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OCTOBER, 1892.

THE CANADIAN

# Dry Goods

HATS. CAPS & FURS.  
Millinery & Clothing.

## REVIEW.

### WE HAVE TAKEN

This front page of THE DRY GOODS REVIEW to talk to our friends in the trade, with the view of drawing special attention to what we are producing.

The cold weather is rapidly approaching, so it would be wise to make up your sorting orders for the "Health Brand" quickly, and send them in.

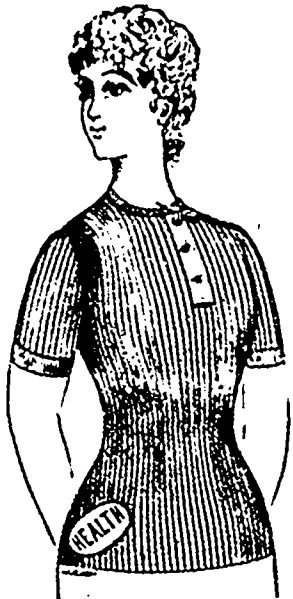
Our Spring samples, which comprise cheap and pretty novelties in Pure Silk and other combinations of materials, outside of the regular staple lines, will be very shortly in the hands of the wholesale trade, and we would beg

your careful attention to these, and comparison as to values, before buying any other make.

THIS IS WELL WORTH REMEMBERING.

*The Montreal Silk Mills Co.,*

MONTREAL.



# GORDON, MACKAY & CO.,

**Corner Bay and Front Sts., Toronto.**

**STILL TO THE FRONT.**

Our staple buyer has just concluded purchase of 4,000 pieces Flannelles, balance of manufacturer's stock, at price hitherto unheard of.

Splendid range of patterns in checks and stripes.

Price and value must ensure immediate sale.

**GORDON, MACKAY & CO.**

---

**The BOYD, BOWER & BRUMELL CO., Ltd.** 3 Wellington St. West.  
TORONTO.

**IMPORTERS OF**

Fancy Dry Goods, Ribbons, Laces, Smallwares, Berlin Wools, Fingering Yarns, Cords, Tassels  
Stamped Linen Goods. Novelties in Art Needle Work, Plush Boxes, Celluloid Goods.

We are daily receiving new goods from the English, French, German and American Markets.

Perforated Stamping Patterns--- We show the largest range in the trade.

We carry everything that is required in the Fancy Goods Business.

**WRITE FOR PRICES AND SAMPLES.**

**LETTER ORDERS SOLICITED--**Which will receive prompt attention.

**The BOYD, BOWER & BRUMELL CO., Ltd.**

---

⊕⊗ FOR THE RETAIL TRADE ⊕⊗

## **"PATENT ROLL" COTTON BATTING.**

None genuine but the following registered brands:

**NORTH STAR.**

**CRESCENT.**

**PEARL.**

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

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

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

**"BALED" Goods same quality, but less price.**

# THE CANADIAN DRY GOODS REVIEW

Vol. II.

TORONTO, OCTOBER, 1892.

No. 10.

## THE DRY GOODS REVIEW

THE ORIGIN OF THE CANADIAN  
Dry Goods, Hats, Caps, and Furs.  
Millinery and Clothing Trades.

Published Monthly by  
THE DRY GOODS REVIEW CO.,  
TORONTO.

J. B. McLEAN, President. H. C. McLEAN, Manager.  
HEAD OFFICE: 10 Front St. E.  
MONTREAL OFFICE: 148 St. James St.  
E. Desbarats, Manager.  
NEW YORK OFFICE: Room 41, Times Building  
Roy V. Somerville, Manager.  
EUROPEAN BRANCH:  
Canadian Government Offices,  
17 Victoria St., London, S.W.  
R. Hargreaves, Manager.

### CURRENT DRIFT.

In another column will be found an article on Bankrupt Sales. We hope that our readers will give the experience of their town for the benefit of other towns, with regard to the mitigation of this evil in our land, by complying with the request with which the article closes. We would also like to hear the retailer's side of the returning goods question.

By the way the bottom fell out of the spool thread market in Canada a few months ago, it was to be expected that manufacturers would have suffered. But we find that the directors of the J. & P. Coats Co., Ltd. have declared a dividend for the past year at the rate of 8 per cent, and placed the sum of £120,000 to reserve, and £47,000 to depreciation, carry forward the sum of £40,000. This shows an extremely satisfactory state of affairs. Their works are extensive, and their goods have a world wide fame.

At a recent sale of ostrich feathers in England—these sales are held in London every two months—42,500 pounds weight of feathers were sold, realizing £88,000. This shows pretty conclusively that ostrich feathers are yet a favorite adornment for the headgear of the civilized-savage beauties of our day and generation.

A new substitute for the expensive gum of

which India-rubber and gutta-percha are prepared, has just been invented. It is claimed that the invention will be in the cheapening of all rubber goods. Cheapness is to be desired, but not at the expense of quality. The growth of the study of organic chemistry and of our knowledge concerning it, is working great changes in some lines of manufacture.

In England there has just come into force an act for the regulations of shop hours, intitled, the Shop Hour's Act 1892. The essential clause states that "No young person (under eighteen years of age) shall be employed in or about a shop for a longer period than seventy-four hours, including meal times, in any one week. This is very similar to our law in this province of the Dominion the hours being the same, but nothing is said about meal times. These hours are really too long, especially for women, whether under eighteen years of age or not. It is very deteriorating in its effect on subsequent generations and on present morality.

The word "gents" is an abomination to a cultured speaker of our language, and merchants should taboo it. Men's furnishings is the proper expression and vulgarities should be shamed whenever possible. Custom and habit need to be moulded slightly, regarding the use of this improper and abominable word.

Charlottetown, P.E.I., seems to be shaken to its centre by the singular policy of its dry goods merchants, who have been cutting each other's throats in a business sense by slaughter rates. The affair seems to have originated with a firm which professes to be going out of business and which is offering its stock at a discount varying from 25 to 50 per cent. This action started all the dry goods men in Charlottetown to marking down their stock and advertising its sale at slaughter prices. The whole dry goods trade of the Island City became at once demoralized and matters reached such a crisis that a minister thought it necessary to preach a sermon on the subject. It is estimated that if the slaughter business is continued each of the dry goods firms engaged in it

will lose upward of \$1,000. This is indeed a sad state of affairs and it is exceedingly displeasing to see merchants so far forgetting themselves, as to transgress all business rules, and to lower all high standard of business ethics which has been usual in the dry goods trade. But accidents will happen, and we hope that this is an accident which will be a warning to other merchants. It is like starting a toboggan down a slide, this cutting of prices. You can never tell when, where or how it is going to stop, nor how the occupants are going to fare. It must go on until it stops, which may be all right, but very often the breath of life is out of the participators in such a reckless ride, before the end is reached.

Frauds have occurred in the custom house business of several firms in Canada through the present system of making entries. The usual duplicate entry sheets are usually prepared by the importer's clerk, the amount of duty being computed and entered. The clerk takes the money, with the entry forms, to the custom house. There the entry is checked by the officials, who sometimes find an error in duty of say \$5 or \$10 too much. The entry forms are collected in duplicate. The money is refunded to the clerk, but both entry forms are retained at the custom house. The importer has thus no check on the clerk. A dishonest clerk may retain the refund, and he may intentionally make an overcharge error to enable him to get the refund. The dry goods section of the Board of Trade considered this matter some time ago. It was reported to them that the Montreal customs authorities gave triplicate forms, made monthly statements of the duties paid and had refunds in cheque instead of cash. The secretary of the Montreal association was written to for confirmation. He answered yesterday that there the Customs made triplicate forms, retaining two and giving one to the importer, and made repayments by cheque, but did not give monthly statements. A few days ago, Messrs, Campbell, Brock and McMaster called on Collector Small here, and discussed the matter with him. He finally consented to adopt the triplicate form system, but nothing was done regarding the other two points.

### MERCANTILE EVOLUTION.

THE mercantile machinery of to-day is manifold. First the manufacturer is connected by his agent with the wholesaler, the wholesaler is connected with the retailer by the traveller. This is a complicated and expensive manner of distribution and at present it is threatened. The retailer sees this enormous addition of expense and profit and seeks a method of escape. The result is that he seeks to buy directly from the manufacturer. To do so he must sell large quantities, and to do this he must combine with others in order to crush out small dealers by means of close prices. The day of the small dealer is fast passing into the darkness of a night of forgetfulness. Concentration is the watchword of to-day. To speak practically of the dry goods trade, will make the meaning clear. In Toronto to-day there are two large bazaar stores where you can purchase anything from a bicycle to a tooth brush, from a set of furniture to a frying pan. They sell large quantities because they sell at a small margin of profit. They sell on a small margin, because the concentration of a large number of businesses under one roof means less administrative expenditure, less expense in a hundred different directions, besides the great saving - the wholesaler's profit. What is the result? Hundreds of small stores in Toronto are vacant. A gentleman of undoubted veracity claimed a few days ago that walking down Yonge street from Bloor to the Esplanade or a distance of about two miles, he counted nearly three hundred empty stores. It is much the same on the other streets. Outside of Toronto the merchants are suffering within a radius of one hundred and fifty miles, the suffering varying inversely as the distance. A net work of railways provides for speedy transportation of customers, with the continually recurring excursion rates. A ride to the city is a pleasant outing, the fare is recouped by a saving in prices, and the buyer has had a greater variety to choose from. The small dealer in the towns and cities is doomed.

These are hard facts and facts to which we would willingly shut our eyes if we could; but we cannot. From the course of events in England and the United States, we catch the drift of the same movement. It is a mercantile evolution. There is an endless change going on. The methods of trade change and these changes we call advances. And the man who believes that the present state of mercantile arrangements will continue for ever and ever is clearly very ignorant regarding history and very short sighted as regards the trend of the affairs of to-day. In the United States we have seen the growth of great departmental stores. They are seen also in Montreal and Toronto, and their career has been successful beyond expectations.

Competition may be doomed and it may not, but the competition of the future will be

among greater units, because the small units will be absent. The smaller wholesale houses are also being crushed out. Great attention has been drawn to this fact in England by the amalgamation of the great wholesale houses of Lawson & Co. and Leaf & Co. The Draper's Record says: "With combined energy, consolidated connection, lessened administrative expenditure, and other economies, it would be irrational to conceive otherwise than that good will result, and we hope that the favourable expectations of those who have carried through one of the most important and significant events of our time, will be realised to the full." And this "combined energy and lessened administrative expenditure" is what is helping the great retail store.

In this great evolution which has already begun, and about the certainty of which there can be no doubt, there will be a lessening of the number of travellers. Now the travellers could be lessened by two-thirds and still all the goods necessary for the consumers would be sold. The dealers will miss their pleasant faces and cherry remarks, but they are too expensive for this era of great competition. Too many travellers add too much to the price of goods, and this is a thing which the buying world of to-day will not tolerate.

An abortive protest against the present distributive system has been made in Ontario very recently by the Patrons of Industry, and if they accomplish nothing else, they will at least educate people to a certain extent with regard to this expensive system which is in full bloom at present.

We do not set ourselves up as prophets, but we claim that what we have said is a just deduction from the mercantile tendencies of the day, and no wholesaler, no traveller, and no retailer should fail to study the signs of the times and profit by them. The changes may not be what we would desire, but they must be studied simply because they will be the inevitable result of a mercantile evolution.

### RETURNING GOODS.

A FEW days ago the dry goods section of the Board of Trade had a reunion and discussed several matters of interest to the trade. Their discussion concerning the manner of passing goods through the Custom house has borne fruit, as may be seen in the report in another column.

But the most important topic from the retailer's point of view was that of returning goods. The result has been that a circular letter has been put out to all merchants concerning setting forth the grievances under which the wholesalers suppose themselves to be labouring. This circular shows that heavy parcels are returned at the wholesaler's charge, though the order has been filled strictly according to the letter of the law. Yet a merchant finds that they are

goods he would sooner be without and he sends them back, and that at the wholesaler's cost. This is indeed wrong. No retailer if his order is filled properly has any right to return goods at the expense of the man who has not made a mistake. Again, the complainants show that returned goods are badly packed and if the goods escape damages, the boxes or wrappers are torn and the labels destroyed, stock number gone and much trouble, if not serious loss, is caused. This must certainly be dishonouring to the wholesale merchants.

The wholesalers maintain that if they have made a mistake they are quite willingly to pay the cost of that mistake, and this is mere justice, not generosity. Still a justice which leaves nothing to be desired. But they maintain that they cannot afford the serious losses occasioned by the indiscriminate return of goods which have been shipped according to order.

We apprehend that the difficulty will lay partly where there is an order and part of it implies a discretionary power regarding shade, variety or quality on the part of the person who fills the order.

Still there is a necessity of a change from the present state of affairs, and the mutual exchange of opinions will do much to remove the mote and the beam from the eyes of both. Arrangements should be made which will be made satisfactory to both parties, and these arrangements should be well known and morally binding on all.

### SPRING DRESS GOODS.

THE different wholesale houses are getting ready for the spring trade and samples are abundant.

In prints some very new lines are being shown. The most striking things will be fancy shades in grounds, with less distinct patterns. These will form a real novelty as the patterns form a pleasing contrast to either stiff stripes or formal distinct floral designs. Indigo grounds will probably have as great a demand as last season; and some very pretty patterns are shown in navy grounds with white spots and figures, and with old gold spots and florals. Black grounds with colored patterns are shown in very great variety. Cream grounds will again be in high favor and some really excellent patterns are shown as well as an enormous variety. Mr. Sanderson the buyer of prints for John Macdonald & Co. states that they will carry seventy-one full ranges in English prints. Among the specialties of this house are a special pongee cloth for ladies blouses, and navy and red drill lettes.

In French stuffs the novelty for next spring will be the Velours Rouse which is now the thing in Paris. It is an all wool cloth with a cotton cord, thus enabling it to be dyed in any shade. Bengalines or poplins will be a leading line in different designs.

# KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, ONT.

Keep this List before you!

Wool Yarns. 3 Ply. Saxony. Baldwins.

Hosiery and Gloves. Full Range.

Ladies' Hygiene Vests. All prices in stock.

Meltons. Our 8 and 10 cent lines are unexcelled. Full stock of Garnet, Brown, Navy Blue and Myrtle.

Navy Estamine Serges yet in stock but selling rapidly.

Fancy Dress Goods. We are offering some big inducements, to clear.

Overcoatings. All the best makes. Send for samples.

Sealettes. The best values in the trade. Send for samples.

Flannels. All prices in stock in Grey, Navy and Fancy.

Blankets. Grey and White. Stock well assorted.

Shirts, Drawers and Top Shirts. Fine assortment of all the best lines. Production is limited, owing to burning of Mills, and we advise you to keep your stock assorted early in the season.

Linen Department. Stock bought when the market dropped. See our samples and compare goods.

An increased share of your trade solicited through our representatives, or through LETTER ORDER DEPARTMENT which is steadily growing. **Keep your Winter Stock Well Assorted for the Next Two Months.**

such as Jacquards and spots, the latter being prominent. These will be shown from plain as well as from mixed yarns. Whipcord dress goods are going to be strong in favor for early trade. They are all wool and made in a fine diagonal cord. Serges with a pin stripe due to the presence of silk threads will also be among the novelties.

In other dress goods there is nothing very startling except the great demand prospectively for estimaines.

Caidecott, Burton & Spence are expecting a strong demand for a line of spring tweeds over which they have secured control. These are domestic goods and of a lighter weight than the goods now selling. The patterns run in stripes and plains. The plain mixes predominating. There are very promising goods.

## THE CARPET TRADE.

WHILE Canadians consume a fairly large and increasing quantity of domestic carpets, yet the bulk of the carpets sold in this country come from Britain. Just now the English manufacturers are doing but a fair trade, and of this, the Canadian trade is the most lucrative. In 1891, carpets and squares imported from Great Britain were valued at about \$1,100,000 from the United States, the values of the imports were \$20,000. As these figures show only the dutiable goods they cannot be taken to show the absolute value of the carpets imported, but they

will serve to show the source of ninety eight per cent. of the carpets consumed in this country. The Canadian consumption of British carpets is valued at about three millions by experts. The year 1892 will show a great increase in the imports from Great Britain of this class of goods, as this trade is in a prosperous condition, and English manufacturers are making the most of this market. Those manufacturers are especially profiting by this trade. In fact Canada has come to be England's best customer in this line. The trade with Germany, France and Spain is fairly good but is not increasing, while the exports to the United States have fallen off very materially during the past few years, owing to the heavy tariff, and the consequent growth of American made carpets. Australia has hitherto been a very good customer; but owing to the present panic state of trade in that island, English manufacturers are not anxious to extend their trade in that direction.

## THE ADVANCE IN SILK.

THE advance in silk which was shown in our July issue to be probable, has become an accomplished fact. It was shown then that the Italian and Japanese crops were short and that raw silk would likely advance. Since then the upward movement has been gradual but decided, and now raw silk is held at an advance of over thirty per

cent. Some continental manufacturers say that the price will rise at least fifty per cent. Here the prices of spun silk and other varieties are considerably advanced, but not sufficiently to effect the market. This is the season of the year when the silk is being brought to this continent, a great deal of it coming from Japan, its silk being cheaper than the finer silks of France and Italy. Quite a large number of bales have arrived in Montreal from Vancouver. The steamer Bokhara which was wrecked in the China Sea a few days ago had as part of its cargo 1,300 bales of silk destined for this continent.

So far there has been no advance in manufactured silks on this market. Wholesalers will sell their stocks at former prices, but there will be no dropping of prices at the close of the millinery season. This usual feature of the market will be absent owing to the stiffening of prices. Then as to next spring's goods, there will be but a slight advance, as many of the Canadian wholesale men have already placed their spring orders at but a slightly increased prices. It takes a long time for the ripples, caused by the disturbance of the commercial pond at any point, to reach the boundaries. Hence the rise may be broken before it is fully felt here.

It is said that 32,000 varieties of good are manufactured from wool

**THE REAL CAUSE OF DEPRESSION.**

THE following from the Cotton Factory Times gives the real cause of the depression in the English cotton trade :

Cotton mill shares in America show a much better state of trade than we are expecting in Lancashire, and this is said to arise from two causes, one being the effect of the tariff law, and the other keeping the supply within reasonable limits of demand, or in other words, the capitalists have not been so foolish as to build more mills than the position of trade warranted. Nearly all the shares in cotton mills are quoted at a premium, and paying fair dividends to the shareholders. Why the industry is so depressed in Lancashire is because there has been too rapid an extension of cotton mills, not only in this country, but in India and other parts of the world where yarns and cloths are exported to. Not only have the spindles and looms been largely increased, but the improvements in machinery have tended to a great increase in the consumption of cotton, and these causes have brought about the present stagnation in trade. Since 1884 the consumption of cotton has increased 25 per cent., and that upon a finer count of yarn; and if we consider that during the past two years 3½ million spindles have been added to England's producing power, we need not wonder about the present state of the yarn trade. Those who are responsible for the great increase in the number of spindles are the parties who have brought about the present unsatisfactory state of trade; and if such results don't teach them a lesson to avoid such things in the future, we don't know what else will. There are quite sufficient spindles in use to satisfy all requirements for many years to come, and we cannot see much chance for any substantial improvement in the yarn trade for the next few years. There are mills in building as well as a good number being filled with machinery, which will require close upon two millions of spindles, and while such extension is taking place in this country the producing power of other countries is increasing at a faster rate, so that the output is really in excess of what the people require, or at least what they will buy. Prices don't stand in the way of a large business being done, as they are in all conscience cheap enough for all purposes, and buyers refrain from speculating on large lines for fear the values will shrink before they can dispose of their purchases. As the spinning trade is now situated, it will require some five or six weeks without any further increase in the number of spindles, before the markets can lift from the depression of low rates brought about by the too rapid increase in spindles. Those who have invested capital in the way of shares in the

numerous new mills which have sprung up of late years, have done something towards creating present troubles, and we suppose they will pay the penalty by having to go without dividends. These are the class of men who want the operatives to accept of a five per cent reduction in wage, but as the workers in cotton mills have had nothing to do with the floating of the new mills they rightly refuse to be penalised for other person's faults. We know the present situation will be a lesson to all who have been ready to float new mills when the state of trade didn't warrant them.

**BRADSTREETS ON THE TRADE SITUATION.**

THE Canadian Dominion (including Newfoundland) reports 1,287 failures to Bradstreets for the past nine months, as contrasted with 2,326 in a like portion of 1891, the decrease being only 39. But the general improvement in commercial conditions is more particularly shown in the reduced total of liabilities, the aggregate being \$9,290,000, against \$11,139,000 in the preceding year, a decline of nearly 17 per cent. Each of the Provinces of Ontario and Quebec reduced its failure totals this year, the former to a marked degree. This year's decrease of total liabilities of those failing in Ontario amounts to 32 per cent, in Quebec to 22 per cent, while Prince Edward Island, Newfoundland and North West Territories also show radical improvement in this direction. In Nova Scotia, as in Manitoba and British Columbia, increased liabilities shown, as compared with last year, are due to relatively heavy failures early in this year. During the past quarter a marked improvement has been shown in this direction.

	Number of Failures in 9 months		Assets		Liabilities	
	1892	1891	1892	1891	1892	1891
Ontario	556	653	\$1,293,351	\$1,693,445	\$2,455,707	\$1,193,191
Quebec	421	459	1,596,331	2,037,543	4,253,701	5,469,851
New Brunswick	65	64	291,259	295,970	463,072	429,958
Nova Scotia	119	80	128,410	225,541	222,507	412,916
P. E. Island	5	9	18,100	71,000	85,000	101,100
Newfoundland	3	5	19,000	49,100	37,000	9,400
Manitoba	53	44	216,938	146,078	191,430	251,014
North West Ter.	14	17	25,072	10,355	46,511	15,269
British Columbia	47	32	106,831	25,422	226,191	39,911
<b>Totals</b>	<b>1,287</b>	<b>1,821</b>	<b>\$1,000,974</b>	<b>\$1,017,261</b>	<b>\$1,291,459</b>	<b>\$1,119,448</b>

**BANKRUPT STOCKS.**

COMPLAINTS have reached us already, that the season when so-called bankrupt stocks are slaughtered in the various towns and villages of this country, has again commenced. It is the season when projectors and manipulators of fraudulent sales prey upon the honest retail merchant. The goods sold are second-class trashy goods, and are represented to be the best at lower than ordinary prices. Misrepresentation plays a great part in many of these sales. Some of the sales are genuine and the stock is really what it is represented to be—bought at a low price and sold at a low price. But even this is a cause of trouble to the ordinary merchant and he cannot afford such opposition.

Merchants who suffer by this in Ontario have only themselves to blame. The government has done its share and it only remains for the merchants to do theirs. For those who desire to know the law on the subject we refer them to the consolidated Municipal Act of 1890, section 489, sub-sections 9 and 9.a. This Act gives any Ontario municipality—city, town, township, or village—power to pass a by-law to regulate all transient traders whose names are not entered on the assessment roll of the municipality. They may be subjected to a tax not exceeding \$100, payable before commencing to trade in a town or city, and not exceeding \$50 in a village or township. This tax will apply on their first or other instalments of taxes, but if they never pay taxes, it goes to the treasury fund of the town. The tax is not very heavy, but still it may be sufficient to cause many a transient trader to stay out of the municipality into which he has strayed. Merchants should bestir themselves and as everybody can see at a glance the injustice which is being done to regular merchants, there should be no difficulty in passing such a by-law. Collingwood is the only town in Ontario that we know of where a by-law is in force.

With regard to the other provinces we cannot say very definitely as to the law, but such laws exist in several of them, and the merchants should see that the good work is carried on. If remedial legislation is not on the statute books, it should be placed there as soon as possible.

We would be glad to have communications from our readers on this subject, showing the need of the law, or the actual working of the by-law in places in which it has been passed. Dealers should not be selfish with such knowledge as this.

Over 600 varieties of cotton yield; 400 in Asia and Africa, 200 in America.

The Hingunghat and Berar cottons of India are equal to Sea Island.

Crompton's mule produced much softer and finer yarn than was ever before seen.

The United States manufacture 9,000,000 yards of carpet every year.



# WYLD, GRASETT & DARLING.

Our stock in every department is kept well assorted all the year round.

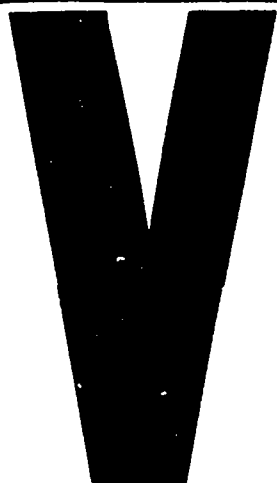
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Staples, Dress Goods, Smallwares, Men's Furnishings,  
Imported and Canadian Woollens and  
Tailors' Trimmings.

LETTER ORDERS PROMPTLY EXECUTED.

TRAVELLERS' ORDERS SOLICITED.

WYLD, GRASETT & DARLING.



## SUSPENDERS.

We want to get everybody using the **V** make of Suspenders, and then every dealer will be selling them. In order to do this we turn out only first class goods, both in material and workmanship. See our samples.

C. N. VROOM,

St. Stephen, N.B.

GOULDING & CO., 27 Wellington St. East, Toronto.

Agents for Ontario.

## THE C. TURNBULL CO., Ltd. OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full-Fashioned Underwear in all-Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

## THE GALT KNITTING COMPANY LIMITED, GALT, ONTARIO.

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron,  
Montreal, Quebec, Ottawa, Mr. John F. Haskell,  
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WHOLESALE ONLY.

## FOREIGN CORRESPONDENCE.

Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.

## JAS. ADAMS & CO., Linens and Handkerchiefs

12 Howard St., BELFAST, IRELAND.

We have much pleasure in informing you that we have opened an office and salesroom at 64 Bay St. E., Toronto. We will carry stock here and make goods for import orders in Belfast with quick despatch. When you visit the city we invite you to call on us.

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CANADIAN BRANCH, 64 Bay St., TORONTO.

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## THE LEE SPOOL

—TOOK THE—

- Gold Medal at the Jamaica Exhibition -

—AS THE—

Best Sewing Cotton for Hand or  
Machine Work.

## CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St.,

Toronto.



## THE DRY GOODS LEAGUE.

**T**HE Toronto Dry Goods Football League was organized last fall with six clubs as follows. Samson, Kennedy & Co., Wyld, Crasett & Darling, W. R. Brock & Co., McMaster & Co., Caldecott, Burton & Spence, and Jno. Macdonald & Co. The championship was won by Caldecott, Burton & Spence, with W. R. Brock & Co. second.

Great interest was added to the matches by the fact that the Dry Goods Review offered a handsome silver shield as a trophy. The terms were that it should be won three times by one club before becoming their property. It was won for the first time by Caldecott, Burton & Spence's team, and has been on exhibition in their warehouse ever since.

At the second annual meeting of the League, held at the Palmer House, in September, all of last year's clubs excepting McMaster & Co., were represented, as also were Gordon, McKay & Co., who were elected to fill the gap caused by the withdrawal of the McMasters.

The following officers were elected for the season.—

Honorary Pres., Mr. W. R. Brock,  
President, Mr. Henderson,  
Vice-Prest., Mr. Holton;  
Secy.-Treas., Mr. Robt. Cooper,  
Committee, Mr. Irving and Mr. McTaggart.

The schedule was drawn up and a rule was made whereby any player taking part in a championship match must be employed sixty days previous to said match. This was done to prevent "ringers" being played.

The season commenced October 1st, and since then the following games have been played:—

Oct. 1st.—	{ Caldecott, B. & S. ....	0
"	{ Wyld, G. & D. ....	0
"	{ W. R. Brock & Co. ....	0
"	{ Jno. Macdonald & Co. ....	0
Oct. 8th.—	{ Brock & Co. ....	1
"	{ Gordon, McKay & Co. ....	0
"	{ Samson, Kennedy. ....	1
"	{ Wyld, G. & D. ....	0
Oct. 15th.—	{ Caldecott, B. & S. ....	2
"	{ Samson, Kennedy ....	0
"	{ Jno Macdonald. ....	2
"	{ Gordon, McKay & Co. ....	1

The game of October 8th, Samson v. Wyld's, was played under protest. Wyld's claiming that Samson were playing a ringer in the person of Shanklin, who played with Caldecott's last season. Wyld's claim was that he had not been employed by Samson's sixty days prior to the match, and they were right, for at a meeting of the League Committee held October 13th, the match was awarded to Wyld's. The Samson v. Caldecott game was a clean knockout for Samson's, as they again played Shanklin, but from start to finish Caldecott's having the best of the play.

Just now it is pretty hard to pick the win-

ners, but the chances are in favor of Caldecott's, with Wyld's and Brocks close up for second place.

Caldecott's team is more evenly balanced than any team in the league. Geo. Irving is about the best goal keeper in the league. Alex. Rodger and Masson are a good pair of backs, Passmore is the best of the three half backs, while Fauld, Glass and Periston are the pick of the forwards.

Brock's team is the lightest in the league and they have a good defence with Dick Crawford in goal, Rogers and Gilmour, backs, Jackson and the Cooper brothers half backs. It will keep any of the teams hustling to get past them, although their forward line is very weak. Fairbairn and Fox are the best of the lot.

Wyld's have about the heaviest defence in the league. Prentice and Foster are a good pair of backs and the two Smith's and Lye as half backs make a very strong defence. Jones and McBrian are the pick of the forwards.

Samson's have also a very heavy team, their strongest point is their backs. Jim Kennedy and Wright are pretty big men to run against, Herb Kennedy is the best of the three halves, while Shanklin, Arnott and Doherty are the best forwards.

Macdonald's team is pretty well balanced, Mitchell and McFarlane backs, Boxall and Boyd half backs, Duquand, Armstrong and Jack forwards are all good men.

This is Gordon McKay's first season at the game, but they have some good players, and with a little more experience combined with a little team play now and again they will make any of the clubs hustle to beat them. In Ewing they have one of the best players in the league, while Pete Knowles, Palin, Douglas, Cross and Harvard are all good men and will improve with experience.

Every team in the league were the customary White Duck Knickers, but the Jerseys are all different. Samson's are Red and White Stripe. Macdonald's are Light Blue and White Stripe. Gordon McK are Black and White Stripe. Brock's are Red, Yellow and Black Stripe. Caldecott's are Black and Yellow Stripe. Wyld's are Maroon.

## POINTED ADVERTISING.

**A**PROMINENT Toronto dry goods merchant remarked to the writer a few days ago that he had done some advertising which had taught him a lesson. On being asked what it was, he said that he had a certain line of goods that he wanted to clear, and he advertised them and them only, and obtained direct results. "This," he said, "firmly convinces me that it is best to advertise only one line at a time." This is an idea which has been laid before the readers of the REVIEW several times, but it is doubtful if many have fully realized the importance of the rule.

In practise it would be something like this: If a man wishes to advertise dress

goods, he should pick out some particular line at some particular price, and make his advertisement tell all it can about that one particular line. If he wished to advertise hosiery, he would mention a certain line at a certain price, say 40 or 50 cents, and lay great emphasis on the value of this one line. If he desired to show that he carried umbrellas, he would advertise fully and pointedly a dollar line of rain-casters, setting forth fully and cheerfully all the merits of this particular line.

It is utter foolishness for a merchant to have an advertisement which simply enumerates a few of the various lines he carries, and tells nothing pointed about them, except perhaps a few phrases which have been worn threadbare by the use of several generations. If he has a leading line, he must advertise it, and if possible state the price, showing why this particular line at this particular price, should be preferred to other goods at the same price. An advertisement like a lesson or a story must have one leading idea, to which all other ideas in the advertisement are subordinate and explanatory.

The advertisement must be written to convey to the reader thereof, some particular information. Take for example the leading editorial in the same paper. It is on one certain subject, and it aims to inform the reader with all that is new on that subject. It does not usually consist of old news rehashed; but it is full of new ideas, thoughts, circumstances, and proofs. So with the advertisement, it must tell something about something; and must leave some new knowledge in the mind of the reader.

The rule that only one line should be advertised at a time must be modified according to circumstances. Two or three lines may be mentioned in a large advertisement, but the information concerning each must be separate and distinct, as well as pointed.

## CURIOUS vs. USEFUL.

**S**OME window dressers confound the eccentric with the effective in their work. They think that if by any means, no matter how sensational, they can stop the passer-by, their object is gained. This is an entirely wrong and mischievous idea. Windows should inform rather than astonish or amuse. They are failures if the passer-by, after a glance, proceed on her way, commenting on the originality or simplicity of the design, but saying nothing and thinking nothing about the merit of the goods displayed or the attractiveness of their prices. Occasionally it is well to exhibit an eccentric window as a sort of spice to the regular wands, but this should be the exception. As a rule, windows should be "strictly business." They should impress upon the beholder novelties and bargains to the selling point. The "first prize window" is not the one which contains the most elaborate structure or shows the greatest ingenuity, but is the one which draws the most money through the street door.—Chronicle.

## BUSINESS CHANGES.

## ONTARIO.

F. W. Ash, merchant tailor, Markham, has assigned. The assets valued to \$1800 were sold to Mrs. Ash at 70c. on the dollar. Mr. Ash's business was in a healthy condition, but he was dragged into insolvency, owing to his connection with the firm of Foy & Co. of Brighton, who failed recently.

The stock of O. C. Rowse, dry goods, Peterboro is to be sold on the 25th inst.

The stock of E. Viger & Co., clothing merchants, will be sold by auction on the 25th inst.

The dry goods stock of the estate of John Lyle, Sarnia, Ont., valued at \$18,091 will be sold by auction on Nov. 1st.

The dry goods stock of James Munroe, Thorold is advertised for sale by tender

Excellstone & Co., men's furnishings, Toronto, have assigned to Chas. A. Hunter.

James Foy & Co., dry goods, Brighton, have assigned to Wm. K. Doherty, Toronto.

Joseph Patterson, gents' furnisher, has made an assignment to W. A. Campbell. His liabilities are \$40,000 and the stock is worth about \$34,000.

John W. Brown, tailor, Belleville, is dead.

Norman McLeod, tailor, Keewatin, is dead.

J. C. Phillips, men's furnishings, Stratford, has assigned to J. C. Curry.

## QUEBEC.

James McGinn, dry goods, Montreal, is offering to compromise.

P. Harkness & Co, dry goods, Montreal, are in financial difficulties.

A. Lalonde, dry goods, Montreal, has assigned. Stock to be sold on the 26th inst.

M. J. Lachapelle & Co., dry goods, Montreal, are trying to compromise.

I. Cohen & Co., clothing, Montreal, have assigned.

H. F. Poinier, dry goods, Montreal, has assigned to Kent & Turcotte.

Boisseau & Beland, wholesale fancy goods, Que., have compromised for 40 cents cash.

## MARATIME PROVINCES.

Jno. T. Graham, dry goods, New Glasgow, is in trouble financially.

Chas. E. Kelly, tailor, Parrsboro, N.S., has assigned his book debts.

H. & P. Cullinan, St. Stephen, N.B., have sold out their dry goods stock.

The clothing stock of Mrs. E. Tierney, Halifax, N.S., has been sold at auction.

Miss Rose Burke, milliner, Buctouche, N.B. has been burnt out. Insured.

Maxwell & Walsh, tailors, Amherst, N.S., have been burnt out.

## MANITOBA AND WEST.

W. G. Potter, tailor, Northfield, B.C. has sold out to A. Macaulay,

A. A. Richardson, dry goods and millinery, Nanaimo, B.C. has assigned to J. Ferguson.

H. Marymont, men's furnishings, Victoria, B.C. is offering to compromise.

Mrs. Thomas, millinery, Victoria, is out of business.

Burton Bros, tailors, Regina, N.W.T. have assigned.

## SKIRT FACINGS.

THIS season has seen several lines of velvet skirt facing placed on the market. One of the best known and most praised of these is the Amazon. This facing is designed to supersede the old fashioned braids, and it is claimed will outwear a dozen of these. The velvet pile runs across and rapidly conforms to the skirt, the velvet itself giving a smart finish to the dress and preventing that injury to the shoes which is of such a frequent occurrence when a hard and coarse material is allowed to come in contact with them. The material is made up in lengths of three, four or four and a half yards for each skirt, and is supplied in all fashionable dress shades in boxes of a dozen pieces to a shade. The article has already, it is understood, had a very large sale in the United States, and is undoubtedly destined to come into great popularity in the Dominion.

## A GREAT MACHINE.

IN Canada very few stocks of dry goods, millinery, etc., can be found that are free from pieces of goods which are in their original color unsaleable, mostly owing to the changeableness of fashions. Such cannot be disposed of except at great sacrifice and loss and even if sold are rarely found to give satisfaction to purchaser. Such sacrifices should not and need not be made. Many merchants do not fully realize the great importance of constantly turning over stock which represents capital, and are too apt to keep goods in store because they will not bring near their original cost price, forgetting at the same time that the longer such goods remain on hand, the greater loss they cause of interest and principle.

Recognizing that there were large amounts of goods which needed dyeing in pieces, if a proper way was only provided, Messrs. R. Parker & Co., the well-known dyers and finishers of this city have secured a machine which will enable them to do this work with more satisfactory results than have ever been attained in the city before. They have invested in a \$2,500 machine, which will enable them to dye all kinds of piece goods and turn them out with their original width. The great trouble has been that in dyeing and drying, the goods generally lose two to three inches in width. This machine being adjustable to any width from twenty inches up to seventy; goods can be dried by it and the proper width maintained. This will be a

great boon to both wholesalers and retailers, as unfashionable goods may now be turned into choice, saleable stocks, instead of laying on the shelves or being sold at a sacrifice.

The company is well-known throughout Canada, and this will make them still more familiar to the dry goods merchants. Their works have been enlarged several times, until now it is an extensive establishment employing over one hundred persons in this city, while hundreds of agents are scattered all over the country, branches being established in all leading centres.

The new machine will enable them to turn out from 1,000 to 5,000 yards per day, according to the texture of the material, and thus they will be enabled to do all of this class of work that can be desired.

## HOW TO COAX TRADE.

LET us take up the subject of calling attention to other goods than those asked for. Clerks should be coached in this field, and in small stores where merchants themselves do this to a considerable extent, they can take some lessons to good advantage. There is a very great difference between placing a customer in an embarrassed position with reference to an article which she is being shown and drawing her attention to its excellent features and in an off-hand way pleasing her. The attention and pains you show in trying to supply your customer's every want makes established trade. The customer who becomes nervous and has to just tear herself away from you that she may not buy what she has no earthly use for, is not going to have the pleasantest feelings when she realizes the situation she was placed in, in your store. A great evil is reflected through those unpleasant feelings. An ever-present desire to enter your store, whether for a spool of thread or for a purchase amounting to \$25, is the spirit you should cultivate.—Economist.

Messrs. L. Davis, John Haskell, John Barker, H. J. Joseph and S. Joseph, all of Montreal, are seeking incorporations as the Montreal silk mills, with headquarters at Montreal and a capital stock of \$75,000

William Reichling, John Playle, Phaon Brauss, William Trimble and Florence Silverton, all of Toronto, have been incorporated as the Dominion Embroidery Company of Toronto, limited, with a capital of \$40,000.

Saturday Oct 15th being an off day for W. R. Brock's football team the boys visited Newmarket and although they were short four or five of their regular team they came out on top by 2 to 0. They say the Newmarket boys treated them in grand style. Brock's team were:—Crawford, Goal, Roger and, R. Cooper, Back's J. Cooper, Young, Hedges Half Backs', Miller, Dunn, Fox, T. Fairbairn and Crooks forwards. Miller scored the goal.

### THE MONTH'S TRADE.

THE last two weeks of September were somewhat quiet with the wholesale trade, but since the first of the present month trade has been more active. The trade has been mostly sorting up but has extended to all lines. All departments are busy at present sending out goods, but the inward movement is quite small. The new shipments that are arriving are mostly repeats of fast selling lines, which have been mentioned before in these columns.

Collections during September showed a considerable increase in most houses over September 1891, and the first half of the present month has seen a continuance of this increased amount of money received. This is due in part to the increased trade, and is also partly attributed to the better state of the finances of retail merchants. Whatever the true causes may be, the fact remains that cash books show larger figures than last season.

Letter orders are very profuse this month, and the execution of these requires a great deal of attention. Some of the firms have advertised the fact that they give special attention to letter orders and that suitable goods would be chosen for them, and merchants trying the experiment, have learned to appreciate the advantage and to derive the benefit from the arrangement.

In millinery the trade has been but fairly brisk, although travellers are doing well. Fancy silks for dress goods and underskirts are in strong demand. Some very fine lines for evening dresses are shown. Silk velvets for manufactured hats are still in strong demand. In ribbons plain gros grains and double faced satins are leading. Fancy ribbons are not in strong demand, but stocks are very light with wholesalers. The leading hat shape is a fine fur felt beaver with napped edges and small sugar loaf crowns and with a wide flat brim. Walking hats and sailors are also in good demand.

Cloakings have been but fairly active, but some very fair orders have been executed. Beavers, spiral effects, black and grey Astrachans and Mattellasses have all shared the attention of buyers. But repeats will not come in until retailers break their stocks in these heavy goods. Ready made cloaks have sold well this season, the total amount of orders having surpassed all expectations.

In hats the month's trade has been somewhat quiet for stiff hats. But travellers are now carrying spring shapes, and orders promise well. The spring shapes are not very different from fall styles, but compared with last spring, the crowns are much lower and the brims wider. Tam O' Shanter hats are selling well. Besides the ordinary Scotch goods, domestic goods are shown in seallette, camel's hair cloth, eiderdown flannel, and grey and white lamb.

In furs the demand is somewhat quiet, but will remain so until colder weather is ex-

perienced. Still the trade is very fair in muffs, caps, capes and boas. Overcoats and cloaks are not in so strong demand. Prices are holding very firm, due to scarcity of some lines of skins, and to the confidence of dealers.

In ready-made clothing the trade is experiencing a slight increase of volume and orders are being executed very fast. Overcoats are in increased demand as compared with last season. Some of the manufacturers are complaining of slow collections.

Dress goods have had a great sale, especially in tweeds. Most of the houses have nearly cleared their stock of domestic tweeds, only a few broken lots remaining. Trimmings of all kinds have sold well, especially ruchings, jets and grimps. Fur edgings have had a very strong demand also.

Tweeds of all kinds have been but fairly active, due to slowness in the tailoring trade. Worsted trouserings have been in good demand, especially in the cheaper grades. Overcoatings have sold but fairly, and then mostly in medium weights. Heavier weights are not being called for as much as dealers desire, but there is a chance yet for a good trade before the season closes.

Knit underwear has been moving freely and many orders are yet unfilled, and some of them likely to remain so. The supply of domestic goods is not equal to the demand, and some of the selling agents are in dire straits regarding their orders.

Linen goods have been in very fair demand, especially in table linens and napkins.

In men's furnishings the trade has been very good. Ties are moving freely, and some low lines offered have been rapidly picked up by dealers. Woollen shirts of various kinds have been much enquired after, while heavy hosiery has moved freely.

#### NOTES.

S. F. McKinnon & Co. are showing some very pretty striped silks which are the latest thing for silk underskirts or petticoats. There are mostly in dark grounds with colored stripes and make a handsome garment. A silk moire in a wool morenne effect is a very pretty fabric. In dress silks the newest thing is striped silks, the stripes being very narrow and numerous, making a very pretty effect. These are shown both in shot effects and plains. Some very beautiful 22 inch shot sourahs are being sold for evening dresses. They report an enormous sale on mantles this season and expect several thousand more in a few days. These shipments will comprise several pretty designs in beaver collared jackets.

Gordon, McKay & Co. have just received another shipment of fine Saxony flannels in whites and scarlets. These goods have been in exceeding strong demand for some time. At present they are showing a valuable line of men's woolknit gloves and mitts in a full range of prices. Their stock of kid-lined

gloves and mitts is very complete, and many varieties of style and quality are shown. While these better goods are increasing in their demand, yet the old fashioned woollen handknit mitts are still a staple, and the wholesale houses mostly carry a large stock; but this is rapidly diminishing just at this season of the year. Another shipment which is just to hand is satin-backed velvet ribbons, which have been very scarce for the past few weeks.

Messrs. Caldecott, Burton & Spence have just received a shipment of whipcord dress goods. These are the newest thing from France in this line of fabrics, and are taking well in the States. The sale here promises to be good. They have also received another shipment of velveteens, which includes greys and fawns—the scarce shades—as well as black, and other more staple colors. Silk sectional trimmings in some very new and attractive designs are shown. These promise to hold strongly for next spring's trade.

W. R. Brock & Co. are having a great demand for men's ulsterings and friezes. Their stock of these goods is very complete at present, all classes of the fabrics being here represented. Cable orders are continually used to keep this department always in first class condition in point of variety and completeness. They report an increased demand for the better class of woollen underwear in Scotch knit, in plain and stripes. Low priced woollen underwear is always in good demand.

Wyld, Grasset & Darling are showing special value in several lines of ladies' cashmere gloves. Their haberdashery department is specially active at present, due to increase in sorting up orders, but their stock is well assorted in all lines, and fully equal to the extra demand. Their aim is to keep all kinds of small wares well stocked, and with good qualities of goods at regular prices. In neckwear the movement is also very strong, some of their new designs having found great favor with the trade. Hosiery and underwear are very active at present in all the different lines.

Wyld, Grasset & Darling are running out a nice line of fancy all-wool eiderdowns, which are being much used for children's cloaks. One low line is being offered which is an especial bargain. Plain eiderdowns are shown in some very pretty shades, and these being cheaper than the fancy patterns, are selling well. They are also offering at a reduced price a nice line of plaid dress goods. This is a taking variety of Canadian tartans, and at the price quoted would make an excellent leader for an enterprising merchant.

Caldecott, Burton & Spence have just received a shipment of barrel buttons, comprising four ranges running in fawns and grey mixtures and dyed colors, in horn and crochets. Astrachan and fur trimmings and edgings are moving very fast. Other kinds of

trimmings, although not so lively, are still selling fairly well. Their buyers are busy inspecting samples for next spring's trade, and report some very new things.

John Macdonald & Co. have just opened up some new shipments in hemp carpets, English floor oilcloths, piano felts, and lace curtains. The latter have had a very steady sale all season, not falling off about July as they usually do. Their stock is very complete at the present time, but the strong demand necessitates unusual care in order to keep the stock full and well assorted. They have just opened 25 cases of dress meltons in double-fold. These include all the leading colors, and were bought at a job price, consequently dealers will have an opportunity of securing some excellent goods at cut prices. Repeats in black cashmere hosiery are being opened up, and these make their stock in this department very complete at present.

Gordon, McKay & Co. are showing a beautiful range of pearlita buttons, which are so strong in favor at present. They show all sizes in leading shades. They are fast selling goods and should be always in stock. In ivory buttons they show some pretty varieties, especially in sizes suitable for ladies' jackets and ulsters. They have just received a full assortment of St Hyacinthe grey flannels in all widths, in light and dark grey, plain and twills.

Samson, Kennedy & Co. have just received a shipment of wool Tam O' Shanters in assorted colors; they are very neat and are becoming a staple with the trade. They are showing a number of lines of ladies' lace handkerchiefs at various prices, and in many very pretty shades. They are much worn for evening parties. In dress goods they are just receiving black and colored watered moreens, and several other lines, which will add to the completeness of the stock.

McMaster & Co. are having a good demand at present for wool bengalines. This line of goods has the two features of being of medium weight and medium price, and hence is becoming quite popular. This house carries a full range of colors and patterns. Their stock of other dress goods is very complete, considering the strong demand of the season.

Gordon, McKay & Co. have just received a shipment of five hundred pieces brown denims, in four ranges. These goods were bought at a specially low price and are being closed out on a small margin. They are calling the especial attention of their customers to this bargain in cotton goods. They are showing some clearing lines in dress goods, including particularly tweed effects, meltons, shots, fancy French flannels, dress robes and colored silk velvets. Their stock of quilted linings is quite complete in satins and Italians, with one specially low of satins.

W. R. Brock & Co. have had a very great demand for ladies' low-priced waterproofs, and the consequence has been that cable repeat orders have been very numerous, in or-

der to keep these goods in stock. Two more cases have just passed the Customs and been placed in stock. Grey and brown checks and stripes are contained in this shipment, and these patterns are the neatest that have been shown for some time on this market. They also have invoicees of a repeat order of their now well-known line of honeycomb shawls, which can be retailed at that price. The demand this season for ladies' underwear has been exceptionally large with this house. Their leading lines at popular prices have proved to be the proper goods at these prices. They have just received a fresh stock of ladies' silk dress lines in all varieties. They have also re-filled their stock of overcoatings, and now show very complete ranges. Their choice of lines seems to have been very fortunate this season, judging by the strong demand that has been experienced, especially in chevrets.

John Macdonald & Co. are showing a special drive in 28 inch grey flannel considerably below manufacturers' price. Another special line that is being shown at present is in tea-cloth, though both lines are limited in quantity. They have just received a new line of white quilts which fill a demand that has not heretofore been supplied. These are made of good material and not, as cheap goods usually are, made of waste cotton. A shipment of low priced linoleums is just to hand, and the trade can now be furnished with them. They are showing a special line of ties in four-in-hands and knots. These are part of a shipment of ten cases just picked up by their buyer in England, and are being sold at very low prices. In knitted wool goods they are experiencing a strong demand, due no doubt to the large variety of the stock. It includes shawls, skirts, cardigans, caps, hoods, tuques, infantees and bootees. These comprise lines of both German and domestic manufacture. They are always replenishing their stock of ribbons and silks, and thus the ranges and varieties are kept up. Ribbons and silks are good stock just now on account of the recent rise in raw silks, and as prices in general have not advanced as yet.

#### OUR MONTREAL LETTER.

If the movement of goods from jobbers' hands during the months of September and October is a fair criterion, a good winter's trade is anticipated. All lines show a gratifying degree of activity, and the fact that reports regarding payments indicate a steady improvement is encouraging, for it shows that buyers are operating on a sound basis. Then, too, at least so far as Ontario and Quebec are concerned, a lot of weak people have been wiped out of the trade, while stocks of all kinds have been worked down so low that the fresh orders on which business is now moving are an actual necessity. There are no accumulations of old and unprofitable stock therefore, and jobbers are now reaping the benefit of this. Values all round are firm—in fact, remarkably so—the special features in this connection being advances in colored cotton goods and lines of woven silks, ribbons, etc., while indications are not wanting of the possibility of further stiffening in the near future. Reports from both country and city dealers speak of business as being active, while in addition

to the free movement that has taken place on regular fall account from jobbers' hands, letters and orders from travellers say that the sorting-up trade promises to be a very good one. Speaking of the general situation, a leading wholesale man summed it up as follows:—Trade in the far west might have been better, as the people out there are still working off the effects of a succession of bad crops. With the good crop last year, however, and the favorable prospects this season, better things are looked for. In British Columbia the evils of overstocking have not been entirely obviated, but the position is much modified and the anticipations now are for a fair average trade. In the lower provinces the movement has been hardly the average; and up to June last matters looked unsatisfactory. Since then a better feeling has been noticed. In Ontario and Quebec, however, business has been brisk, the improvement being more than sufficient to offset the reduced percentage in the two sections previously referred to, so that the aggregate movement if anything is considerably better than for the corresponding period last year. Payments in all the older provinces have been good, but in the far west there has been plenty of room for complaint. Better returns are hoped for now, however, in consequence of the two good crop years that they have had. With regard to spring trade, it is too early to speak yet. Buyers from all the houses in both heavy and fancy dry goods are now in England, and will not be back until the middle of November. Nothing will be done, therefore, with regard to spring samples until they return.

In heavy dry goods the movement was satisfactory. A feature is the scarcity and firmness of the better descriptions of blankets, the supply being too short, in fact, for the demand. Lower grades of goods have benefited in consequence. In tweeds and men's clothing material all the houses report good business. There is nothing special to note, the prevailing styles this season running to quiet shades of the pepper and salt description, browns and dark greys being the favorites. Checks seem to be out of it this year, in overcoatings meltons of various shades still rule the roost, while Irish goods seem to fill the bill in the heavier lines.

Dress goods have been in fair request, with a good movement. The exceptionally fine warm weather we have had has, however, somewhat restricted the demand in this connection. The styles this season are of the most modest description, both in design and color. Staples such as cashmeres, serges, etc., supplied most of the sales.

The movement in underwear, etc., has been fully up to, in fact over, the average, especially in Scotch woollens, and the houses are now engaged in rushing forward orders for this class of goods. The demand for mantles and lace trimmings has been very large. In fact the fancy goods trade, from regular millinery all through the hat, has been gratifying.

Haberdashery and knit woollens were fairly active and in line with the general movement, but do not furnish any special feature.

In cottons it is a little too early yet to speak of the spring trade in the ordinary jobbing way, but an interesting feature has been the advance in

colored goods. The appreciation in price for the spring trade is fully equal to what was expected, this kind of goods being 15 to 20 per cent. higher than they were last year. Not only this, but as the output of each kind is kept from exceeding the possible consumption, there is no chance of any decline; merchants have to understand that if the price quoted does not suit them they can leave the goods.

The clothing trade reports a movement above the average. From the far west the demand was lighter than usual, but with the two good crop years that they have had out there manufacturers here hope for improvement. The lower province demand also was hardly up to the average, but in the two central provinces a good business was done. Travellers are now out with spring samples in the Maritime provinces and the Northwest, but it is a little too early yet to judge of what prospects are. The demand for the new high waterproof lines, which are made up into all sorts of garments, is one of the special features of this branch of business.

In silk goods the feature is the cable news from Europe to the effect that raw silk has advanced from 20 to 30 per cent. within the past few days. Of course this will have a corresponding effect on our manufactured goods, and this is where the interest centres. In fact woven goods, such as ribbons, etc., have already been advanced 10 per cent., and further appreciation is likely to follow if the cost of the raw is enhanced, which is likely. American thread men have also put up their prices 10 per cent., and our manufacturers here are considering the advisability of marking up prices on similar lines here to the same extent. The advance in raw material seems to be due to natural causes also, and not any speculative boom. There has been a big revival in the dress silk trade of the south of France, advices from Lyons stating that it is better than for ten years back. This has led to a largely increased consumption of the raw material, and as the Italian crop is very short and that in China and Japan less than the average, the price of raw silk has jumped sharply under the natural force of the demand.

### LONDON FUR LETTER.

THE depression from which our trade has been suffering for the last three or four months has not as yet entirely disappeared, although we are glad to say there is at least evident signs of vitality which we trust will be maintained. There is no doubt that a great deal of the shyness on the part of buyers has been caused by the uncertainty as to what would really go this autumn, and although we have now reached a point when our furlers should be very busy, indeed, there are some only working half time, whilst others are standing still for want of knowledge as to what to manufacture. This, of course, does not apply to the fur-lined mantle trade, as we have already pointed out in our previous letters, this branch of the trade is certainly having the pull this year.

The open-fronted jacket with roll collar, which was so much in vogue last autumn, is again coming to the front, and some good orders have been placed this week for this style of garment, most of them being trimmed with nu-

tra, whilst a few have been trimmed with skunk-dyed opossum or black Australian opossum. Our West End trade still keeps very much behind, and some of the general houses have been compelled to reduce expenditures by discharging some of their people, and this is certainly what we do not expect at this time of the year.

**Susliki Linings.**—It is very strange how this article fluctuates. It is but two months ago they were selling at 7s. 6d., and although the demand today is just as good, the price has tumbled down to 5s. 6d. and 5s. 9d.

**Squirrel Lock Linings.**—Although no fresh goods have been allowed to come from Nihil, prices are not so firm today as they were last month, and should the restriction be taken off there is no doubt we shall see prices very much easier.

Mink are in very good demand, dark skins being very much sought after.

**Mink Tails.**—Last year there was absolutely no sales for these goods, and thousands of good tails could be had here from 2 1/2d. to 3d. per tail, whilst today 1s. can be had for only middling quality, the best fetching as high as 1s. 6d.

**Grey Fox.** The demand exceeds the supply.

**Musquash** is still selling pretty freely; natural black skins have been acquired after recently, but of course there are very few in this market. Fur Trade Review.

### GLOVE NOTES.

Mandarin seems to be a favorite color in both kid and suede.

Large pearl buttons in four-button gloves are offered for spring orders.

This is likely to be the best glove season importers have ever seen.

Several importers announce that there is a craze for navy blue in every thing.

Black welts and black trimming on light gloves are not quite new, but are recommended again for spring.

Chamois gloves used to be considered a specialty. If the business done in these continues to be as large as it has been this year, chamois will have to be classed among the staples.

The glove stores of Paris claim that they seldom have claims for damages, which is certainly not the experience here among agents or retailers, the latter often taking a glove back that actually shows soil from wearing, though the customer claims that it was torn in putting it on.

It is important to know that suede gloves of best quality are usually wrapped in tissue paper, and this sometimes gives them a glazed look, which is very objectionable. To remove this all that is necessary is to have a soft long-haired brush, and brush them briskly a few times, and their natural velvety look will return and the goods improve in value considerably.

The only warrant that a Parisian house will give is as follows: "We agree only to replace such gloves as are actually imperfect in material or in manufacture, and we cannot be responsible for their being put on by anyone but our own assistants, as many nervous people can never have the patience which such a delicate article requires the first time of putting on."—Economist.

### SOME WINDOW DRESSERS' ERRORS.

ONE mistake that is occasionally made by the window dresser is placing the goods too near the window pane. They have been seen to actually touch, especially at the sides of windows dressed with curved effects. Not only is the effect of this bad, but goods so placed are liable to damage from the moisture which gathers on the glass. But in no event should the goods be placed close to the front. In curves have the goods most to the front at least six inches from the glass, while straight lines of goods look better at three feet than one from the window pane. Another very common error in the arranging of windows is the placing of masses of dark material at the back. This turns the window into a mirror, and the display of colored goods in front is ruined by being mingled with the reflections of surrounding objects. And, furthermore, many passers-by will direct all their attention to the reflections of their own faces, and not bestow a glance on your goods. When dark backgrounds are used either cover them by the goods displayed, so that no large surfaces of the background can be seen from the front, or else break up the background by introducing lines of color and by having it lie in folds.

There are a few golden rules for decorators before they have developed that window dressing instinct which will enable them to make the best of the materials at their disposal, even though they themselves may scarcely know how it is done. First of all, don't overdo it. Let your first display be simple, and carefully avoid overcrowding. Take care that there is an aspect of lightness and airy elegance over the whole display when you have finished. Don't try to do without fixtures. Have a good supply of them, and if possible, have them good. At any rate, let them be as brightly polished as possible. Shabby fixtures will take off from the effect of the best displays of goods, and actually make them look of less value.

After all, of course, your window, however beautifully and tastefully arranged, will not please everybody. But never mind the fault finders. Study to do your best, and use every opportunity you can get for observing the effects produced by those who are successful in this matter. Thus your taste will be educated, and without slavish copying of details you will be able to produce similar effects in your own case.

Don't be discouraged if your window is small or badly constructed. Make the best of it, and carefully think out what kind of display will best suit the circumstances. You need a very small space to prove your taste and originality, and make a show which people will cross the street to look at. Lay it down as an indisputable rule that windows properly dressed make trade. Avoid the mistake of being too glaring, too flashy, but at the same time avoid being too tame, too commonplace. Neatness is a point that always pleases, and is always attainable, even where there is no possibility of getting up a striking effect.—Chicago Apparel Gazette.

## A BUSINESS MAN'S VIEW.

**W**HY does not Canada increase in population, considering its physical advantages, being beyond doubt a healthier climate than the United States, and its equal in natural resources?

The causes are many. We must consider the nations that colonize now in greatest numbers, and reason out what deters them. Take the Germans first. They are no doubt to a great extent deterred from coming here and go to the United States from the feeling that it is a Democratic Republic, free from a grinding militarism and a privileged titled class, not knowing our liberty and equality here. The other continental emigrants have the same feelings, more or less. There is a very erroneous impression in Europe in regard to this country. I had the pleasure of entertaining two ministers lately—one from Germany, the other from Switzerland. Nearly all they knew about Canada was that we had grand tea palaces here and a big fight about separate schools; the inference being that Canada was an ecclesiastical-ruled and frozen country. Further, all profit is made by exchange or barter. You trade your excess in your own country for the excess of your neighbor. The political lawyers who rule the United States and Canada have thought fit to discourage and destroy this exchange; hence the loss to both nations, but especially to the weaker—Canada.

Further, our local commercial laws, except in Ontario and Quebec, are probably the most infamous in the world. Take, for instance, in the Maritime provinces; a debtor can assign his whole estate and prefer some favorite creditors in full (relatives usually), and if there is anything left he can insist that the balance must be divided among those creditors who sign his discharge. The creditors that do not accept and sign the deed of discharge obtain nothing. The Dominion Parliament is to blame; this state of affairs, as the laws relative to trade, commerce, and insolvency are under their jurisdiction.

Further, the mode of municipal or local taxation is bad, leading to deceit, fraud and concealment, and is unfairly placed upon active capital. Agriculture, trade and commerce are hindered and discouraged by bad legislation and bad laws; monopolies are encouraged, the few are made rich and become too exalted to live with their fellow countrymen here. They take their persons, and, unfortunately, their immense incomes derived from the labor of the many in this country to Europe, where they spend it. A government should rather aim to diffuse wealth in a community, instead of concentrating and centralizing it.

One blessing we have here is, we have heaps of political corruption, which, as the great historian Gibbons says: "Is the infallible proof and evidence of constitutional liberty;" but, unfortunately, the mass of those classes that emigrate are not acquainted with this latter fact.

PAUL CAMPBELL,  
Of John Macdonald & Co.

## KEEP A WANT BOOK.

A wise plan is to keep a want book, and to put down in it every week, nay every day, the names of such goods as are asked for, or such goods as you are running short of. Buy these goods in reasonable quantity proportioned to your turnover, or to what you know of the needs of your customers, remembering that your competitors are also buying. It is very risky business to make purchases of large lines in the hope that you yourself will be able to control all of one make of goods in your town. There are too many stores and too many wholesale houses for this now-a-days. A man who has a stock all paid for, and who has had long experience in his business can afford to speculate in such ways. If any man can, but not the man the goods in whose shop belongs to his creditors.—Chronicle

## HOLIDAY SPECIALTIES.

**F**OR the coming holiday trade every dry goods merchant should pick out a number of lines which he will especially push during the gift season. There are many lines a dry goods merchant can handle which are useful and fast-selling presents, but which must be displayed, advertised and talked up. Other lines of staple goods suitable for presents need preparation for the trade, but do not require so much attention. This latter line includes ties of every description, which should be always kept well to the front, especially in furnishing stores. It also includes fur goods of all kinds, a line which should not be neglected; gloves for both sexes and all ages; and many other similar staple lines.

But with regard to specialties, more care is necessary in their purchase, and when once placed in stock they must be sold during this season or be kept for another year. This makes them a difficult stock to handle, and greater care is required to see that stock does not accumulate and die on hand.

One line of goods which can be much used in this connection for gifts is a set of table napkins, table mats and tablecloths. When two or three of these lines are combined, a good selling line is produced. For instance, what could be more useful for a present of a husband to his wife than a beautiful linen tablecloth and a dozen fine linen table napkins, with the addition of a set of table mats, all bearing the one decoration? In fact, if such sets were manufactured bearing a peculiar design or a certain coat of arms, they would sell well.

Another special line that can be much used is handkerchiefs of all kinds, especially silk; and with these may be included Windsors and neck scarfs.

Many lines are shown by wholesalers especially for the holiday trade. Some of these lines are set forth and described in the Fancy Goods department of this paper. As an aid to the merchant the following list is given as including a number of the lines bought by Mr. Blackey, of John Macdonald & Co., during a recent visit to Great Britain and the Continent. These goods are expected to arrive in the course of a week or two. The leading lines are. Broad frilled art cushions, cosies and head rests, in pongees, silks,

satin, combinations and embroidered velvets; opera glasses; porcelain vases and figures; plush ornaments; rattan goods in work, scrap and lunch baskets, trimmed and untrimmed; art work tables; combination metal and satin goods. In card receivers and candlesticks; three-fold stand mirrors; bronze figure ornaments; engravings; purses; perfumery, including Jean Marie Farina Cologne; satchel sets; satin and plush photo stands; work boxes and desks; clocks of all kinds and sizes; and handkerchief, glove and collar boxes.

## THE KANGAROO BEING EXTERMINATED.

"The same fate threatens the kangaroo of Australia that overtook the American buffalo, and practically exterminated him," said the Hon. Frederick W. Gibson, member of the Queensland Legislature. "Only a few years ago a reward of \$5 was set on the head and tail of every kangaroo in Australia. They were then the pests of the continent, and we tried our best to kill them off as rapidly as possible. Now, when it is almost too late, we realize our mistake, and have set to work to rectify it. The animal's pelt, you know, is one of the most valuable that finds its way to market, and kangaroo leather is rated high all over the world for making shoes and harness. On the whole, when I reflect on the short-sighted policy that controlled us early pioneers in Australia in the treatment of the kangaroo, I realize that we were little less than idiots." The Furrier.

"There is something that I first saw during my travels in Germany," said a gentleman who but recently returned. "I am referring to bed quilts made of paper. They are making great headway, and can be found with almost every family now. They are warm, and a great deal cheaper than those we use. It would not surprise me to hear of some one undertaking their manufacture in this country."

Sunday Advertiser Paper bed quilts and clothing have been made for several years by two concerns in the United States.

## CORRESPONDENCE.

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

CANADIANS!  
**MILES & CO.**  
**TAILORS**

Have removed from 21 Old Bond St. to  
4 Sackville St., London  
Best Scotch Tweed  
and Angola Suits  
FROM £3 15s.

THE CELEBRATED  
GUINEA TROUSERS, Etc.



We beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers:

Lincoln, Bennett & Co.,  
 Wilkinson & Co.,  
 and J. E. Mills,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.

**B. Levin & Co.**

491 and 493 ST. PAUL STREET,  
 MONTREAL, P. Q.



— THE —  
**AMAZON**  
**VELVET SKIRT FACING**  
 A NEW FABRIC FOR BINDING SKIRTS.

**ADVANTAGES:**

**DURABILITY**—Will outwear a dozen old-fashioned braids.  
**NEATNESS**—The Pile of the Velvet gives a smart finish to the bottom of the skirt. Being cut on the bias it does not ravel and does not injure the shoe.  
**ECONOMY**—Being done up in continuous lengths (3 yards) sufficient for each skirt.

ALL FASHIONABLE DRESS SHADES.

MANUFACTURED BY

**MEYERHOF, MARX & SIMONSEN, MANCHESTER.**

Representative . FRED KING, 61 Piccadilly, Manchester.

**WHOLESALE ONLY.**

FALL, 1892.

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

Wholesale Furs, Hats, Caps, Gloves and Robes.

We are foremost in the race for value and styles and in each of our departments close buyers will find a great variety at attractive prices.

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

51 Bay Street, Toronto.

**BUYERS WILL DO THE RIGHT THING**

When ordering **LAMA DRESS BRAID** if they order it put up in rolls and see that this label is on the cover of each box.





## TRADE CHAT.

**A** MANUFACTORY for woollen and knitted goods is to be established at Oshawa.

Mr. Ed. W. Rowell, buyer for John Green & Co., London, Ont., is dead.

About \$700 damages to the shoddy mill at Stratford were done by a recent fire.

P. Slavin & Co., dry goods merchants, of Nanpance, have opened up in Deseronto, Ont.

Mr. J. E. Lewitt, of Guelph, has let the contract for the erection of a new knitting factory.

Seal skins valued at \$200,000 were shipped from Victoria for London on September 15.

Mr. K. J. Tobin, of London, has transferred his stock of dry goods to Mr. James Shea, of Hamilton.

Hepworth's woollen mills, at Selkirk, Ont., were destroyed by fire Monday. The loss is placed at about \$3,000. There was no insurance.

At a recent meeting of the Kingston Hosiery Co. a dividend of four per cent. was declared. The old directors were re-elected. There is said to be a fine outlook for work.

Messrs. A. Scanton & Co., dry goods merchants, London, Ont., have moved into new and more extensive premises at 134 Dundas street. They do an extensive retail business.

John M. Brown, merchant tailor, Belleville, Ont., died recently after a long illness, aged 66 years and three months. Deceased, who was highly respected, had carried on business there for forty years.

The Commercial Travellers' Association have settled Mrs. Aaron Friendly's suit by paying \$500, or half of the amount she claimed under a policy her late husband held. Mrs. Friendly has accepted that sum.

Burglars recently forced their way into Geo. Tanner & Co.'s men's furnishings store, Mount Forest, and stole about \$150 worth of ordered clothing and other small articles, such as collars, ties, braces, etc.

Mr. William Logan, the well known woollen manufacturer of Renfrew, died in that village on Friday last, aged 71 years. He was one of the old time settlers of Renfrew, and was well known throughout the Ottawa valley.

Judgment was given by consent against the city for \$789 and costs, in favor of John Macdonald & Co. It originated from the injuries to the hoist in the warehouse by sand getting into the city water at the time the pile was driven through the conduit at Hanlan's wharf.

Mr. T. J. Donogh, an employe for about ten years of Mr. R. Simpson, Yonge street, was presented on a recent Saturday evening with a silver watch, bearing the inscription, "With the compliments and well wishes of his late fellow employes." Mr. Donogh is leaving the city for California.

There were two meetings of creditors recently in the office of Henry Barber & Co. The first was that of the creditors of Ruby & Hilker, the insolvent general merchants of Port Elgin. The statement showed liabilities of \$25,141.66 and assets of \$17,007.45; of the latter \$7,740.19 was stock and \$7,267.10 book debts. The other meeting was that of the creditors

of Henry Hilker, of Underwood. Liabilities in this instance were \$9,321.77 and assets \$38,563.31, showing a surplus of \$29,187. This firm was dragged into bankruptcy by the failure of the first.

The dry goods stock of J. H. Pypier & Co., Stratford, has been sold to T. A. Mills, Wingham, at 43c. in the dollar. The general stock of Trewin Bros., Shelburne, has also been sold to E. H. Crosby at 51c. in the dollar. Mr. Crosby will continue the business.

Henry H. and J. H. Burrows, proprietors of the Royal Carpet Co., and A. & A. Burrows, manufacturers of Ingrain carpets, Guelph, Ont., have consolidated under the style of the Royal Carpet Company. The first-mentioned firm operated fifteen hand looms and the second fourteen.

Fire and water did \$500 worth of damage at the dry goods store of Mr. James Morrison, London, Ont., recently. The origin of the blaze is a mystery, but it started in a front room over the store. A large hole was burned in the floor, but the blaze did not reach the store owing to the prompt action of the firemen.

The whole business of the Williams, Greene & Rome shirt factory, the main part of which has been in Toronto, will now be carried on in Berlin. The old Berlin factory has been enlarged to over twice its former size, and is now one of the largest manufacturing concerns in that town. The firm employs ten commercial travellers, who go through all parts of Canada, and also visit the United States.

The International Monetary Conference will be held at Brussels November 22, with seventeen powers represented besides the United States. The governments which have accepted the invitation of the United States to send delegates to the conference are Austria, Hungary, Belgium, France, Germany, Great Britain, Greece, Italy, the Netherlands, Portugal, Roumania, Russia, Servia, Spain, Sweden and Norway, and Switzerland.

The Dominion Blanket and Fibre Co. are applying for incorporation to manufacture blankets, woollens, cottons and jute cloths, fibre chamols and fibre chamols garments, and generally to manufacture and trade in the above and other manufactures. The principal place of business shall be the city of Montreal. The proposed amount of the capital stock of the company is \$250,000, divided into 2,500 shares of one hundred dollars each.

A clerk named Jacob Perlstein, who has been employed for over two years in the dry goods store of Fournier & Forrest, Ottawa, was arrested recently for stealing both money and goods from his employers. In searching his rooms at the residence of his uncle on Daly avenue, the detectives unearched enough dry goods to stock a small store. Silks, satins, staple and fancy goods of every variety were found, and two cab loads of the stuff were taken to police headquarters.

Owing to the rapidly increasing demand from all parts of the world for the Bissell brands of carpet sweepers, the Bissell Carpet Sweeper Co. have been compelled to erect a large six storey addition to their factory at Grand Rapids, Mich. The new building will be 78 x 120 feet, and will add seventy per cent. to their floor space, and give them a total of 140,000 square feet of room. This addition will be

fitted with machinery of the finest type, and will contain every desirable appliance for the making of high grade carpet sweepers.

Hugh Moore, one of the oldest and perhaps the wealthiest man in Dundas, died on the 14th inst. He had been in feeble health for some years, and had for a long time been unable to leave his bed. His death was caused by natural decay; he had reached the good old age of 86 years. He was a resident of Dundas for half a century, and was for many years one of the leading merchants of the town, dealing both in hardware and dry goods.

Five writs have been issued against the Ancaster Knitting Co., late of Strathroy, by employes, for damages for injuries received in the late fire. Mr. P. McPhillips, barrister, of London, is acting for the plaintiffs, Miss Dell, Miss Maggie and Lizzie Head, Miss Walsh and Miss Butler. It is alleged, amongst other things, that the company was guilty of negligence in not providing fire escapes as required under the Factories Act. Some of the young women are in bed yet from the injuries they received at the fire.

The following gentlemen have applied to the Lieutenant-Governor for a charter of incorporation under the name of "The Worsted and Bradd Co., Ltd.": James P. Murray, T. D. Wardlaw, J. H. Hoover, J. T. Jackson, L. E. Auston, J. H. Jackson and Aaron Mumshaw. The amount of the capital stock will be \$100,000, divided into 1,000 shares of \$100 each. The new company will take over the real estate, machinery and business of the Auston Manufacturing Co. The business is the manufacture of textile articles, such as braids, boot laces, carpet warps, yarns, twines, and ropes. The company will conduct operations at Toronto Junction.

Mr. Blackey, one of the buyers for John Macdonald & Co., has just returned from a trip to Great Britain and the Continent. His object was to purchase leading holiday lines for his house. His return voyage was on the City of Paris, which made the famous trip from Liverpool to New York from October 13th to 19th. The exact time was 5 days, 11 hours and 24 minutes, beating her own best record made in July by 1 hour, 34 minutes. On the 18th the good ship's log showed a distance for that day of 530 miles, being the largest day's run on record. Mr. Blackey says this is but a sample of the swiftness with which Europe's latest novelties will be placed on the market by John Macdonald & Co.

How many know how to roll an umbrella correctly, so to keep the ribs from twisting around the stick? Most people grasp the handle with the right hand and twist the silk through with the left. That will spoil any umbrella after it has been done half a dozen times. A clerk thus demonstrated to a customer how it ought to be done: Grasping the handle in his right hand, he encircled the silk at the tip with his left, which he slipped down about half way of the cloth, pressing the ribs and braces firmly against the stick. The right hand was then shifted to the tips of the ribs, which were held firmly against the stick, while the left hand adjusted the roll of cloth around them. By this method the ribs were kept straight along the stick and not partly twisted around it, as the customer's roll.

### A NEAT CATALOGUE.

**M**ESSRS. GILBERT, ANSLEY & DIXON have just issued a most artistic catalogue. They are manufacturers of all kinds of fur goods, and also deal extensively in hats, caps and straw goods. The cover is an original design, containing a neat representation of their large warehouse at 58 and 60 Wellington street west. On the first page is a neat photograph containing in the centre the picture of the manager, Mr. A. Ansley, and also the pictures of their six travellers. The rest of the catalogue is made up of full page lithographs showing the finest quality of artistic workmanship and delicate coloring. These lithographs show the leading styles in fur garments carried by this firm. Among the styles of ladies' jackets shown, the seal box coat is the most extreme design, but all are new and taking. Numerous styles of shoulder capes are shown, and the styles are equal to the leading designs in New York or London. Besides these the catalogue exhibits the leading lines in storm, blizzard and medley collars, boys and victrolas, ladies' muffs and caps, men's coats and caps, collars and gauntlets. They are sole agents here for Christy's goods, and do a large business in this and other leading lines of hats. They also carry a full stock of hatters' requisites, such as brass window stands, size rings, brushes, etc.

### A CITY MADE BY HATS.

In very few manufacturing towns or cities of this country is the population entirely dependent upon one industry for a livelihood. In Pullman, Homestead, Bethlehem, and perhaps South Bend, this is the case, but in each one of these instances a town has grown up round one mammoth establishment which may have separate departments, but in which the capital invested is controlled by one individual, firm or stock company. In the city of Danbury there is no such concentration of capital. It is the great hat centre of the United States. Its population of over 20,000 is entirely dependent upon the making of hats. At least one-third of all the hats manufactured in this country are turned out in Danbury. In fact there is nothing manufactured here that does not have some bearing upon this one leading industry. But there is no community of interests between the factories, no distribution of profits among owners of separate establishments. The proprietors of the twenty-six hat factories situated in the city are, with but few exceptions, men of exceedingly moderate fortunes. They have the earnings of a lifetime invested in their business. Most of them have risen from the foot of the ladder. The process of hat making, from forming to setting, is as well known to them by practical experience and years of work at the bench as it is to the hundreds of men whom they employ. There are few retired hat manufacturers. Those who have engaged in the hat industry seldom willingly retire: old age alone compels them to give up. It is the rule rather than the exception that owners of factories originally were workmen. They began in a small way to manufacture, and gradually improve their plants to meet the demand. Chicago Apparel Gazette

### LONDON SALES.

Messrs. C. M. Lampson & Co. will hold their sales of general furs on the 21st and 22nd of November, on which dates they will offer raccoon, skunk, American opossum, mink, marten, Russian sable, gray fox, bear, wolf, Japanese fox, Australian opossum, walaby, wombat, chinchilla, monkey, red fox, white fox, otter, Tibet lamb. Owing to the late arrival of the seal skins the sale will be held on November 23, on which date there will be offered the following quantities of salted fur seals: Alaskas, 7,500; Copper Islands, 30,000; North West Coast, Cape Horn and South Sea, 20,000 skins.

### FANCY SPRINGTWEEDS.

Mr. A. Hudson, representing Holland & Sherry, 7 Warwick street, London, W., England, is now in Canada showing samples of novelties in woollens and worsteds for next spring and the summer season. His assortment this year includes a large variety of costume cloths, livery goods, riding tweeds, fancy vestings, silks, Italian cloths and trimmings. The prevailing colors are greys, and the designs are exclusively their own. The leading West End suitings next year will be composed of fine Vicuna wools, forming whip cord effects. Neat, quiet patterns will continue the most popular. A feature about this firm's goods is that they are shrunk. When the cloth is received from the factory it is put into tanks of cold water, and remains there for some days; then it is hung up to dry, and afterwards passed through a hydraulic press. The pieces then go to the examining room, where they are thoroughly examined and every defect is marked by putting a small piece of twine on the edge opposite the defect. If the defects are numerous the piece is returned to the maker. If the defects are only those which come from the usual process of manufacturers it is allowed to pass, the bits of twine remaining in to show the tailor where the defects are, so that he may cut his cloth accordingly. Orders are being placed very strong for boating and tennis flannels. The past season saw but a limited number of patterns and qualities of these goods offered to the Canadian public; but next season the variety will be much larger. This will no doubt stimulate the demand into greater activity. Judging from the orders already placed there will be a large sale of these light colored suitings next spring.

### FUR TRIMMINGS.

At this early day the high-class retailers and modistes are showing cloths and reps trimmed with Astrachan and mink chiefly, though beaver will be worn later on, as it has been selling very well at the large manufactories. One of the newest ideas in fur trimmings is to use two kinds on one garment, a flat and long-haired variety, placing the bands side by side, as mink and lynx, Persian lamb and brown bear. Narrow edgings from one to two inches on the felt will head self-folds on skirts or be put on alone, and bias borders of the goods or of velvet will

be piped with the finest edging of fur. Cuffs are to be trimmed with a piping or band, collars the same, also girdles, belts, and corselets. The long Russian blouse belted with the skin of the animal, the head and tail crossing in front, and collars are trimmed to correspond.

From the fact that very narrow trimmings are in vogue, many will be able to indulge in them that have not been able to before. The jacket effects now popular for corsages, whether as fronts only or fronts and a slashed back, offer a field for fur, as the edges of French dresses made in this manner are piped with it, and plaid and draped silk or cloth vests are edged with a band of fur or with Directoire revers piped with the ever-attractive fur.—Economist.

### AS THROUGH A GLASS DARKLY.



Mrs. Boozey (short-sighted)—"I can't understand what fun Boozey sees in everlastingly peekin' through that there old telescope."



Boozey (between the gulps)—"Tell ye what, but this telescope racket works splendid. It's a good job that the old lady hasn't asked to look through it, though."

## LONDON WINDOW DRESSING.

A REPRESENTATIVE of this Journal recently made a hurried visit to London, Ont. The retail dry goods stores in this city are not very large, but nearly all seem to be prosperous and very carefully managed. There is a very tasty appearance about the interiors of these stores, which be tokens live merchants, fresh stock and thorough supervision. But what strikes the observer most forcibly is the fact that the windows are all carefully and artistically dressed, and much originality is displayed in their arrangement.

One very pretty window might be described as "a hollow square." Around the back and sides of the window were hung lengths of dress meltons, loosely folded to about nine inches in width, and arranged with a space between each two lengths about equal to the width of the goods. The sides and back of the window were possessed of a nickel steel framework, and on this were arranged card samples of all kinds of braid and let passementeries and other ornaments. These were not crowded together, but placed at regular spaces and hung so as to be easily studied by the onlooker. Then the floor of the window was covered with a plain cream fabric, arranged in luxurious puffs and small erect folds, giving it a very rough but pleasant appearance. On this a few dress goods pieces were placed standing nearly upright, but still slightly inclined, and being also placed at an angle with the window. Only a few of these pieces were used and space was abundant. These pieces of dress tweeds, tied with white tape, looked quite fresh, and were ornamented by having one corner of the last fold turned back, and also by having a sample card of buttons attached to one side. Thus the window was very simple in arrangement, not overcrowded and very striking. It had a fresh appearance which detained the passerby for more than a mere glance.

Another worthy window display which was observed was in a smaller window, and consequently the goods looked more crowded. No framework was used. The window was only about six by eight, and was dressed so as to be properly viewed from the corner of the window touching the street and beside the entrance to the shop. The back and sides were hung with dress goods neatly arranged, and the bottom was filled with dress goods pieces with folded tops, and fluted folds on the sides in some cases. These were arranged so as to show the rear pieces over the tops of the front pieces. Then from the centre of the window ceiling hoas and other hangings, artistically caught up, gave a cosy and cheerful appearance to the window.

Ribbons were shown in several of the windows, the favorite method being by a suspension of the roll from the ceiling by a double band of the material. By arranging the distances and plan of these hanging rolls, as well as by varying their height from the floor of the window, very pretty effects were produced.

Linen was used in one window and shown in profusion: the window being dressed pretty full and well to the front. Towels piled up made a foundation, which was topped off by a display of fancy and stamped linen goods. Much attention seemed to be paid,

especially in clothing stores, to their outside displays and to the exhibition of price cards. The men's furnishings stores were also made attractive by well filled windows. Some dealers seemed to have acquired the knack of displaying neckwear, and most of this was shown with a white shirt as the background for each tie. Extensive displays of white goods, relieved with a proper proportion of colored ties judiciously placed, show to advantage in a good sized window. But the display should run back as far as possible from the glass, thus securing a heightened effect.

## THE SUCCESSFUL ADVERTISER.

THE following description of the successful advertiser is from the trenchant pen of J. J. Jones, who has charge of the advertising for Jones & Co., Kansas City, Kansas:

If you were going to plant a crop, would you test all signs, read all weather prophecies, and if against you sit down and say, "the season's going to be against me, therefore I'll not put in a crop"? Would you not be considered a splendid subject for an insane asylum? Would there be any comparison between you and the cheerful farmer who went out early and plowed his land and then planted his seed and used his every hour in assisting in the growth of the plant after it should begin to grow?

Then there is another kind of farmer who is an inseparable part of this discussion. It's the fellow who sits back and says, "I've done my part, now let nature do her's."

These three farmers remind us very much of the three classes of business men in existence. First, the business man who never advertises because he's afraid he won't get his money back. Then the one who advertises about twice a year, sits back with his hands in his pocket and says, "I've put an ad. in the paper, now let the people rush in and take my goods and pay me the money." Then there's the last

fellow. Ah! he's the daisy! He advertises every day. Has something to advertise. Has the goods shown, explained, displayed, sold. Always at work; early and late tending his crop-killing weeds, but advertising! advertising! advertising! He may throw away some money occasionally, but he laughs at that and goes in further and bolder than ever.

Don't plant a crop unless you expect to cultivate it. Don't advertise unless you intend to work it for all it is worth.

How many goods do you suppose this ad. would sell? "John Smith, dealer in hats, caps, boots and shoes, dry goods and notions. We defy competition. J. J. Smith." How would this work? "I'm going to sell a bargain to-morrow. Listen. Twenty cases men's winter boots on sale to-morrow at \$2 a pair, regular value \$2.50. Bought 'em low, sell 'em low. John Smith."

Don't advertise a lie; tell the truth and prove it.

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issue of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

## SITUATION WANTED.

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

## Toronto Fringe and Tassel Company

Manufacturers of

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

19 Front St. West, TORONTO.

## R. Parker &amp; Co., Dyers and Finishers.

ALL WOOL AND UNION DRESS GOODS Dyed and Finished, guaranteeing no shrinkage in the width.  
RIBBONS, SILK AND UNION, Dyed, Finished and reblocked.  
BRAIDS, Dyed and made up in gross and One dozen Bunches  
OSTRICH PLUMES, Cleaned, Dyed and Curled, in the Best Styles.  
FINGERING YARNS, Berlin Wools, Dyed and made up.

Send for Wholesale Price List.

Works and Head Office:

787 to 791 Yonge Street.

R. PARKER & CO., TORONTO, ONT.

— WOOLLENS AND TAILORS' TRIMMINGS —  
**JOHN FISHER, SON & CO.,**

Balmoral Buildings,

Montreal,  
Canada.



Huddersfield,  
England.



The wholesale fancy goods trade in this city has been somewhat injured this past few months by the selling of a certain fancy goods stock at cut prices to clear. But now that this stock is nearly all picked up, trade is becoming more normal. By the elimination of these fancy goods the remaining houses are experiencing a slight increase in trade. This will not be very great, but the lessening of competition will lessen losses and prevent cutting. This will have a beneficial effect on both wholesale and retail trade, as the latter will not be so likely to become over loaded.

Orders are numerous but not bulky, as dealers seem to be buying quite cautiously. This is a good sign, with regard to stability of trade.

Messrs. Brown Bros. have just received a nice line of fancy Japanese basket ware, which are useful in the office and can be utilized by the ladies for ornamentation. The shipment includes waste-paper baskets in different weaves and shapes, document baskets, writing desks, and pen and pencil boxes. Bedecked with ribbons, these articles form nice Christmas presents for business men. Besides being always a staple line.

Messrs. Nelson & Sons are showing a beautiful range of Jardineres or fancy flower pots, including enameled ware, majolica, and phoenix or china. A variety of sizes and designs are shown. They have also a beautiful range of the celebrated Royal Bona ware, comprising a full range, from small jugs to large mantle centrepieces. Another attractive line of fancy goods shown at present is a line of ornamental mirrors, comprising single, double and triplicate mirrors in heavy gilt and silver frames. The line includes photo frames of similar design. The designs are new and with a quiet but very pretty effect.

A fast selling line of stand work-baskets is being shown by W. H. Bleasdel & Co. These are extremely pretty as well as eminently useful, and should take well with the buying public. The variety is extensive and the goods are of well finished wickerwork. They are also showing a very extensive line of dolls, some of which are very pretty. The dressed dolls include several lines which show extreme care and excellent taste on the part of the manufacturer.

Hemming Bros. are continuing to uphold their reputation for manufacturing fast-selling novelties in fancy goods. Their oak toilet cases and handkerchief boxes have been a strong feature of the fancy goods market this season, the sale having been great. Some very pretty things in chambré manure sets and dressing cases are shown; these have been prepared especially for the better class of trade. Their celluloid photo holders with the patent roll have had an enormous sale this season, and seem to be holding their own very well. Another of their leading lines this season is that of photo boxes. Several very pretty varieties are shown in plush covering, with metal ornamentation. They are also manufacturing several patent lines of photo holders which are not easy

of description, but which are nevertheless simple in their use and well adapted for holding and showing photos without the slightest injury to the picture. Dealers should examine these lines.

One of the latest novelties made by Boyd, Bower & Brunell is a fancy ballon match holder. The upper or ballon part is made of an incandescent light globe, covered with silk netting. The lower part is a small Japanese basket, fitted with a glass tumbler, and trimmed with fancy ribbons and pompons. This is attached to the ballon by strands of silk. The novelty may be attached to a gas jet as a receptacle for burnt matches or used for other purposes. Another novelty is an egg cosy specially designed by this firm for the home trade. The cover is made of elderdown flannel, fastened with bows of ribbon, and in the interior is a wire frame, surrounded by elderdown cloth and holding four or seven eggs. This forms an extremely pretty as well as useful novelty. The great American craze is now for tinted or French painted pattern goods in linen, Bedford cord, sorrento cloth and art flannels. The firm are showing a full range of these beautiful goods, in slideboard covers, table covers, cushions, splashers, etc. These goods are guaranteed to wash and the colors will be preserved as fresh as before.

One of the newest lines in fancy goods is a very pretty enamelled ware. It is made from wood or cane, but enamelled so as to imitate the various colors of celluloid. The inventor or manufacturer of these goods has made a happy hit; and when these goods are decorated in various ways they make the noblest knickknacks that have been shown for some time. Towel holders are made of rings of this material and satin or silk ribbons; previously brass rings were used, but were much more expensive. Sponge racks are very nobby; but when these racks are lined with some delicately colored gauzy material and ornamented with little bows of ribbons, they make neat catch-alls to hang on the wall of a room for receptacles for spoons, button hooks or any little articles that are likely to be lost if not kept in a certain place. Very pretty rattles are made from rings of this material decorated with ribbons and cobwebbed in the centre with silk cord; little brass bells are fastened at various distances on the cords.

Darner sets are a taking novelty. A glove darner set consists of a wooden darner for inserting into the finger of the glove, a shape of wax, an emery bag for cleaning the needle, and a button bag. These are all fastened together in a neat way by ribbons. A similar set is used for darning stockings. These are sold by the Boyd, Bower & Brunell Co. They show also a very pretty brush and comb holder, which is made of a square of tinted cloth worked in silk, fastened on covered pasteboard, this being caught up at two diagonally opposite corners, thus forming an oval receptacle. It is then finished with a rill of silk and lace and tied with a bow-knot of ribbons. They are also expecting novelties in hand-painted toilet stuff, and these goods will be in stock in a few days.

Most of the wholesale dry goods houses are now preparing lines of fancy

goods suitable for the holiday season, and these will be soon offered to the trade. These lines will be very new and taking, and will form a line which dealers cannot fail to make a lucrative part of their holiday stock.

Over 17,000 styles of silk goods are known to dealers.

The dyeing of one piece of linen requires eighteen distinct processes.

The bleaching of one piece of linen requires forty-four distinct operations.

## Window Dressing

Fully explained, or How to Trim Your Windows in 100 Ways. A book of 250 pages, 150 illustrations, adapted to Grocers, General Merchants, and all lines of business. Price, post-paid, \$1.50.

HARMAN'S WINDOW-DRESSING HAMMER. Nickel-plated, self-sliding handle, so it may be carried in pocket. Handle serves as a receptacle for pins or tacks. Price, post-paid, 60cts.

CHRISTMAS PAMPHLET—A descriptive illustrated work. How to arrange your windows for the Holiday Season for all lines of business. Price, post-paid, 75cts. The entire outfit for \$2.25, or separate.

HARRY HARMAN, Window-Dressing Supplies, Room 1204, The Temple, Chicago, Ill.

"FITS LIKE A GLOVE."

## THOMSON'S

ENGLISH MADE.

Glove-Fitting. Long Waisted. TRADE MARK



## CORSETS

At Popular Prices.  
The Perfection of Shape,  
Fit and Durability.

APPROVED by the  
whole 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.

## 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.

W. R. BROCK.    ANDREW CRAWFORD.    T. J. JERMYN.

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## W. R. BROCK & CO.

It is our desire, (and we have succeeded fairly), to keep our General Stock of Dry Goods, Woollens, Tailors' Trimmings, and Men's and Women's Furnishings, well assorted with a good article and suitable for the better class of trade throughout the Dominion—during the whole year.

We solicit business from the legitimate dealers in our line, and offer close prices and liberal terms.

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

## 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.**

TELEPHONES: **London 58, 58 P;**  
**Birmingham, 322.**

AGENCY IN CANADA:

**L. Trotter, 13 St. John Street, Montreal.**

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## BROPHY, CAINS & CO.,

DRY GOODS, FANGY GOODS and SMALL WARES,

**WHOLESALE,**

196 McGill Street, = Montreal.

FALL 1892.

Our friends speak of our new warehouse as being the handsomest in the city. It is also commodious and central. Our business has shown a large increase year after year, proving that we have the confidence of the trade.

With increased facilities for doing business, and a much larger range of goods than we have ever shown, the incoming season promises to be our best.

As usual we will lead the trade in **Fine Black, Mourning and Half Mourning Goods, also Choice Fashionable Dress Goods, Sealettes, Mantlings, Ulsterings, Cape Cloths and Suitings.**

We purpose taking a larger share of the Linen Trade and have bought accordingly.

Please see our Samples and call when in the city.

# ASSORTING SEASON.



To the Trade:-

OUR DRESS GOODS stock is specially assorted for the assorting season, in Serges, Cheviots, Scotch Tweeds, Canadian Tweeds, etc., etc.

We have just received an excellent range of OVERCOATINGS, in Montagnacs and Fine Naps.

Our linen stock is fully assorted in Tablings, Towellings, Towels, Table Napkins, Hollands, etc., etc.

ORDERS SOLICITED.

FILLING LETTER ORDERS A SPECIALTY.

## John Macdonald & Co.,

WELLINGTON AND FRONT STREETS E., TORONTO.

### PERRIN FRERES et CIE.

PERRIN'S

PERRIN'S

PERRIN'S

# GLOVES

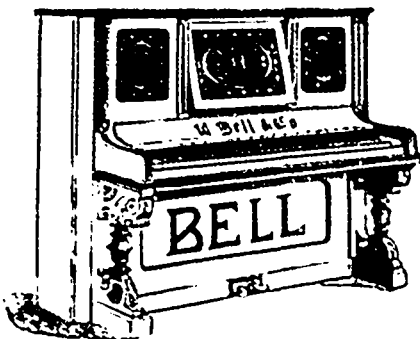
ARE THE BEST.

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7 Victoria Square, Corner St. James St.,

## MONTRÉAL.



# Bell Pianos.

THE BEST THAT CAN BE PRODUCED.

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

Send for Catalogue to THE BELL ORGAN AND PIANO CO., Ltd., Guelph, Ont.

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