only within certain circles, and these circles have departmental stores as centres. Outside these circles the ordinary-sized store is prospering. But even here the man with capital has no show. As shown in our last issue, the greatest cause of failures is insufficiency of capital. Competition is growing keener every day, profits are narrowing, and the man who holds his own in the business world of to-day must have capital, untiring energy and invincible determination.

STEALING GOODS IN TRANSIT.

BY STAPLETON CALDECOTT.

THE frequent losses experienced by merchants from this cause demands the serious attention of the railway and steamship companies. Unless the transportation companies evince a determination to do everything possible to prevent these annoying depredations and promptly meet any losses thus incurred, it will prove a fruitful source of irritation between them and the merchants, whose goods they carry, which goods they should deliver in good order and condition, and free from any loss from stealing while under the control of the various companies over whose lines they have been carried before they reach their destination.

The grievance shortly stated is as follows: The steamship companies in Great Britain or elsewhere receive in good order a number of cases of goods which they pass over to the railway companies for delivery to the ultimate destination. These cases are sent through upon a through bill of lading--from say Liverpool to Toronto. In due course they arrive at Toronto and are delivered to their destination apparently in good order. But during the time of transportation from Liverpool to Toronto a skilful thief, or a body of skilful thieves, have opened a part of the case, pushed in an instrument, extracted some goods, resealed the case and made it look as though it never was opened. In this condition it is delivered to the merchant's warehouse and in good faith a signature is given. Upon opening the case however the loss is at once discovered. Immediately the railway company is informed and they send down a clerk to examine, he reports the matter to head quarters, assuring the merchant that the matter will receive attention at once. After a little time has elapsed and no notice has been taken meantime of the claim, the merchant writes at last to ask why the claim is not paid. He is then informed that the steamship company upon being written to say the stealing could not have occurred while the goods was in their charge, and therefore they must decline to entertain the claim. The railway company are equally certain the stealing did not take place while the goods was in their cus-

KNOX, MORGAN & Co.,

**Wholesale
Dry Goods
Importers** **HAMILTON**

PARASOLS

Orders for Parasols have been unusually large this season. We have repeated our **Best Selling Lines**, so as to be in a position to show a full range during **March and April**.

We would advise early purchases of these goods. Spring is at hand and first sales are the most profitable.

HOSIERY

Ask our traveller when he calls to show you our **Special Leader in Fast Black Hose**. We carry everything worth showing in this department. Prices reasonable.

LETTER ORDERS RECEIVE PROMPT AND CAREFUL ATTENTION

today, and therefore as the steamship company decline to accept the loss on a portion of it, the railway must do the same, unless the claimant can localize the loss and prove it took place while in the care of the railway company. Thus the merchant is placed like Sinbad the sailor, between the devil and the deep sea.

The absolute unfairness of the transportation companies' contention is manifest. How is it possible for the merchant to localize a loss between Liverpool and Toronto upon goods travelling over a steamship line and one or two lines of railway, during which time he has not the slightest power to watch the goods in charge of the different companies concerned? The thing is simply impossible, and therefore no law would or could compel a merchant to do what is manifestly impossible; but the law does require that carriers should deliver all the goods they have received for delivery, and upon a through bill of lading the responsibility must rest upon all the companies engaged in transporting the goods, and therefore it is evident that, as the loss has taken place during transportation, either on the hands of the steamship Company or that of the railway company. Therefore when they themselves cannot localize the loss, the fair and just way is not to try and bulldoze the merchant out of his just rights, but to pro rata the loss between the various companies concerned.

The sooner the companies accept this just and common sense method of adjusting these vexatious and serious losses, the better for the good will which should exist between these companies and the merchants. We feel sure upon a careful consideration of the merits of the case, all fairminded managers of companies will accept the pro rata way as the true and just manner of meeting these stealings in transit.

KNITTING MILL NEWS.

The following paragraph has been going the rounds of the daily press, "It is understood that a combine of four knitting mills is being made, comprising the two Penman mills in Paris, the Henderson mill in Thorold and a mill in Coaticook. Mr. Penman will be president and Mr. Henderson general superintendent." Mr. McIntosh the manager of the underwear department of D. Morrice Sons & Co's Toronto business claims that there is nothing much in this report. He says that the Thorold mill has been on the market for two years and its value was only \$30,000, so that this addition to Penman's powers of production will not be great. D. Morrice, Sons & Co. are the selling agents for the Penman mills. Not long ago the capital of the Penman Mfg. Co. was doubled but this does not imply that they are trying to form a combine of any sort. They have not acquired the Coaticook mill.

The Riverdale Knitting Mills at Inglewood, Ont., are running night and day. Some new machinery has been added and other improvements made and the output will be increased this year. The proprietors, D. Graham & Sons, are thinking of adding steam power, as their water power will be insufficient for the machinery now in use. Their goods have an excellent reputation. W. Calvert & Co. are the selling agents and have offices in Toronto, Montreal and Halifax.

Mr. F. Duffon, of the woollen mill, has put in three new looms and other extra machinery during the past week to increase his facilities for rushing out the work. The mill is running every night till 11 o'clock, and if hands can be secured it will start on the first of the month to run all night. Mitchell Recorder.



BUSINESS CHANGES.

ONTARIO.

THE largest failure of the month was that of Devaney Bros., Toronto. They were hampered by lack of capital and keen competition. Their business was good, but nevertheless they were running behind. Much sympathy was expressed for them by their creditors, and they have compromised at 65 cents on the dollar. The liabilities were about \$30,000.

Neil McPhaden, dry goods, Lindsay, has sold out to Peter McArthur.

Miss M. Morrison, milliner, Toronto, is dead. She was at one time in charge of the millinery department of John Kay & Son.

Journier & Co.'s creditors had a meeting at Ottawa on the 14th inst.

In the recent fire at Vanleck Hill, Misses Alexander & Grace, milliners, suffered severely.

Chas. Griffin, dry goods, Niagara Falls South, is selling out.

John Smilie, tailor, Toronto, has assigned with liabilities amounting to \$3,791, and Miss M. L. Tilley, millinery, has compromised.

At a recent fire at Chatham, J. R. Johnston, tailor, suffered slight loss.

Mr Slater has left the firm of Ritzer & Slater, tailors and furnishers, Waterloo.

Henry Schultz has now entire control of the furnishing business of Schultz Bros., Preston.

Joseph Hall of Owen Sound, merchant tailor, assigned recently to Mr. John Ferguson of Toronto, accountant. The assets are nominally about \$9,000 and the liabilities the same.

Edwards & Co., Dundalk, have closed up their dry goods business.

Hams & Weir sold their stock at Kingsville for 60 cents on the dollar.

Joseph Cote, Ottawa, sold his stock of furs at 38 cents on the dollar.

The creditors of Brignall & Thompson, dry goods, Belleville, at a meeting in Montreal, arranged that the firm should liquidate under the supervision of a committee of creditors. Liabilities \$40,000, assets \$49,000.

The bankrupt dry goods stock of Geo. Barr & Co., Brockville, was sold on 21st ult. to G. W. Baker & Co., at 55 cents on the dollar.

Hall, Innes & Co., dry goods, Peterboro', is now Hall, Gilchrist & Co.

The stock belonging to T. N. Vance, of Galt, consisting of cloths, ready-made clothing, etc., amounting to \$2,500, was sold to D. R. Rowan, Guelph, for 68c. on the dollar.

Rotz & Co., dry goods, Rodney, have been succeeded by B. Eggert.

Patterson & Co., of Lindsay, have sold their stock. J. B. Warner & Co. of that town suffered severely by a fire on the 25th of February.

The dry goods stock of G. S. Wood & Co., St. Thomas, was sold on the 3rd inst.

Armson & Stone, dry goods, Toronto, have dissolved.

C. H. Kempt, dry goods, Amherstburg, has sold out to Robt. J. Healy.

Thomas E. Mara, dry goods, is moving from Galt to London.

Wm. Cardwell, merchant tailor, Cobourg, suffered by a recent fire.

F. Shaw & Co., dry goods, Kingston, have removed to Napanee.

Mrs. S. Davidson's stock of dry goods at Ottawa was sold at 3¼ cents on the dollar.

T. Lindsay & Co., dry goods, Ottawa, have dissolved.

N. Hockin, dry goods, Port Hope, is giving up business there.

The Imperial Dry Goods Co., at Ingersoll and Woodstock, are offering creditors 70 per cent., spread over a period of fourteen months. This concern succeeded Coyne & Co., Ingersoll, about a year ago.

Duncan McFarlane, merchant tailor, Toronto, has assigned to A. Sinclair.

QUEBEC.

Charles Clement, tailor, Farnham, has compromised at 50 cents. Sidney Ritt, furnishings, Montreal, has also compromised.

Wm. McLimont, senior member of the wholesale dry goods firm of Wm. M. Limont & Co., of Quebec, is dead.

J. Friedman, clothing, Sherbrooke, has sold his stock at 6½ cents.

Kortosk & Co., furriers, Montreal, have assigned, with liabilities of \$60,000. The principal creditors are B. Levin & Co., \$2,100, Herschell & Myer, \$1,144, and Joseph Allman, New York, \$3,840. The liabilities also include \$48,000 customers notes endorsed by the insolvent.

J. H. Payette, tailor, L'epaire, suffered by a recent fire.

The furnishing stock of Chas. I. Murphy, Montreal, has been sold to James Alexander at 63½ cents.

Alfred Sauve's stock of dry goods at St. Henri has been sold at 57½ cents on the dollar.

Geneveux & Lachance, dry goods, Quebec, have assigned.

Albert F. Holland, hatter and furrier, Montreal, has assigned at the demand of John Martin & Co. with liabilities of about \$2,500. The largest creditor is Mrs. O. G. Holland, \$1,200.

The stock of Gagnon, Arnoldi & Co., Montreal, is to be sold on the 21st, and that of A. Brahadi, furrier, on the 20th.

M. J. Lachapell, dry goods, Montreal, has assigned and the stock will be sold on the 25th, Deslaurier's hat and fur stock will be sold on the 22nd.

Boisseau Bros, dry goods, Montreal, lost \$25,000 by a recent fire. E. Lepage & Co., dry goods, have also suffered.

John Robertson is commencing to manufacture boys clothing at Montreal.

MANITOBA AND WEST.

Alderwood & Co., furnishings, Vancouver, have sold out to Z. Goldberg.

A. E. Wescott & Co. will succeed T. Houghton & Co., dry goods, Victoria, after March 1st.

McLean & Stewart, clothing, Victoria, are closing out business; stock purchased by Lenz & Leiser, Victoria.

Angus Macauley, tailor, Northfield, B. C., is dead.

MARITIME PROVINCES.

H. E. Dimock, furnishings, Halifax, N. S., is offering to compromise.

Jas. A. Robinson, tailor, St. John, has assigned.

Chambers & Harvey, dry good, Yarmouth, have assigned.

POINTERS ON METHODS.



HERE is a right way and a wrong way of doing anything and everything. The best methods alone bring success. The live merchant searches for these, adopts them, does them justice and reaps the benefit. The only way to get ahead of your competitors is to have better methods, newer designs in advertising and fresher information in your windows than they have.

Life is too short to think out everything for one's self; so watch for those of others, only being careful not to become a mere imitator.

* *

Have you thought out the best way of displaying your new spring goods? Your spring parasols will soon arrive, and what a beautiful window you can make out of them. Some closely rolled, some loosely rolled, some half open and some fully open, some suspended in the centre of the window, some stacked like soldiers' rifles, some in other graceful and taking positions. Then spring gloves are arriving. These need not be taken out of their boxes, but simply uncovered and arranged in rows in different positions and inclinations. Monotony must be avoided. Then you have those beautiful spring dress goods such as two tone effects, plaid surahs, blouse cloths, challies, printed delaines, and the long list of brilliant hued fabrics for summer wear. Each kind should be put into the window by itself, and have a change made at least once a week. Simple designs will suffice with such goods as these. Do not forget to put in a neat card explaining the fabric, giving the name, width, price, etc. It assists in placing permanent ideas in the customers' minds.

* *

I would as soon think of doing business, without clerks as without advertising.—John Wanamaker,

* *

Here is an advertising method of doubtful merit. "One of the methods employed by S. Heyman of Newark, N.J., for drawing the trade of his section to his net can best be explained by quoting from a card which he gave to every customer who applied for one. 'Always bring this card to the store, and when your future cash purchases aggregate \$25.00 you will be presented with your choice of three magnificent silverware presents described on the back of this card, which will be gladly shown to you.' On the card are places to punch purchases from five cents to one dollar. Each card is numbered, dated and signed, and the name of the one to whom issued inserted. The cost of this presentation is about six per cent. The scheme has proved a most satisfactory one, for in four-fifths of the cases the customers bought much more goods than they needed so as to get the card filled up quickly."

* *

Every dress trimming stock should have a job counter where all patterns should go which do not move quickly in the regular stock. It would be a matter of great surprise to any buyer who never has had such an appendix to his stock to find how much dead stock he can work off. The hardest "plugs" receive the attention of customers, and if the store is situated in a trade center a wonderful lot of goods can be worked off. The job counter requires as much thought as the regular stock, for unless

the goods are made attractive by price and an arrangement of apparent value, that is to say, a sprinkling of fair goods among the "plugs," the counter will drag along and no benefit be derived. Cheap help can attend to a job counter if the buyer lays out the plan of work.

* *

Dr. Chauncey M. Depew of New York, in a practical business discourse which he delivered before the graduating class of Pierce's College of Business, advised young men entering upon a business career to adopt his own practical motto, if they wish to succeed in life, which is: "Stick - dig and save."

* *

The advertising agent of a New London clothing firm has purchased from a farmer the right to use a herd of cows in a pasture between that city and Niantic for advertising purposes, and each cow is adorned with a poster. Hartford Times.

* *

To the clerks: Read the newspapers, read good books on lives of prosperous merchants, read any work which will give you knowledge or help in your work. If you are not interested in knowing all you can about your business, it is evident that it is not a chosen business, not a business you really like, not a business you have fully made up your mind to shine in. My Christian friend, seek other fields, go where you can be in earnest, where you will fight to be and expect to be at the top some day. If you find you are dissatisfied, can't seem to make terms with your surroundings, don't like the business, etc., have pluck enough for once in your life to act, and let that act be to get out of this line and go into one more to your liking. There is a living in the atmosphere of your business, and yet not to such an extent as to bore or exhaust yourself.

* *

My success in business is all due to newspaper advertising.—A. T. Stewart.

* *

"I always keep my goods plainly marked," says a St. Louis retail shoe merchant. "A customer passing through a store does not like to ask the price of every article that attracts his attention, and he will not. The marking of goods helps to sell them, too, as there are many customers who will buy articles that are marked simply because the price caught their idea, whereas if they had found it necessary to inquire the price and learned that it was much higher than they had anticipated they might have felt that in not buying it they were actually confessing their poverty. In marking my goods I put the selling price in plain figures so that every visitor to my store can read for himself. I don't even put on a private cost mark that will puzzle the customer. By plainly marking your goods with the selling price only, you secure a pretty safe protection against the cutting of prices, as it impresses the buyer with the belief that he has seen the lowest and the only price at which he can buy the goods. However, if a customer should request a reduction, the merchant can gracefully point to the plain figures and inform him that no other price, higher or lower, would be accepted for the article. I have learned another thing, and that is there is no place like a well-dressed show window for displaying goods with the prices marked on them in plain figures. In fact I don't think that a window is complete without the prices, as the passer by is just as much, if not more, interested in knowing the cost of shoes as he is in observing the prevailing styles."



HOW TWO DRY GOODS DRUMMERS GOT WIVES.

WRITTEN FOR DRY GOODS BY W. L. F.

"Say, Charley, how the deuce came Bob Merrill to strike it so rich?"

The interrogator was my old friend Tom Lewis. Tom was visiting Toronto after a five years absence. For years he and I travelled for rival Toronto dry goods houses. On the train, in the hotels or when in the city we were bosom friends, but when we were competing for an order we knew not each other. Sometimes he cuchred me and occasionally I turned the tables on him. And the one who came out second best had usually to lose the price of a bottle of beer in addition to a sale.

Well, a little more than six years ago, Tom received a tempting offer to take in the Western States for a Chicago house. As there was no alien labor law in those days he accepted, and although we corresponded regularly this was the first time I had set my eyes upon him since his departure.

The somewhat abrupt interrogation of his that comprises the opening paragraph was dropped as we stepped outside one of the leading wholesale dry goods houses in the city of Toronto.

It would not be good taste to specify the actual one. That would probably cause someone to blush. Our mission there had been to pay a fraternal visit to the Bob Merrill whose name had been associated with the question put to me, and who at one time had also been a knight of the gripsack.

"Well, old man," I replied, as I felt a blush creeping over my features, for the warm blood will occasionally peep through the thick skin of even a commercial's face when there's a girl in the case, as there was in this, "I can answer your question, but the answering of it will give you the laugh on me.

"Oh, pshaw! don't let that stand in the way, you didn't think much of that when we were on the road together. Go ahead, old man," he added, as he heavily clapped his hand on my shoulder.

By this time we had reached the Queen's hotel. It was a warm day in August, and after we had taken something to create nerve and he because I suggested it we sat down beneath the shade of the balcony, tilted back our chairs, lit our cigars, and then I proceeded to answer his question. And, gentle reader, if you have the patience, I'll relate to you just what I told my friend Tom, now that it is no longer a secret.

"Well, old boy, if you demand it I suppose I must tell you how Bob obtained a partnership in the firm and how he came to marry an heiress." I leisurely began, chasing with a puff of Havana smoke a too inquisitive fly. "Two summers ago Bob, Fred German and your humble servant spent our holidays at Grimsby Park. Nothing would do but that we should camp out in true primitive style. 'We can always have a house to shelter us, let's try a tent,' was our unanimous cry. But to the point! Well we pitched our tent on a shady knoll overlooking the lake

But, by the bye, Tom, you may wonder what persuaded gay boys like us to spend our vacation at Grimsby. Well, to

tell you the truth, it wasn't Grimsby that was the attraction at least for two of us, that was Bob and I. The attraction was Blanche Tyrell who was staying with an uncle, reported to be very rich, although unknown to each other at the time, we both were in love with her. Anyhow, that is I didn't know he was, although it has since dawned on me that I sometimes felt a little jealous of him when we used to call on her, often together, at her father's home in Jarvis street.

We had not been more than a week at the Park, however, before I discovered where his affections lay. Grimsby, you know, is favorably situated for love making. And Bob and I were ever attending Blanche. Whether it was climbing the mountain, strolling through the fields or woods gathering flowers, or boating, Bob and I were her ever present attendants. As far as I could gather she bestowed her smiles no more liberally on Merrill than on myself. At last I grew desperate, and determined by some means to ascertain my fate. But there was the difficulty of getting Blanche alone. I laid several plans, but each failed at the critical moment. I did once or twice take her off for a walk alone, but as sure as eggs somebody would join us before we got far.

We had been at the Park nearly two weeks and on the morrow I was to return to business. With Bob it was not so imperative. In fact he was without a situation, the firm he had been with having failed some weeks previously. When I awoke that morning I decided upon making a bold attempt to learn that day if Blanche cared for me. I planned to see her as soon after breakfast as possible and try and arrange for a stroll or boat ride alone with her.

I guess it was about ten o'clock when I called at her uncle's cottage. She was not well, they told me. Was suffering from a headache and was laying down in an upstairs room. I was told the same in the afternoon. The day was hot and sultry, and when the wind is blowing from the south Grimsby Park is like an oven. On the plea of having a headache--although heartache it was, as you may guess, old man--I lolled about on the grass beneath the trees in sight of the uncle's cottage.

The sun was getting down well towards the mountains behind Burlington, when I noticed Blanche pass out of the front door and take a seat in an easy chair beneath the verandah. In a few moments I was by her side, but we were just as quickly joined by her aunt, who explained that her niece had slept most of the afternoon and now felt much relieved.

I told Blanche I was going back to Toronto on the following day. Would she honor me by taking a ramble through the woods that evening, or allow me to take her for a row alone? I had something important I wished to consult her about. I tried not to appear serious, but I fancy the attempt to hide my feelings was weak. Whether she read my thoughts or not I cannot say. I fancy she did. Anyhow, she merrily tossed her head and remarked, with a laugh, as she picked up a fan that was lying on a chair by her side.

"Of course I don't know what you wish to consult me about.

Besides. I don't think my advice would prove of any value to you. But such as I have I'll give unto thee," she added with another laugh. "But, by-the-bye, what is to hinder you from telling me now?" she remarked on second thought, as her aunt left us and entered the cottage.

It was one of what they call the "big" days at the Park. Crowds of people were continually brushing past us, and courtship under such conditions would be difficult indeed. So I immediately replied that the story was too long to tell just then.

Then she raised another obstacle. The young people on the grounds were getting up a concert. She had promised to give a solo and take part in a duet. She had arranged to meet with some of the others for practice that night, and it was at her suggestion that it was so arranged, so she could not well absent herself. It would be over by nine o'clock. After that hour she would be at my service. Would that do?

Of course I agreed. What else could I do? When I got back to our tent Bob and Fred were waiting supper for me. They wanted to know what I had been doing all day.

"Oh, just laying around trying to read, but the weather was even too warm for that. But, say, boys, what are you going to do to-night?" I added, turning the conversation and at the same time throwing out a feeler.

"I'm going to join a few old friends of mine who are spending the night at the hotel in a game of cards," quickly rejoined Fred German.

Bob Merrill was mum as an oyster and pretended to be interested in the antics of a chipmunk that was in the act of carrying off a crust for its evening meal.

"What are you going to do, Bob?" I queried.

"Do what?" he with affected innocence replied.

"Why, to-night, of course," I said, somewhat testily. "Didn't you hear what we were talking about?"

"Well, there is nothing to get annoyed about. If you want to know so bad, why I'm going to take some of the girls out for a row he rejoined."

"Some of the girls," I said to myself. "I guess who the some girls are."

"Here was a chance that after all my plans would be knocked on the head," I thought. And so, under pretence of chasing the chipmunk, I jumped from the table and ran towards the tree, up which I had seen the little creature run a few minutes before. Just then another idea struck me, and Fred at the moment joining me I said.

"Say, old fellow, I'm in a dilemma and I want your assistance. You know I am going away to-morrow. And I have a special engagement for to-night. Now I have reason to believe that Bob has plans on hand which will seriously interfere with mine. What I want to do is to keep him away, and I want your help. What I propose to do is this. You suggest that as there are so many strangers on the grounds, and as we caught a fellow coming out of the tent the other night with some of our clothing under his arm, that one of us remain around the tent all evening. To decide who shall stay we'll toss up. Of course I'll object to even this at first on the plea that as it is my last night on the grounds I should be exempt. Then at last I'll come around again and agree to toss up, the odd man to go on duty, you and I to turn up heads every time, do you see?"

It was agreed. And our plan worked like a charm. Bob, after objecting a little, finally agreed, and on the first toss was elected to keep his eye on the tent.

As soon as it was dark I wended my way to a little building

they call the Boy's Tabernacle, where the practice was to have been held. Judge of my amazement when I reached the place to find it in darkness, except for the light from a distant electric light that stole in through one of the windows. I enquired of the people at one of the cottages if they had heard any singing in the Tabernacle. There had been, they informed me, a little about an hour before and that the young people who were practicing had got through, my informant gathered from the conversation she over heard, much earlier than was expected. You can imagine old man my feelings.

By this time big lowering thunderclouds were beginning to thrust their heads above the horizon encircling the lake, while away across the waters to the north, to all appearance in the neighborhood of Toronto, could be seen the incessant play of lightning flashes wriggling about like hundreds of fiery serpents. One almost imagined that he heard them hiss.

The moon overhead looked like a big ball of fire set in the bright blue bottom of an enormous inverted vessel, the gathering clouds representing the sides. You may think it strange for a fellow to notice such things under the circumstances. But the scene was so awful and yet so grand, that as I wended my way along the heights overlooking the lake even the thought of her who was uppermost in my mind was not sufficient to shut it out from my gaze.

I had traversed probably one third of the park front when suddenly I heard the scream of a woman from the direction of the lake. Rushing closer to the edge of the bank I hastily scanned the surface of the water. Away out, about one hundred yards from the shore and a short distance to the west from where I was standing I discovered a dark object. In a moment I was scrambling down the bank. I threw off my coat and kicked off my shoes as I ran. I plunged into the water and struck out for the object I had observed. Just then I noticed another swimmer some distance in front of me and heading in the same direction.

I have won several prizes for swimming in my day, but I'll bet I never made such good time as I did that night. As I drew near I saw what appeared to be two women clinging to an upturned boat. Just as the swimmer ahead of me was almost within reach of them one of the women loosened her grasp and disappeared beneath the surface. The man in front of me dived almost simultaneously. A few more strokes and I was alongside the woman yet clinging to the boat, but it was none too soon, for almost the moment I grasped her she lost consciousness. Just at the same time Bob Merrill for he it was who had swam out ahead of me rose to the surface with well, Blanche Tyrell in his arms, but of course unconscious.

Fortunately we were quickly surrounded by a number of boats, and we were rescued from our perilous position. When we reached the shore willing hands carried the unconscious girls into the cottage which Blanche left so full of life an hour or so before. A couple of doctors were soon in attendance, but it was a long time before Blanche and her companion were restored to consciousness. The first thing she did on regaining her senses was to ask if Bob was all right, she having recognized him the moment she lost her grasp of the boat. Her condition, however, was considered so critical that her father was telegraphed for, and he arrived from Toronto next morning by the first train. Blanche was his only child and he almost worshipped her. He was naturally profuse in his thanks to Bob and offered him a cheque for a thousand dollars, little as he could afford to do it, for his circumstances were only just comfortable. Bob of course

GORDON, MACKAY & Co.

**Just Received
Repeats in . .**

**Black Silks,
Victoria Lawns,
Worsted Coatings,
Black Cashmeres,
Table Linens,**

In the above Lines our
values are acknowledged
on all hands to be the
best in the Trade.

NO ADVANCE IN PRICES

GORDON, MACKAY & Co.

TORONTO

S. Greenshields, Son & Co.

17, 19 and 21 Victoria Square, and
730, 732, 734 and 736 Craig Street **MONTREAL**

.. **Dry Goods**
.. **Merchants**
GENERAL.

Sole Selling Agents in Canada for

Mr. Chas. Harrison & Son, Carpet Mfrs.,
STOURPORT, ENGLAND.

Also for the Well-known **EVERFAST STAINLESS HOSIERY**

BRANCH STORE:

Van Horne Block,
Vancouver, B.C.

SAMPLE ROOMS:

Winnipeg, Man. Ottawa, Ont.
Windsor, Ont. Quebec, Que.
Cobourg, Ont. St. John, N.B.

Caldecott, Burton & Spence

Are Showing a very Large
Range of



**Parasols
Sunshades
Umbrellas**

The Styles are in harmony with the fashion in
Dress Goods.

They are the Top Notch of the Season.

The Wide-Awake Retailer will find these goods
great Profit Producers.

Buyers will receive courteous attention and prompt
shipment of purchases.

Caldecott, Burton & Spence,
TORONTO

refused. Shortly after Mr. Tyrell used his influence to get him a situation in the very firm of which he is to-day a partner.

Well, just twelve months to the day after the eventful night there was a double wedding. Bob Merrill married Blanche Tyrell, and I was taken for better or for worse by Ethel Sinclair. Ethel was a cousin to Blanche, and was no other than the girl I had saved from a watery grave. She had only arrived at the Park to pay a visit a couple of hours before the accident. Both being spirited girls they had secured a frail canoe and had paddled out to enjoy the night breezes and to watch the approaching storm.

About a year ago Blanche's old uncle died leaving her nearly the whole of his enormous fortune. Bob was at that time still an ordinary dry goods drummer, and Blanche wanted him to come off the road and take things easy for the rest of his days. Bob, you know, is one of those fellows we seldom meet. He loves work and wouldn't be happy unless he had something to occupy his time. He was willing enough to go off the road, but as for living a life of ease, that wasn't in his line; and he told his wife so.

Just at this time one of the partners in the firm for which Bob was travelling announced his intention to dispose of his interest, ill-health making it necessary that he should be relieved of the cares of business. This coming to the ears of Mr. Tyrell, he suggested to his daughter that it was just the chance for her to invest some of her money in a well-established and good paying business.

"Purchase the interest, my dear," said he, "and hand it over to your husband. Bob is such a scrupulous fellow that I suppose he will object. But leave the matter in my hands and I will arrange it."

Well, it was left in his hands and it was arranged satisfactorily. And Bob has been a partner now for some six months, and I understand that the infusion of the new and younger blood is already showing good results in both the volume of business and in the ratio of profits.

There, now I have told you how Bob Merrill came to strike it so rich. "All's well that ends well." If Bob hadn't been watching the tent that night he wouldn't probably have seen the two girls trying to navigate the canoe and thus been on hand in time to have rescued his wife that now is. And well, I wouldn't have got the best little wife in the world.

HATS, CAPS AND FURS.

HATS are not in good demand from the wholesalers. The middle of March when cold is a dull time for hatters. Most of the large orders have been placed and the weather is not warm enough to induce consumers to come forward and break the retailers' stocks. Fedora and tourist shapes of all kinds are selling fairly well. Stiffs have been in good demand, especially those by the best makers. All sorts of boating caps are in strong favor for the summer trade, and some heavy advance orders have been placed. The shapes in these will run much as last year.

Mr. J. D. Allan who has just returned from a several months visit to foreign fur markets says the strong demand at the fur sales from 23rd to the 31st of January was due to the fact that such countries as Austria and Germany have had a most severe winter and dealers in these countries are buying more heavily than usual in anticipation of a heavy demand during the next season. People in these countries are wearing furs now, who

never thought of such a thing before. In Berlin the wearing a fur cap is the mark of a stranger, as the Berliner wears very scanty headgear. Still this was a cold winter in Berlin and people were glad to get fur goods to wear; at times the thermometer (Fahrenheit) registered zero. It was the coldest season they have had since the very severe winter of 1871.

The fur trade is a peculiar one anyway. It follows the foibles of fashion very closely; and furs are in good demand or they are not; there is no medium, nor point of equilibrium. Just present the demand for furs is increasing, and many kinds of furbearing animals are becoming very scarce.

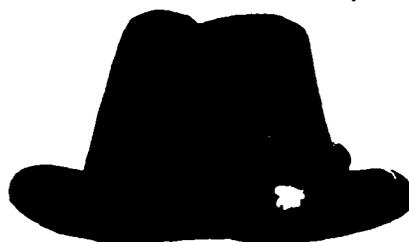
Russian goods at the recent sales did not show an increase in prices. This is due to the fact that no country is asking for these goods in very large quantities except Canada. The consumption of lambs and Astrachans in this country is exceeding large at present. Astrachans ranged even a little lower than last season, and the bidding was not brisk; grey and Persian lambs were much the same as last season in price, and the skins were slightly better in quality. The November advance of seals, as was shown in our last issue, was maintained, and prices will be firm in all seal goods next winter. Australian furs have advanced, but these goods are so cheap anyway that an advance of 25 per cent. doesn't make any appreciable difference.

The offering at the sales going on in London from 8th to 21st promise no great changes. The heavy advances of January induced an extensive influx of raw furs to the London market, and the quantities offered are much larger than were expected. The March sales used to be the most important of the year, but this is not so true now, as the January sales are increasing in importance at their expense. So far as can be judged from the information to hand, the prices of January are well maintained, except in the case of red fox, which has declined very considerably.

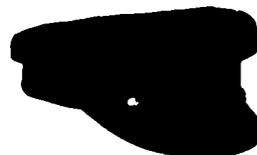
SOME LEADING SHAPES.

The Savoy is a leading soft hat shown by A. A. Allan & Co. It is a beautiful thing.

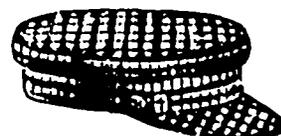
The other cuts show two leading boating shapes, one being a man's cap and the other a ladies' tweed cap. The shapes of



SAVOY.



MAN'S BOATER.



LADY'S BOATER.

these are much the same as last year, but some new varieties are shown varying from previous season in small details of design and manufacture.

INDISPENSABLE REQUISITES.

No man can dress windows without tools and ideas. These are indispensable requisites. The famous window dresser Harry Harman has issued a new catalogue of his goods. If you are a live dealer you will want one, and you will want something out of it. If you are not a live dealer you wont want it. The catalogue is full of information for such merchants as are live enough to read trade papers and make their show windows return them a regular profit of from ten to fifteen per cent. on the outlay. Address Room 1204, The Temple, Chicago, and mention this journal.

WINNIPEG TAILORS.

The Winnipeg tailors and their workmen and workwomen are having a disagreement concerning wages. There have been some excited meetings and conferences, and some grand counter-marching, but at last both sides have sensibly decided to refer their disputes to arbitration.



Office - - Telephone

For Offices, Warerooms
and Factories.

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

C. A. MARTIN & CO.

Designers and Manufacturers of Electrical Specialties, Telephones, Call Bells and all other Electrical apparatus and supplies.

765 Craig Street, - MONTREAL.

❖ THE RELIABLE SUSPENDER. ❖

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



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

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

IMPORTANT NOTICE TO MERCHANTS

The Barr Cash & Package Carrier Co.

Avoid Liability for Damages
in Buying Cash Carriers
Infringing Barr's Patent.



The Patent Office Decides
in Favor of the Barr
Patents.

Two Strong Decisions Rendered Each Unqualifiedly Awarding
Priority of Invention to Barr.

When Purchased, if put up in store by this Company, price per line, \$35.00.

When Purchased and put up in store by purchaser, price per line \$30.00.

When put in under lease of three years, 1 line, \$15.00 per year; 2 lines, \$12.00 per year each; 3 lines or more, \$10.00 per year each.

When under 5 years lease \$1.00 per line less.

The rent must be paid in advance for each year.

HAMILTON BRASS MANUFACTURING CO., Hamilton, Ont.,

General Agents for Canada.

CARPETS AND CURTAINS.

CARPET manufacturers in this country are jubilant over the prompt and energetic action of the Customs Department in regulating appraisements in such a manner, that the interpretation of the tariff is no longer an injustice to the products of domestic mills. Cotton and jute carpets when imported are now charged 5c. per yard and 20 per cent. instead of a straight 25 per cent. ad valorem duty. Samples of these cotton and jute carpets have been sent to every port of entry in the Dominion; and instructions have accompanied these, so that there can be no possibility of cotton carpets coming in as unions, to the detriment of honest Canadian goods. The manufacturers deserve credit for the thorough way in which they dealt with this deceit on the public. Even if the motive was partly selfish, it was nevertheless done pro bono publico.

The mills are now shipping out the last of the spring orders, and are preparing samples for the fall trade. The spring trade has been satisfactory and dealers seem pleased with the goods turned out. Retailers should encourage domestic manufacturers by pushing their carpets as much as possible. The more Canadian carpets are sold the greater variety will be produced, and prices will tend to fall. Canadian unions are made of good material and well woven. A great many imported unions have the yarns in them sized, i.e., treated with a wash of glue, so as to give the carpet a harder feel. Close weaving and pure stock give this feel to Canadian goods, and dealers should not sell bogus goods when they can secure honest and genuine productions of home manufacture. The carpets produced by the Toronto Carpet Co. are said to be free from all such deceit.

John Macdonald & Co. have just received a shipment of carpets which were shipped from Glasgow on January 23rd, but were detained by being on the Pomerian, which met with an accident when 1,200 miles out, and had to put back. The goods on arrival here were immediately re-shipped to fill orders, and are now on their way to their customers.

Mr. Dewar, the carpet buyer for John Macdonald & Co., has just returned from his semi-annual trips to the British markets. He says that prices of carpets are very unsteady on account of the fluctuations of the jute market, and also on account of the steady advance in cotton. Cotton yarns have advanced in price even more than would be caused by the advance in raw cotton; this is due to the great strike among the spinners in Lancashire. Tapestries and Brussels have not advanced on account of the depression in the carpet trade, and consequently carpet manufacturers are making no money at present prices. If the demand for carpets was to become at all brisk, the manufacturers would make a sharp advance. Just before Mr. Dewar arrived in Scotland there was a sharp advance in hemps of ten per cent., but before he left Dundee prices dropped again and he was able to secure goods at old prices.

The following from the New York Carpet Review further explains the situation from a United States point of view:

"Carpet wools are advancing in price, as noted in the report of recent sales in New York and Boston, given elsewhere in this issue. The chief cause for the advance is the short stocks at hand here and abroad. Russia, the leading source of supply for carpet wools, is contributing much less than her usual proportion,

the reason being in the decrease of the number of sheep in that country, many have been killed for food or allowed to die uncared for during the famine, and the epidemic of cholera which visited Russia, and in this way, as in others more or less serious, caused almost incalculable losses of life and property.

There is consequently good reason to believe that carpet wools will continue to advance beyond the present prices, and the rise may be a very considerable one, involving a speedy advance in prices of every grade of carpeting.

S. Sanford & Sons, the Roxbury Co., and Stinson Bros. have issued a new list, in which the prices of Tapestry carpets are advanced 2½ cents a yard, and the Messrs. Stinson and Sanford have made the same advance on their velvets. Other manufacturers, although making no formal announcement, are offering their goods only at advanced prices, and find no difficulty in securing orders--indeed, even more than they can fill.

Prices of Body Brussels and other high-grade carpets remain without material change, but an advance in these goods is inevitable and may occur very soon.

John Macdonald & Co. have a nice range of Swiss curtains just to hand. Large shipments of all kinds of curtains for spring trade are being opened up.

The Toronto Carpet Company are producing some Axminster rugs which will startle the trade and which are bound to oust many lines of imported goods. They are working steadily, training their employees and perfecting their means for the production of these goods and soon they will make a good showing. When Mr. Murray commences to do anything his energy and indomitable will overcomes all obstacles.

The Toronto Worsted and Braid Company are making as neat a corset lace as there is in the market. They are said to be equal to imported goods in quality and less in price. They are turning out beautiful qualities of silk laces for blouses and mohair braids in good qualities. About 250 gross per day is the output of boot and shoe laces from their factory. Although quite young, this company is gaining fast on its competitors.

Paris, Ont., March 15.--A fire which broke out about 4 o'clock on the morning of the 15th inst., totally destroying the carpet factory at Paris, Ont., occupied by William Tyler and owned by D. Shepherd. Total loss, \$4,000; building insured for \$400 in the Phoenix, of Brooklyn; stock and machinery, stock and machinery, \$1,000 in Phoenix, of Hartford, and \$1,500 in Commercial Union. The origin of the fire is unknown, but supposed to be incendiary.

The latest East Indian mail advices say: "The bumper jute crop, which was predicted at the beginning of this season, has turned out to be a delusion. The latest estimates put the total number of bales available for export to all parts at from 23 to 24 lakhs, against 27½ lakhs predicted in the Government estimate. Last season was an exceptionally small one, but the average number of bales shipped during the preceding three seasons was about 26 lakhs. Following on last year's crop of less than 20 lakhs, the present one should fall considerably short of requirements, even after taking into consideration the decreased consumption of jute goods during the first half of 1892."

Wyld, Grasett & Darling.

...

OUR ASSORTMENT FOR THE

SPRING AND SUMMER

TRADE WILL BE MAINTAINED
IN EVERY DEPARTMENT—WITH
WEEKLY SUPPLIES OF . . .

GLEAM, . . NEW, ATTRACTIVE GOODS

TRAVELLERS' AND LETTER ORDERS
RECEIVE PROMPT ATTENTION.

...

WYLD, GRASETT & DARLING
WHOLESALE DRY GOODS AND WOOLLENS
TORONTO.

W. R. Brock & Co.

WHOLESALE

Woollen and General Dry Goods Merchants

Received this month special lines in Worsted Goatings, Spring Overcoatings and Trouserings, also a very complete range of Tailors' Trimmings.

Dress Goods.—Just passed into stock latest novelties in Shot Diagonals, Silk Mixtures, Bengalines, Shot Epinglines and Jacquards, Crepons, Cheviot Beiges. Nuns Veiling, Etc.

Letter Orders receive careful and prompt attention.

W. R. BROCK

ANDREW CRAWFORD

T. J. JERMYN

COR. BAY AND WELLINGTON STS. TORONTO

NEW SPRING HATS

A. A. ALLAN & CO.,

51 BAY STREET, TORONTO

HEADQUARTERS FOR

TOURIST HATS, CRUSH HATS, SELF-CONFORMING STIFF HATS

In all the Leading Styles and Fashionable Colors.

SOLE AGENTS FOR

WAKEFIELD'S LONDON
LESLIE & CO. LONDON

English Silk AND Felt Hats . . .

CORRECT STYLES IN STRAW GOODS

An Immense Stock of Men's, Boy's and Children's
in Split Straw, Rustic, Sennit, Mackinaw, Etc.
Men's and Boys Harvest Hats in Large Variety.

Novelties for Children.

Novelties for Boys.

LADIES' SPRING MANTLES

We are showing the most
beautiful range of Ladies'
Spring Mantles that
could be desired.

English Styles and
Combinations



NOVELTIES IN THE
Hat Department
Lace Department
Flowers and Feathers
Mantle Department

D. McCALL & Co.,

TORONTO and MONTREAL



SPRING MILLINERY.

MILLINERY houses had their openings in Toronto on the 27th and 28th of February, and in Montreal on February 28th and March 1st and 2nd. Every wholesaler was supremely satisfied, and a solid trade was done.

Hats are extremely large and bonnets are extremely small. Broad, flat brims, which a milliner can twist into any desirable shape, are a marked characteristic of spring shapes.

Crowns are broad and low or else small and high. Poke shaped bonnets are shown in great variety, and only beautiful trimmings can conceal their hideousness. Small cone-shaped crowns are numerous. Chip flats and square bonnet shapes are good stock, as are also the beautiful leghorns.

The leading colors are heliotrope and green, in all the different shades of each. Combination colors such as violet-green, magenta-green, and green-brown are pleasing novelties. Violet will find considerable favor.

Bright-colored straws, bright-colored ribbons, bright-colored flowers, bright-colored ornaments - all will combine to make feminine headgear very brilliant during spring and summer.

In flowers violets are the favorites at present, and there is not the run on roses and other large flowers that there was last year. Trimmings too are lower, and at present there is a little purple in everything.

Feathers, more especially ostrich flats, will be more used than ever, and ostrich mounts, in Prince of Wales style, in shot, combination or two-tone colors, will be very fashionable. Cashmere effects, both in the straws themselves and in the trimmings, will be sought after, and broad Oriental ribbons for putting bands on these high cone crowns will be good sellers.

Among the new laces is the goffre; the other leading lines were enumerated in our previous issue. Laces are much used as trimmings. So are jewelled passementaries on small bonnets.

Wheat-ears in every shade and in every fabric are sure to be favorites, and Osprey mounts are as good sellers as ever.

In ribbons plaids and shot effects are going to be run on, and the old stand-by, faille ribbon, with or without a fancy edge, is still good.

The summer openings will be held in Toronto about the 20th of April.

MONTREAL MILLINERY OPENINGS.

The earliest signs of spring are the openings of the large wholesale millinery houses of Montreal, and a visit to any one of the large warehouses must have been regular paradise to womankind. All around them were those deft creations of Parisian fingers which play such havoc with some peoples pocket books. A visit to D. McCall & Co.'s show rooms on Notre Dame street demonstrated the fact that hats this season are to be extremely large and bonnets unusually small, but there is not much change in styles. The crowns are either broad and low like last season or of the flower pot shape sometimes terminating in a small cone. The arrangement of colors this year constitutes the novelty. Good selling lines will be chip flats edged with

lace, and in bonnets square shapes seem to take very well. This year a bonnet can't be too small and some are hardly the size of the palm of one hand. Twists will also rate largely into use, and pins and buckles adorned with imitation fancy stones promise to be quite the rage. Feathers are again coming into fashion and will be used more than ever. Ostrich flats in combination colors are quite the thing. In laces Irish point in all shades will be very popular, and wheat ears, etc., of all shades promise to be good sellers. In ribbons, plaids and shot effects are going to be run on, while jet mounts maintain their popularity, and the new straw with bead pendants went off well.

At Caverhill, Kissock & Co. much the same lines were to be seen. Said Mr. Kissock: "Bright colors, more especially purples and greens will be the rule. At present the ruling color is Emmence, a very dark purple, and this runs up to Ophelia, a reddish magenta. In feathers Prince of Wales mounts in shot and combination colors are the fashion. Cashmere effects both in the straws themselves and the ribbons and trimmings are much sought after, and broad Oriental ribbons for pulling bands on the high cone crowns promise to be a go also. Veilings, especially spotted or spangled gauzes and crosses are in demand, and for ornaments pins and buckles with imitation precious stones are largely used.

The coming walking hat is a small conical one, but it will have to share its popularity with the new sailor shape. This shape, the "St. Leonard," comes in blue and white and chocolate and white straw. It has a curled brim and a small crown, and is trimmed very simply.

The attendance at the openings was very large owing to the fine mild weather, and all the firms report encouraging results.

LATEST RIBBON NEWS.

Advices from the London market within two weeks state that colored gros grain and bird edges are in large demand and prices have advanced 10 per cent. Fancy ribbons very slow sale and almost dead.

AN INGENIOUS SWINDLE.

An ingenious swindler, giving his name as O. E. Small, has just been arrested in Detroit. His method was simple yet most effective. He sent out circulars to the millinery trade of the United States purporting to be from May, Thomas & Co., of Montreal, announcing that the firm had forwarded to them a sample case of goods. He next sent them a card purporting to come from the Detroit custom house announcing the arrival of the goods and asking them to remit \$3.50 for customs charges to Lock box 162, Detroit. The scheme worked like a charm. Most of his dupes believed the firm of May, Thomas & Co. was the same as Thomas May & Co., the well-known millinery firm of Montreal, and had no hesitation in forwarding the money at once. As the goods did not turn up, they wrote to Thomas May & Co., asking for an explanation, and when that firm realized that a swindle was being worked under a colorable imitation of their name they promptly placed the matter in the hands of Detectives Grose and Carpenter, who soon ran their man to earth. Saturday's mail brought seventy-five letters from people who had sent money to the swindlers asking for the goods from Thomas May & Co., and Detective Grose has now over two hundred letters from milliners who had duly forwarded the \$2.50 asked for to Lock box 162.

COMPETING MATERIALS.

Many goods now active, illustrate the difficulty of forecasting the demand. The early "fancy" craze confused the market

tendency and increased the speculative character of the trade. Dealers have found it a very odd season, says the New York Economist.

Jets which in January were not in strongest confidence now show up prominently on order books. Fine edges, birds, crowns and aigrettes are particularly good and are under commanding call.

Buckles, though hardly in the extreme favor anticipated, are holding their own.

The best Parisian milliners are already giving preference, it is said, to plain ideas. This does not exclude many goods shown among the "fancies." Certain patterns in ribbons can properly be classified as plain, having only a stripe, perhaps, to mark their departure from simplicity. These are and will continue to be strong bidders for highest favor.

However, though self interest may prompt the dealer who is heavily loaded with a "fancy" stock to dissent from the idea of a plain season, it yet is true that the new showings of the month indicate a reserve of vitality in his favor which cannot be ignored. Straw goods in changing shades are yielding, almost in violation of art, to the craze for striking and outer combinations. It is the logical result of their introduction and is a decided advantage in some directions. Changeable effects admit of adaptation to hats of the widest possible range of goods for trimming. The efforts of modistes, licensed by the peculiarities of the season, are in exact ratio with the modifications of fashionable tissues. The use of velvet and straw is an illustration.

Not only in hats, but in straw braids as well, is this contest among materials observed. Braids are now garnitures. New patterns have continued to multiply until the place of ribbons is greatly usurped in the matter of bows, loops and bandeaux, and not without adequate reason, for a moderate price and effect, the two factors which make a style popular, are both secured.

The buyer must take his chances when entering the fancy market.

EMBROIDERIES AND LACES.

The United States dealers are finding an increased demand for flouncings, embroideries and laces. The Canadian consumption is also increasing. A New York correspondent writes as follows: "The market for embroideries is fairly active and the demand shows a certain degree of activity to which importers have not been accustomed for several years. The feature of this season's demand is that it is general and not confined to any particular line. Nearly all lines offered have found takers, both in staples and in novelties. The amount of business done thus far has been better in volume and more satisfactory as to prices than was the case last year.

Flouncings have been gaining ground, and in 27 inches especially they show great improvement. Colored embroideries are fast becoming a feature, they are in good demand and have been rather scarce since the season opened.

Fluted or pleated ribbons which have been struggling for recognition seem at last to have gained it. At least all the wholesale houses show them, and they seem to be an addition to the odd effects for which the season appears destined to be famous.

Business in laces is increasing and the demand is becoming more general, season's and the requirements of buyers now beginning to be felt. Bourbon laces are selling. Point d'Irlande laces, with net tops, are among the season's favorites. In Oriental laces a

good business is expected. Colored laces are among the features of the season. Dealers entertain some hopes that Chantilly laces will become good sellers. Veilings have been doing very well, all kinds being in movement.

The value of the exports from the Consular District of St. Gall to the United States in January last was \$711,085, against \$581,904 in January, 1892.

Colored embroideries have done very well so far, the demand for them being good and the goods scarce and not easily obtainable."

MISCELLANEOUS.

Bonnets grow smaller, but from inquiries made we judge the price goes up as the size goes down. For this there is much excuse in the elegance of the materials used. A piece of jet, a tinsel studded with brilliants, is used for the foundation. On this is pinned a bit of lace, a gold butterfly, a monture of elegant flowers, a little ribbon, perhaps, and long velvet ties complete the artistic creation for bonnet it would never be called if met alone. It must be confessed, with a pretty face under it, there is a chic and style to it that is very fetching, as our English friends say. Whether it is the bonnet or the pretty face, the reader must decide; but the combination is really charming.

Another new and favorite ornament is aigrettes to which are added several shoots of gold or silver, on which wax beads are disposed at regular intervals. Of course the aigrettes come in all colors, and these bead-like additions make a very effective combination.—Chronicle.



The Patented Napa Buck Glove has no equal.
Price refunded if they do not meet our representations.

We have the exclusive right for Canada. No others genuine.

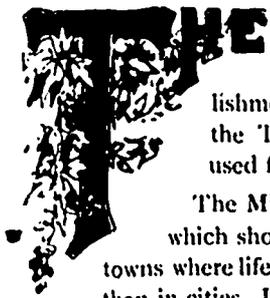
W. H. Storey & Son,

GLOVE MANUFACTURERS,

ACTON, ONT.

MANUFACTURERS OF THE
CELEBRATED MOCHO GLOVES.

TRADE CHAT.



THE Empire contained the following paragraph on the 9th inst.:—Representatives of a New York dry goods establishment have bought up all the hair-cloth in the Toronto market. They say it is to be used for the purpose of making crinolines.

The Mitchell Advocate publishes a statement which shows how quickly changes occur even in towns where life is supposed to flow on much more evenly than in cities. It has turned up the fyle of the Reformer of March, 1862, a paper then published in Mitchell by Alex. McLean, late Queen's printer at Ottawa. Of all those who advertised in the paper of that date named, not one is now in business in the town and but few of them are alive.

Mr. S. F. McKinnon has been re-elected president of the Canada Paint Co.

Winnipeg tailors and tailoresses have struck over a proposed new schedule of wages.

The dry goods store of Hill & Wallace, Lethbridge, N.W.T., was broken into recently and robbed of about three or four hundred dollars worth of goods.

Winnipeg merchant tailors have asked the city council to place a license tax of \$200 upon travellers who come here to take orders for eastern tailoring houses.

Mr. A. F. Sturtevant, one of the largest cotton manufacturers in New England, and who owned \$2,000,000 worth of property in New York city, including the Sturtevant house, died recently at Norwich, Conn.

James Hall & Co., manufacturers and wholesale dealers in gloves, mitts, moccasins, etc., have opened an office and warehouses in Winnipeg in a portion of the premises lately occupied by James O'Brien & Co.

A delegation of Montreal merchants recently waited upon the government at Ottawa for the purpose of requesting the government to assume the expense of deepening the channel of the St. Lawrence at Montreal.

The Toronto City Travellers' Association held an interesting meeting in Richmond Hall recently. Among the items of business transacted was the striking of a committee to secure a suitable place for the annual summer excursion.

A Board of Trade has been organized at Palmerston with these officers. A. Moyer, president; E. K. Scott, vice-president; W. Falconer, secretary, and C. R. Knight, treasurer, together with a council of eight as an advisory board.

Gordon & McKay have filed a claim against the city for \$1,175.16. Of this \$800 is for loss of business due to the stopping of their elevators by reason of the defects to the city's waterworks, and \$375.16 is for damage to the elevators.

The large dry goods store of Thomas Ward & Co., at Clifton, Ont., was entered by burglars on the night of February 24th and a considerable quantity of clothing taken. The burglars were afterwards caught and part of the goods recovered.

R. Stanley, the Big 22, St. Catharines, is moving into large and more commodious premises near the Syndicate dry goods store. He is now in the heart of the new business centre. His new store is a credit to him, being one of the finest in the west.

Mr. J. R. Strome, dry goods merchant, Brandon, Man., advertises that he will retire from active business. He has spent

22 years battling with the dry goods trade, and sharing in the ups and downs, but nevertheless he can point to a successful career.

The long-established firm of Carlisle Brothers & Co., in St. Catharines, has disposed of the dry goods, millinery and mantle branch of its business to Mr. John Rennie, of Toronto. The firm, however, continues the carpet and house-furnishing business. The Messrs. Carlisle have an excellent record.

The following were the officers elected at the sixth annual meeting of the Lindsay Board of Trade: President, Mr. John Kennedy; Vice-President, Mr. F. C. Taylor; Sec'y.-Treas., Mr. J. D. McMurchy; Council—Messrs. E. Flood, R. Sylvester, A. F. D. MacGachen, G. W. Beall, J. H. Sootheran, D. Ray, J. B. Knowlson and Col. Deacon.

It is pleasing to note the appointment of Mr. Ebenezer Stovel, of this city, as representative for the Dominion of Canada of Messrs. Minister & Co., the greatest and oldest tailor fashion firm in existence. Mr. Stovel is admirably fitted for the position, and it is to be hoped that his success will be commensurate with his merits.

At a meeting of the Brandon, Man., Board of Trade on Feb. 21st, the following officers were unanimously elected: President, P. E. Durst; vice-president, Charles Adams; councillors, Wm. Johnston, W. Cowan, G. R. Coldwell, I. R. Strome, C. A. Moor, E. S. Phillips, W. L. Parish, E. L. Christie, J. R. Maltby, P. Mitchell, K. Campbell, S. Smyth.

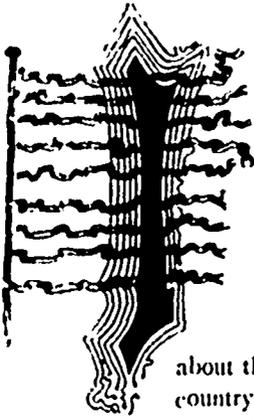
A syndicate supposed to include E. B. Osler, Robert Simpson and Arthur R. Parsons are said to have bought the property owned by Mr. Simpson and his present dry goods business on Yonge street, in this city, and that the largest retail dry goods store in Canada will shortly be found on this site and the adjoining lands. The building will be about 250 feet long, 150 feet wide, and five stories in height.

In Great Britain the railway passenger rates may be taken generally at 2, 3 and 4 cents per mile for the first, second and third class, respectively. Competition, however, occasionally reduces the first and second-class rates. Railway rates for freight are numerous and complex. There has recently been a revision throughout the country of railway rates and charges which were to come into force at the beginning of the present year.

A so-called authority stated that there were not more than 100,000 Jews in New York city. If he had said 350,000 it would have been much nearer the truth. There are 514 firms of Jews in the dry goods and fancy goods business, with an aggregate capital of \$58,000,000; 169 firms in hats and gentlemen's furnishing goods, capital \$14,000; and 264 in the manufacture and sale of clothing, with a capital of about \$25,000,000. Out of 1,200 wholesale firms on Broadway between Canal street and Union square 1,000 are of that pushing race.

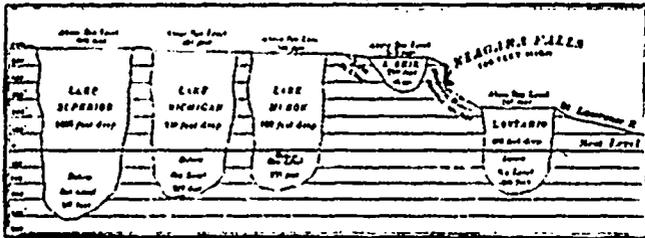
Montreal is to have some new business structures. The Carsley building is to be eight stories high with a marble front. The cost will be over \$300,000. However, the most extensive operation in the way of shops is the James Baxter block on Upper St. Lawrence Main street, which will be carried on to completion this season. This immense block will be of Montreal and Scotch stone, and will contain 27 stores and as many dwellings. The dimensions are 524 feet long, 42 feet high and 50 feet deep, the total cost being in the neighborhood of \$300,000.

LEVELS OF THE GREAT LAKES.



It is desirable, even from the more selfish dollars and cents' point of view, that we should possess at least a fair geographical knowledge of our own country and the continent to which we belong. Unfortunately either through dislike of the subject or of imperfect methods of imparting it, the average man and woman of to-day know comparatively little about the geographical character of their own country and much less that of the continent.

Object lessons are calculated to prove the most satisfactory. At the present time no subject is probably receiving more attention from capitalists and commercial men than that of utilizing to better advantage the inland waterway with which nature has so richly blessed this North American continent. In view of this the accompanying cut is at the moment of more than ordinary interest. As will be observed it shows at a glance the depth of water of each of the Great Lakes together with their different heights above the sea level. It was originally produced by an enterprising stove firm, and recently reproduced in *Stoves and Hardware Reporter*. It puts in a graphic and intelligible form a fact in the physical geography of the lake region not so readily grasped in any other way. It is clear at a glance that



the development of the business interests in the vast region readily accessible to this fresh-water oceanic system must eventually demand a more liberal provision for its necessities. While railroad facilities are now well developed, and while capital is only awaiting the fair promise of reasonable returns on its investment to still further extend them, there is none the less an urgent demand that the way shall be open to navigation for direct communication with the whole world. This will involve the employment of the highest engineering skill, and the expenditure of sums of money that in a single aggregate would probably prove fatal to both the statesman and the budget proposing it, but the region from which the demand will come is an empire, the outlines of which are but dimly visible now. That all its vast commerce must be dependent upon long lines of railroad, and be subject to the expense of reloading to the seaboard, in case of foreign traffic, will not be accepted as a settled fact until every known resource of science has been exhausted to raise such an embargo.

THE EXACTING NATURE OF BUSINESS.

BUSINESS is like a woman. It demands attention. Stick to it and it will stick to you. Grow passive or devote more attention than you should to anything outside your business and it will drift away from you.

The very nature of his business tends to develop in the dry

goods merchant those sporting proclivities that are present to a more or less extent in every one of us. And here is where dry goods merchants sometimes fail. Some of their customers are going off duck shooting, hunting deer or other game, and a pressing invitation to accompany them is often hard to resist. "All work and no play makes Jack a dull boy." And the merchant who goes from bed to shop and from shop to bed becomes sordid, unfitted for business, and is soon outstripped by his more wide awake competitor in the race for patronage. At the same time a man must be governed by circumstances in deciding whether he shall or shall not accept an invitation to join a hunting party, particularly as these excursions often extend into one or more weeks.

We have in mind at the moment a man who, although he had one of the most promising of country dry goods businesses, ultimately failed, largely owing to this fact. His store was in a live village. It was large, built specially and with all the necessary appurtenances for doing an extensive dry goods business. He possessed a moderately good capital and, besides, had wealthy and influential friends at his back. The stock was well assorted and well displayed, for the proprietor was a qualified dry goods man, being possessed of both country and city experience, and in addition to this his manner was most agreeable. In a word, his was the model country dry goods store, and taking into consideration the size of the town, the best of the kind we have ever seen.

Under such favorable conditions it was not to be wondered at that a large and lucrative business was soon worked up. But the merchant in question was handy with the gun, and, what was worse, he seemingly loved it, next to his wife and children, above everything else. Some would probably have said that the gun occupied the very first place in his affections. He certainly thought more of it than he did his business, and when he should have been near his family he was often far away shooting deer or lying in wait for ducks.

When away on these trips he left his store to the tender mercies of a youth who, while he did his best, could not fill the place of the merchant himself. On such occasions this and that article would naturally get out of stock. Then customers began to drop off, and, what did not at all tend to assist him, more competitors appeared on the scene. But these things were apparently unseen by the sport-loving dry goods man, for he became seemingly more than ever absorbed in his pastime. Eventually he lost his credit, and finally his relatives refused to any longer come to his rescue. He did not actually go so far as to assign, but it was next door to it. He was compelled to sell out his business, and to-day he is seemingly without a settled purpose in life. Now he is working at one thing and then at another, but never very long at anything.

Others there are whose experience has been similar. It has not always been an inordinate love of sport that has detracted their attention from business. Not infrequently it is the social glass, and these two—excess in sport and in drink—often go hand in hand.

The experienced man and the man with at least a fair amount of capital is pretty sure to succeed in business if, in addition to the possession of these qualifications he gives due attention to his business. Capital, experience, and attention are necessary factors to success in business, and he who launches forth without all three is like an imperfect piece of machinery set to perform an important work.

THE UNDERWEAR OUTLOOK.

The business in underwear is at present in one of the stages generally passed through by all lines of a similar nature, the competition between the mills running on this class of manufacture has been so keen of late, that prices have been reduced so as to leave extremely scanty margins, in fact, in some instances "leaders" have been sold without any profit whatever. As a natural consequence of this, the quality of the goods produced has been lowered to meet these exigencies, and the general demand for low-priced goods. The inevitable outcome will, of course, be a reaction in favor of the higher grades, as soon as the public are awake to the state of affairs, and those retailers

who have been far-sighted enough to lay in stocks of the better lines, will reap the benefit of their good judgment.

This being the time when orders are being placed for next fall's trade, the above will be a pointer for all interested in this branch of the dry goods business.

INDUSTRIAL STATISTICS.

Canadian industries are growing, and of this every Canadian has a right to feel proud. In Parliament a few days ago Mr. McCarthy had a question on the order paper asking for statistical information regarding the cotton and woollen industries as shown by the last census. In reply the Finance Minister made the following statement:

Capital invested in cotton industries . . .	\$13,208,121
Divided--(a) land	\$376,980
(b) building	2,884,448
(c) machinery, etc.	6,468,719
(d) working capital	3,478,074
	\$13,208,121
Number of hands employed	8,502
Amount of wages paid	\$9,365,158
Capital invested in woollen industries . . .	9,365,158
Divided--(a) land	\$637,450
(b) buildings	1,532,077
(c) machinery, etc.	3,088,683
(d) working capital	4,106,948
	\$9,365,158
Number of hands employed	7,470
Amount of wages paid	\$1,941,483

This is a creditable showing. Moreover the healthy tone of industrial markets, the steady and increasing demand for domestic cottons and woollens, the vast improvement in style, finish and quality—all combine to make us satisfied with our past industrial progress in these two industries at least.

THE ELEPHANT SKATES.



"Ah, now watch me—



—do the outer edge—



—How does this strike you?—



—Great Scott! I'm losing my balance.—



—and that twirl—



—Catch on to that eight—



—Confound it! I ought to have had better sense."—

THE MONTH'S TRADE.



DURING the past month trade has seemed much brisker than usual on account of the large number of visiting milliners and merchants. The millinery houses were all busy and report a satisfactory trade in all respects. The volume of millinery sold fully equals that of previous years, and some dealers claim that it surpasses last year. The weather was certainly cold for warm weather goods, but the exhibits of the spring novelties seemed to have driven away any chilly ideas, and orders were freely placed. The dry goods houses got a fair share of the trade, but dealers complain that the milliner prevents the merchant staying in the house long enough to place a large order; as she demands his presence continually, to aid her in the purchase of millinery materials.

Payments during the last three weeks of February were very slow; but the 4th of March was productive of fairly good payments. Renewals were numerous as usual, but not more so. Since then payments have been fair from all over Ontario; but are never really good during March. Some dealers complain the North-west trade is rotten; that even in Winnipeg it is impossible to collect accounts. On the contrary, one house declares that its customers in the west have met their paper well, and they have had no defaulters. This must be due to extra carefulness in choosing customers, for the experience of other houses is certainly discouraging. It is rumored that one house has withdrawn its northwest traveller, and others are contemplating the same movement.

Purple veilings are the correct thing at present, and all available stocks have been cleaned up. The demand is not expected to continue beyond April 1st.

Haireloth has gone up 20 per cent. This is due to the fact that an American house took larger orders than it could fill for these goods. It is being used as stiffening for ladies' skirts, as it gives a crinoline appearance to the skirt, and is not softened by moisture. Stocks are light in Toronto, as the American mentioned sent a traveller into the market who picked up every available piece.

German goods are slow in arriving. The slowness in hosiery is due to a recent rise in yarns in that country, and manufacturers are anxious to buy cheap yarns and still get good prices. With regard to other classes of goods, the reason is much the same.

People seem to have become reconciled to the advance in sewing and art silks are buying freely once more. Hence an increased demand is noticeable generally.

Latest advices from England say that on account of the recent advance in rubber, the prices of rubber clothing have advanced 6d. per garment. This will make present stocks valuable.

Letter orders are brisker than at any time since the new year began. Many small dealers are ordering prints in this way, but general goods are in good demand in post orders. Road orders are few as many travellers are in the houses.

A novelty shown on the market is a new celluloid collar and tie combined. The tie is simply an extension of each end of the collar which overlaps and forms an imitation bow tie.

THE TORONTO MARKET.

A job line of garter webs is being shown by John Macdonald & Co. These goods are perfect in every respect and good patterns. They also have the Hygienic garter web, which is new on this market. A fresh importation of ladies' dress shields, in which are some new and popular numbers, is to hand. In place of the 3 yard length Amazon skirt binding, they are now importing it in 18-yard lengths, thus saving remnants. In the rug department they show three numbers in lined loam cloths. These are new goods on this market and are taking with the general trade.

Wyld, Grasett & Darling have opened up about 120 packages of American novelties, including new designs in challies, Lamas, Bedford Cords, Indigoes, Turkey Reds, art draperies and art plushes. These goods are very fine in point of patterns and colorings; in fact they are the newest things in the American market. They have passed into stock a beautiful range of fast black sateens in regular and Henrietta finish.

John Macdonald & Co. are issuing circular No. 4, which will deal exclusively with the men's furnishing and haberdashery departments. The idea is to enable men who are not in the market to order goods from this circular and have them filled with despatch and accuracy.

Linens in tablings and other general lines are in full range in the staple department of Wyld, Grasett & Darling. They have done a huge trade in these goods during the past month, their exhibit seeming to please visiting buyers.

Tennis flannel for blouses is being shown in a new assortment by W. R. Brock & Co. It is shown in spots, principally and in colors, though navy and white and black and white lead slightly. Their quality retails at 50 cts., and is good value at this price.

Gordon, Mackay & Co. have cleared a manufacturer's stock of gauntlet kid gloves in black, tan and assorted browns, which they quote at \$6.50 and \$9.50 per dozen—prices considerably under value.

W. R. Brock & Co. are selling a very large quantity of new trouserings in almost endless variety of neat small patterns, including Diagonals, Whip cords, Bedford Cords and Stripes in wool and worsted. The leading shades are blues, blue-greys and blue-drabs.

Gordon, Mackay & Co. have received and passed into stock repeats of their famous indigo prints. There is a scarcity of these goods in the market.

W. R. Brock & Co. are opening up another shipment of Hermsdorf's hosiery. Embroideries and repeat orders of art draperies are also to hand. A repeat order of their celebrated lines of flannelette shirts, F. 20 and Hector, has been passed into stock; these can be retailed at 30 and 40 cents respectively. A Canadian line of stainless black and seamless hosiery called Leader is of extra weight, and can be retailed two pairs for 25 cents.

Gordon, MacKay & Co.'s special numbers in Victoria lawns are again fully represented in their stock; their 45 inch lines at 8½, 10 and 13½ cents are worthy the attention of all keen buyers.

A line of domestic cashmere hosiery in ladies' and children's is being shown by Caldecott, Burton & Spence. The ladies sizes retail at 25 cents, and they claim that on account of the

weight and the merino heels and toes they cannot be beaten for a leader at this popular price.

Gordon, MacKay & Co. show a range of novelties in spring wraps. The color effects are striking and attractive. The price, \$9 and \$12.50 per dozen makes them popular and rapid sellers.

About 75 cases of parasols have been opened up this week by Caldecott, Burton & Spence. The goods show up even better than sample and customers who have placed orders will undoubtedly be well pleased. Their stock will be well assorted, especially in fancies, and visitors should see their extra large exhibit. Fancies are generally in good demand at this time, and the first buyers are best served. German fabric gloves and stainless hosiery are being received in large quantities, but are also being re-shipped very fast.

John Macdonald & Co. have received a further instalment of art silks for decorative purposes. Some very new and choice designs are shown. Laces are in extra strong demand, and they are making special efforts to keep their stock well assorted by constant and numerous additions. Their stock of ribbons is still very complete despite the heavy demand for these goods during the past month.

Alexander & Anderson are showing a good range of crocodile cloth in all colors; light greens and fawns are especially taking. This French fabric is a taking novelty in medium priced dress goods. Plaid surah silks are shown in variety sufficiently large to meet the huge demand for this class of goods. Their customers will not lack for range in these goods. They exhibit a nice line of French printed challies in black and tinted grounds. These goods are still popular. Their cable repeats of prints will be to hand in a short time.

Mr. Begg and Mr. Dewar, buyers for the woollen and carpet departments respectively of John Macdonald & Co., have returned from their semi-annual trip to Great Britain, and have secured the latest novelties for future trade. Mr. Blackey has left for the foreign markets to secure the latest styles of neckwear and furnishings and the newest ideas in haberdashery.

In veilings, Wyld, Grasett & Darling are showing a range of new novelties in all colors. Navy and gold, cardinal and black are among the leading combinations of chenille spots and nets for the spring trade. Cardinal, tan and grey hosiery for ladies and children are in great demand at present to match colored shoes and slippers, and this house has a full stock of these in cashmere, cotton and lisle.

Alexander & Anderson report a good trade since the time of the millinery openings. They keep their stock well assorted by means of repeat orders and every other possible mercantile device.

Wyld, Grasett & Darling have experienced a big demand for fancy vestings. They have a nice range of these goods. Their serges are well assorted as to quality and price, and the very numerous orders prove their superiority.

Lace and muslin curtains have been re-stocked by Alexander & Anderson, and they now have an extra large exhibit for the spring trade. They are also pushing hemp carpets, unions, tapestries and Brussels, of which they carry a very fair assortment.

Caldecott, Burton & Spence have received a very large shipment of French Bengalines in all the exquisite shades of the coming season. In dress trimmings they have shades to exactly match the dress materials, together with beaded gimps, mosses,

and fringes. They have complete shipments of Swiss embroideries which were late in delivery on account of the exceptionally heavy demand which has sprung up from the United States. A large number of cases of silk and lisle gloves have been opened up in all colors and in every size.

W. R. Brock & Co. are showing some novelties in 6-quarter Irish suitings. The patterns run wholly in mixtures. Black and blue serges in cheviot and bare cut finishes are in great demand from this house at present.

French printed flannels for ladies' wrappers and children's garments are shown in great variety in spots and stripes by Alexander & Anderson. These are new goods in the latest styles and colorings.

W. R. Brock & Co. are making a special display of cashmere hosiery from 4 inch to 9½ inch in plain and ribbed goods superior in value to anything heretofore shown by them, and they claim that they are the best value in the market. Their numbers in women's sizes to retail at 25 and 50 cents are lines which every live retail merchant should have for leaders. Further shipments of ladies' and children's ribbed cotton and silk underwear are to hand and back orders are being rapidly filled.

Mr. Anderson, of Alexander & Anderson, has gone to England to look up novelties for the spring trade.

Very noticeable amongst Gordon, Mackay & Co.'s excellent display of dress goods is a range of silk check serges in a large assortment of colorings, the newest in the trade.

The special purchase by W. R. Brock & Co., of 6,000 dozen American ribbed cotton vests, a line which they have designated "Rattler," has been sold throughout the whole of Canada, and has proved to be a line which found no competitor. They are receiving several cases a week, and cannot keep pace with the orders, as parties who had as many as a hundred dozen in January have sent in repeats already for a similar amount. They can be retailed at 3 for 25 cents, and allow a good margin to the retailer.

German cotton half-hose in blacks, tans, and silk figured on black ground, as shown by Gordon, Mackay & Co., at prices from \$1.50 to \$2.25, are in great demand. These are particularly attractive, and the orders to be filled show how the trade generally have taken to them.

The showing of John Macdonald & Co.'s woollen department for this season is a most extensive one, being composed of much that is new, and all that is desirable for the merchant tailoring and general trade. Black worsted coatings is one of the special lines to which their buyer has been paying particular attention. They show an immense range in a variety of makes and weaves. In colored worsted suitings their assortment is an extensive one, and excellent taste has been displayed in the selection of it.

A special line of lace curtains 3½ yds. in length and in new designs, that can be retailed at 80 cents and \$1, are being shown by W. R. Brock & Co. The sale of these is very rapid.

During the coming summer ladies' belts will be greatly worn, owing to the popularity of the blouse. Gordon, Mackay & Co. show ranges from 85c. up, in plain leather, embossed leather and perforated leather; also silk and lustre.

W. R. Brock & Co. made an extra display on the dates of the millinery openings. The haberdashery department under the control of Mr. Smallpiece was especially well decorated. The stock was very full and displayed to great advantage. Lace cur-

tains were hung in various places: spring parasols hung half opened in prominent positions; long rows of new style suspenders were displayed to advantage; and spring neckwear in great profusion was very noticeable. Their exhibit of embroideries, art silks, spring underwear, ribbon, umbrellas and parasols was worthy of the reputation of the house.

For summer wear Gordon, MacKay & Co. show an exceptionally low line of ladies' vests, unbleached, with long sleeves, which they can sell at a price enabling a purchaser to retail at a quarter. They claim to lead the trade in these goods.

In Hermsdorf's absolutely stainless black hosiery, W. R. Brock & Co. are showing several special lines. One number called D. O. with fashioned foot can be retailed with a good margin at 15 cents per pair. Another called Buster, they claim, leads the market, being the lowest line of full-fashioned goods imported. This line can be retailed three pairs for 50 cents.

A special shipment of laces is being passed into stock by Wyld, Grasett & Darling. They are the balance of a manufacturer's stock and will be sold at about half regular price. They include cream, and two-tone Pointe D'Irelandes and Guipures.

Tambor embroidered lap robes are shown in abundance by John Macdonald & Co., they having bought up a manufacturer's stock of these. They are also showing an extensive line of fancy linen lap robes; they run in the lowest grades to retail at 50c., and also in other qualities. Their stock of overalls is very complete, embracing all the different kinds, such as jeans, cottonades, printed moles, denims and duck. A fine lot of men's cashmere and cashmere and silk vests are shown. These goods have been very successful in the hands of the travellers. Their stock of umbrellas includes lines from \$4.50 to \$48 per dozen, and includes many special features, such as elastic frames, double ribs, sixteen-ribbed, Titania tubes, and many novelties in handles.

Mr. J.W. O'Hara, woollen buyer for Gordon, Mackay & Co., has returned from his European purchasing trip and reports having placed some very special contracts on staple lines, fancies and novelties. He has treated the samples with unusual care and patience, and his customers may look for a range of woollen samples for next season of unusual merit and excellence.

W. R. Brock & Co. are showing some six-quarter Scotch suitings in hopsacks, twills, checks and stripes, in new fawn and drab shades, which are among the neatest things on the market. Their new tints in spring overcoatings in cheviot-finish, worsted and West of England venetians, include silver greys, blue greys, blue and black mixes and slates, as well as the staple colorings. They have a very large assortment of black and blue serges, British and Canadian, rough and smooth surface, large and small twills and small fancy effects in all makes.

In the silk and dress goods department John Macdonald & Co. made an extra display this month for the millinery openings. Silks in surahs, tartans, Bengalines, pongors and other lines were shown in great range. Their stock of ribbons in staples was the largest in the trade if appearances were not deceiving. Their stock of laces has met with much appreciation from the trade in all lines. The movement has been extra large. Embroideries are shown in great profusion, and they claim to be offering special value in carton lots and in regular Swiss and Cambrie goods. In dress goods their range is very complete; in shot effects, shot lustres, and other fancy effects they show some very taking varieties.

THE MONTREAL MARKET.

The month of March so far has shown quite as much activity as the month of February, and business in dry goods has not only been exceptionally active, but the position seems to be a healthy one on the whole. A very satisfactory feature has been the almost complete and general clearance of fall and winter goods from the shelves both of wholesalers and retailers, enabling dry goods dealers to enter upon their spring campaign with clean decks, so to speak. All through the latter part of February and during the first portion of this month the run of sorting orders on this account was unprecedented, showing how stocks of this sort in dealers' hands had been worked down. The demand on spring account was equally active, and there was no shrinkage from the activity noted in February until within a week or so ago. This is natural and what people expected, for the quantity of spring goods placed ahead was unusually large, and now, although the houses report matters quieter, there are still fair sorting orders coming in from the travellers as well as by mail from buyers direct. On the whole, so far as the volume of business done is concerned, the months' trade has been an entirely satisfactory one, and everything seems to point to the fact that retailers will do a good spring business, especially as they go into it with their shelves pretty bare of their last fall's purchases. This fact is a strong argument in favor of careful buying and the advisability of avoiding the dangers of overloading. It will be remembered that there were complaints last fall about the backwardness of buyers, but in the end even the dissatisfied ones had to admit themselves content, for the actual turnover on fall account was fully up to the average of last year, and at the same time dealers and distributors can go on this spring with no old stock weighing on their hands.

In the matter of payments reports are not all on the rosy side. In Ontario and Quebec, the good clean up on fall account enabled traders to meet payments fairly well, and the houses do not report many renewals on their account, but in Manitoba, the Northwest and British Columbia matters are the reverse of satisfactory and less paper has been met than the law should allow. The main cause of this has been pointed out before by THE REVIEW, and it is almost needless to repeat it. Merchants out there have plunged altogether too heavily in the past and the result is a lot of dead stock on their hands with all its attendant disadvantages. It is satisfactory to note that matters in this connection are showing improvement even if it is too slow to suit some people. On the fourth of the present month the reports by the managers of city banks were favorable on the whole, but they said it might have been better and that there were more renewals than they cared to see. But a banker always argues more or less in a pessimistic strain with the idea of making people cautious, and the conclusion is that matters are fairly healthy taking the country as a whole into account.

Most of the wholesale houses express satisfaction with regard to the colored cotton combine. They take the ground that they know exactly how they stand and that it is no case, as in former seasons, of one mill dumping a lot of stock on the market after everyone had supplied themselves, with the effect of interfering with legitimate trade. The sales agents have been talking about advances in grey cottons, but although values are very firm there has been no appreciable change of this nature reported.

The millinery openings which took place the first week of this month led to a lot of incidental business in general dry goods. Particulars with regard to them will be found elsewhere.

MONTREAL NOTES.

Brophy, Cains & Co. have done a big business in their fine lines of dress goods, hosiery, etc., and in addition to an exceptionally large turnover in a regular way report an unusually good business in a sorting up way.

Mr. Wm. Reid of Lonsdale, Reid & Co. says that they are taking a rest after the rush they had in attending to their spring business. But although it is between seasons he says that a lot of better orders keep dropping in on sorting up accounts. He considers that an unusually good spring trade has been done. Their fine selections of dress goods, prints, ribbons, smallwares, etc., met the usual good reception.

S. Greenshields, Son & Co. report business good all round for their general and heavy lines of dry goods, carpets, etc.

Thibeauveau Bros. & Co. say that the business in their district of the Province has been much better both on winter and spring account than last year. They do a large trade through the French country, which is a good indication of the position of affairs in Quebec Province.

Mr. Samuel Shorey of H. Shorey & Co., complains about the returns from British Columbia. In the older Provinces paper has been met very well on the whole. He has nothing to complain of about the clothing trade.

The enterprising millinery firm of Caverhill, Kissock & Co. had on view some new and beautiful lines of millinery to tempt their fair customers at the spring openings.

Mr. J. O'Malley the Montreal manager of D. McCall & Co., who returned from the Maritime Provinces to be present for the spring millinery openings says that trade on the whole down there is fairly satisfactory. The firms show rooms on Notre Dame street were crowded on opening day.

All the buyers for the big wholesale houses are now across the water. Mr. W. M. Kissock of Caverhill, Kissock & Co., left early in the month, and now the last of the contingent, Mr. McIntyre, who represents Hodgson, Summer & Co., is getting ready for his voyage by looking over the firm's stock. He sails next week and expects to be away until June.

B. Levin & Co. report that all their travellers are doing a good trade in late spring styles of hats, etc., in a sorting up way. They are now pushing straw goods, etc. A feature which they report is a big call for athletic caps, 'Tam o' Shanters, etc., suitable for seaside wear.

Mr. Hy. Bitts, of Belding, Paul & Co., says that business, so far as the lines of goods turned out by his firm are concerned, has been good. The tone of the silk market rules very firm, but this fact has rather induced than checked the demand.

Mr. Eagan, of J. G. McKenzie & Co., says there is a very large demand for lisle and cotton hose, especially for all fine grades; also for flannelettes, the latter of which his house practically control the bulk of in the market. They are likely to be in good demand for cheap summer shirtings this season.

Durham, Ont., has a new business man who is bound to put life into the branch of trade in which he is engaged. James A. Hunter is a young man who has bought the establishment formerly run by his father, who died recently. Since his death his son, who was then a law student, has taken charge of the business and conducted it very successfully. He is now sole owner, and will no doubt make an enterprising merchant.

MELANGE.

ALFRED WALSH & CO., Bradford, have opened a branch in Toronto at 54 Bay street, where they will be represented by Messrs. G. R. Buckham and J. H. Wilson, who were for a time general commission merchants here. They will now devote their entire time to Walsh & Co.'s business, who are putting in a stock of serges and cashmeres which they manufacture themselves; and also tweeds, linens flannelettes, etc.

The St. John newspapers tell of the payment by a dry goods firm in that city of \$16,820 duty on 326 packages of dry goods, per the steamers Demerara and Inchulva, of last week. "The shipment of dry goods is valued at over \$100,000 and is the largest ever received by a lower Province firm. The two steamers will take 175 tons of hay and a large shipment of birch timber as part of their return cargo."

The improvements which have been going on at the Stormont Cotton Mill, Cornwall, since last August are nearly completed. The dye house and wing, which were last summer destroyed by fire, have been rebuilt and fitted with the most improved machinery. A large new wing three storeys high has also been built, and Mr. W. H. Bigwood has just finished putting up the machinery imported directly from England.

Two of the buyers of John Macdonald & Co. are now on the other side of the ocean. Mr. Blackey sends over word that he has just purchased a job lot of 1,000 dozen of men's heavy cushioned-back braces. Mr. Dingwell has purchased some novelties in silk goods on the French markets which, he writes, surpasses anything he has ever secured in point of price and quality. The biggest snaps are in surahs, pongors and shot surahs. Live dealers will bear these two lines in mind.

A swindler pretending to be an agent for Senator McDonald's wholesale house, Toronto, was around last week, trying to palm off a lot of old fashioned goods at extraordinary low prices. He looked very much like an individual who used to stand in front of a certain Toronto store inviting people in to buy. Acton Free Press.

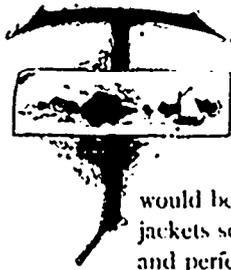
S. R. Hunter, the Toronto tailor, has agreed to pay a license of \$10 a week in Vancouver to take orders for clothing.

There is a hatter in Montreal by the name of Allan, and he fairly paralyses his competitors by his tremendous and ingenious advertisements. They are well written, fresh, crisp, and well illustrated. He moves for trade with an advanced twentieth-century move. His advertisements resemble cannon balls rather than balloons, because they are not gas filled.

Messrs. Alex. Nelson & Co. is another enterprising firm of hatters at 107 and 109 Bleury St. Montreal. They believe in the use of printers ink, and the consequence is that they are known throughout Canada as enterprising and pushing merchants.

At the annual meeting of the Collingwood Board of Trade these were elected officers for the ensuing year: President, J. J. Long; vice-president, George Moberly; treasurer, E. R. Carpenter; secretary, F. W. Churchill; councillors, Chas. Cameron, H. Y. Telfer, W. A. Copeland, J. Wilson, W. J. Frame, James Guilfoyle, W. T. Toner.

The Sherbrooke Board of Trade has elected the following officers: President, R. W. Heneker; vice-president, A. W. Olivier; secretary-treasurer, H. E. MacFarlane; council, N. T. Dussault, H. Samuel, W. Blue, L. H. Guay, D. McManamay, S. W. Jenckes, W. S. Dresser, J. S. Mitchell, J. A. le Baron and W. E. Paton.

THE MANTLE TRADE.

THE past season was remarkable for the great sale of ready made jackets and mantles. These were for both fall and winter wear, and were in exceptionally strong demand. To say that the trade was double that of the previous season would be easily within the truth. The bulk of the jackets sold are German goods, and are well made and perfect fitting on the ordinary woman. The styles are always the latest Continental styles, the trimmings and materials being always the most fashionable, and on account of the small price which these goods can be sold at, makes them in greater demand than ordered jackets. They will never monopolize the market, but ready made goods are here to stay and will always be in favor with the general trade.

The coming season will see some exquisite styles on the market. Canadian importers have taken heart from the great trade of last year and are showing strong ranges of samples. These have just arrived this month and will soon be on the road. In trimmings, the nutria will probably be in strong demand again. Mink and imitation sable will also be in favor, while lamb will run well.

The Berlin correspondent of *The Cloak Journal* says: "In the meantime some consideration is being given to winter garments, advance orders for new designs in garments for next fall and winter having already been received from some New York houses. A delegation of Canadians representing chiefly large houses in Montreal and Toronto has just been here: their orders, for the most part, were for garments of cheap grade.

"Buyers from the United States exercised the greatest circumspection in placing orders. Their demands were principally for jackets in short lengths, with close-fitting backs, and very wide and high sleeves. Several notably large orders were placed for short Visites. These styles, which occupy a place between capes and pelerines, are really the only novelty that Parisian artists suggest to us at the present moment. New and peculiar embroideries are used with these models. The use of very narrow green and gold peacock feathers is a novelty.

"A Visite of green changeable velour miroir is entirely covered with passementerie both in front and back; the garment is edged with peacock feathers. These feathers are used also in fringes and ornaments of various descriptions in the shape of little pompons or tassels, making effective trimming. The models shown by the leading houses measure in length between 75 and 85 centimetres. Small pelerines with high standing Stuart ruffles encircling the neck and face are new and popular. These ruffles are shown in changeable velvet and velour miroir changeant; for the summer, similar styles appear in mousseline soie changeant."

FELT—ITS MANUFACTURE AND USES.

Great improvements have been made of late years in the felting industry. Felt is composed of wool, fur or hair, of which the fibres are so entangled and interlaced that they can not readily be separated, and this is done without spinning or weaving. Its use for caps, hostery, floor cloth, cloaks and tents has long been known in the East by the nomads of the desert. At present it is largely made from waste wool, which is first deprived of its oil then carded and placed in a machine. Here it is kept

wet with hot water and subjected to a process of beating, by which the fibres are made to move upon each other until the interlocking of their parts and the curling of the fibre itself unite the whole into a compact sheet of felt. The "fulling" of cloth is but a partial felting of wool already woven. This felted wool is used for carpets, carpet covers, coarse hats, carriage linings, pads in saddlery, shoulder pads for men's clothing, slippers and shoes, and even for cloaks and other garments. The cheapest woollen rags and other articles are worked into felt for covering steam boilers, although felt is being gradually superseded for that purpose by asbestos. Roofing felt is a coarse kind, usually coated and filled with coal tar, and sometimes with tar and powdered slate. Felt stiffened with dextrine is used for making surgeon's splints. By far the most important use to which felt is put is that of making hats. Technically felt hats are of three kinds, "plain soft," "plain hard" and "napped" or "ruffled." The quality of felt hats has a wide range, and in the finer and more expensive qualities the entire body is composed of fur. For commoner qualities a mixture of fur and Saxony wool is used, and for the lowest kinds wool alone is employed. The fur used by hat-makers consists principally of the hair of rabbits (technically called coney) and hares, with some proportion of nutria, musquash and beaver hair, and generally the parings and cuttings that can be obtained from furriers. Furs intended for felting are deprived of their long, coarse hairs, after which they are treated with a solution of nitrate of mercury, an operation called carroting or "secretage," which greatly increases the felting properties of the fur. The fur is then cut by hand or machine from the skin, and in this state it is delivered to the hat maker. Rabbit fur for hat making now comes in large quantities from Australia, and it is also largely collected in the United Kingdom and in Northern Europe. A considerable amount of rabbit fur is exported from Great Britain to the United States. *Chicago Apparel Gazette.*

ECONOMY AT THE WRONG POINT.

The merchant who will not buy a safe will be found to be the same merchant who will not buy many other store necessities which would earn dollars, attract dollars. He does not want a very great quantity of method and system in his establishment. He may be the man who gets down to the store early in the morning, almost the first one. He picks up papers, dusts the windows and curtains, opens his mail in a hurry, keeps his own books, makes his own change and wants to do most of the small details. While he is doing these things the clerks get stock in shape, make displays and then have to witness the scene of the fussy employer not only spending his powers in the light-weight duties attentions which the business, of course, needs, but allowing himself to be narrowed by them, when he should be controlling, influencing and attending to the great matters concerning his establishment and becoming the true merchant.

The no safe merchant is liable to be the careless merchant, fussy merchant, suspected merchant, etc. He may be doing a big trade and making money, but that is not a good reason for casting to one side the helpful, safety-assuring, protecting appliances of the age. *Economist.*

The Owen Sound Board of Trade has elected these officers: President, Jas. McLaughlan, of the firm of James McLaughlan & Sons, by acclamation; vice-president, B. Allen; secretary-treasurer, James H. Rutherford; council, S. J. Parker, C. Eaton, J. C. Patterson, M. Kennedy, W. B. Stephens, John Wright, S. Lloyd, William Kough.

**WOOLLENS AND
TAILORS' TRIMMINGS**

John Fisher, Son & Co.,

Balmoral Buildings,
Montreal,
Canada.

Huddersfield,
England.



"FITS LIKE A GLOVE"
THOMSON'S
ENGLISH MADE,
Glove-Fitting. Long Waisted. TRADE MARK.
CORSETS At Popular
Prices.

The Perfection of Shape, Finish and Durability.
APPROVED by the whole polite world.
SALE OVER ONE MILLION PAIRS ANNUALLY.

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

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

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

COMET OPERA HANLAN
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