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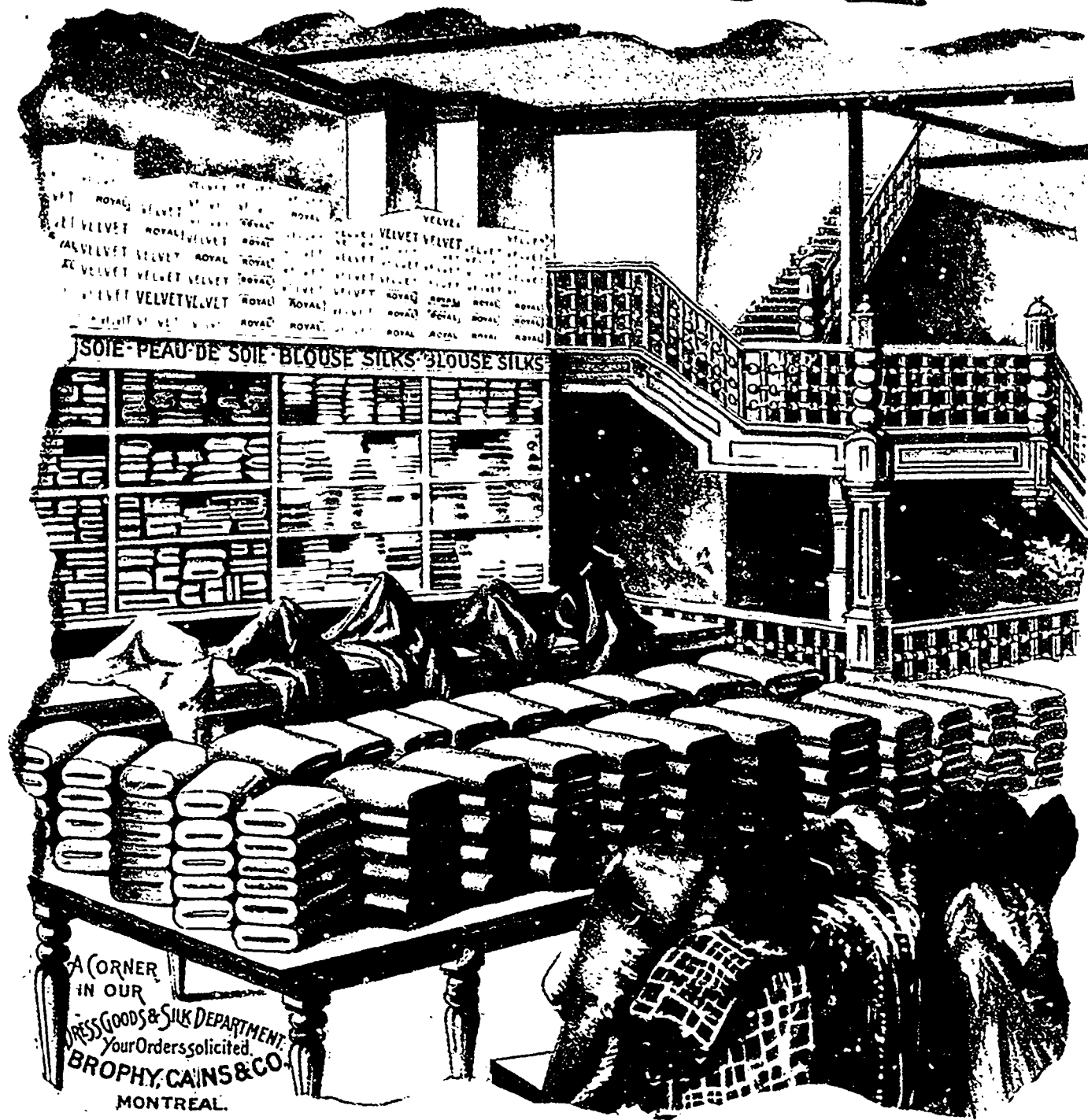
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THE DRY GOODS REVIEW

CANADA



A CORNER
IN OUR
DRY GOODS & SILK DEPARTMENT
Your Orders solicited.
BROPHY, CAINS & CO.
MONTREAL.

Full Trade Edition July 1896

PUBLISHERS
The MACLEAN
PUBLISHING CO. LTD
MONTREAL OR TORONTO.

WYLD, GRASETT & DARLING

Toronto

Have pleasure in announcing to the Trade that their stock throughout the warehouse will be very complete and attractive for

Fall Season, 1896

DEPARTMENTS ARE IN CHARGE OF
EXPERT BUYERS

Staples

Large range of Canadian Staples, English Prints, Sateens, Linens, etc. Prices right and meet all competition.

Smallwares

Specialties—Hosiery and Gloves, Laces, Ribbons and Staple Haberdashery.

Dress Goods

Choicest productions of British, French and German Manufacture as well as Canadian.

Men's Furnishings

Ties in great variety, English Collars, Shirts, Underwear. Values and assortment unsurpassed.

Woollens

Immense ranges of Worsteds, Tweeds, Overcoatings, Large assortment of Tailors' Trimmings on hand all the year round. Merchant Tailors' trade specially catered for.

WYLD, GRASETT & DARLING

S. Greenshields, Son & Co.

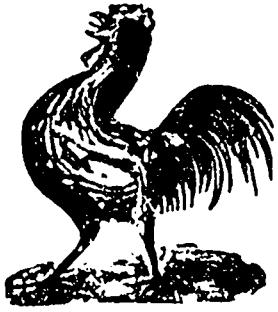


Selling Agents for Canada.

**MONTREAL and
VICTORIA, B.C.**

From the Centre to Every Corner
of Canada

THIS ROOSTER HAS WON HIS SPURS



I CROW OVER ALL



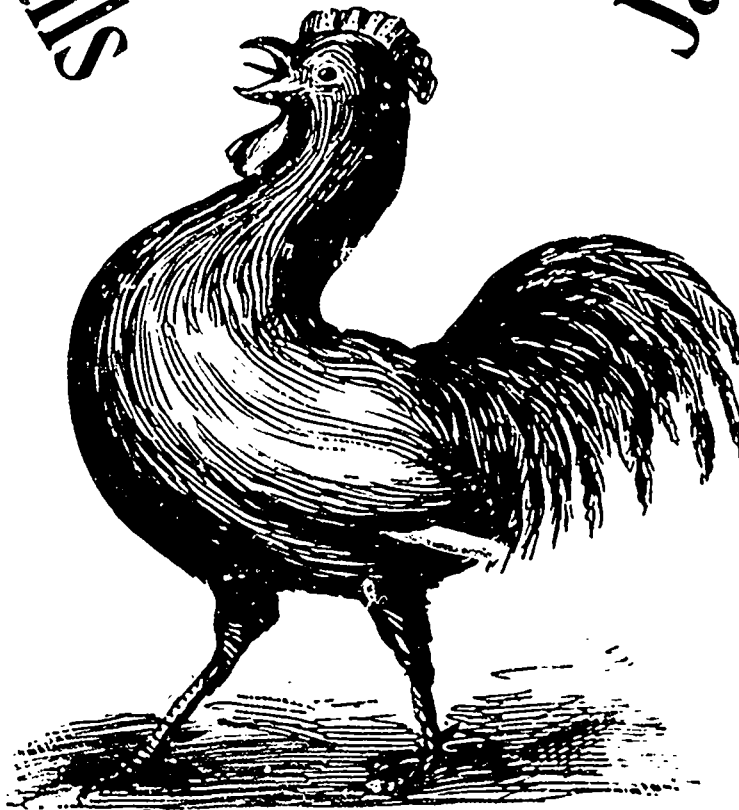
I CROW OVER ALL

Overalls

Boys' Blouses

Jackets

Barbers'
and
Waiters'
Coats



Summer
Coats
and
Vests

I CROW OVER ALL

Shirts

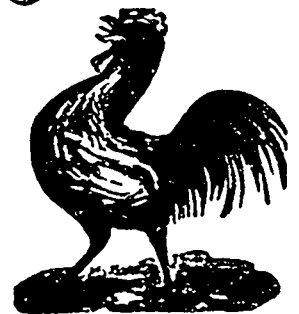
BEST MADE GOODS IN CANADA

Profit to Retailer. Satisfaction to Consumer.

Pants



I CROW OVER ALL



I CROW OVER ALL

MANUFACTURED BY

ROBERT C. WILKINS

198 McGill Street

MONTREAL



THE SINGER LADIES' UNDERWEAR MANUFACTURING CO. LTD.



BELL TEL. 8107

MANUFACTURERS OF

MERCHANTS 344

Ladies' and Children's Underwear

We are the only firm in Canada manufacturing

Wrappers

Blouses and

Shirt Waists

Felt Skirts

SEND FOR SAMPLES AND QUOTATIONS.



161 and 163 CADIEUX ST. . . . MONTREAL



THE NEW PHOTOGRAPHY!



As the Bones are to the Hand, so is the

"Cravenette" Co.'s

PROOFING

to the Cloth. . . .

Invisible, but Essential.

Mantlings, Imperials, Serges, Covert Coatings, Velveteens, etc.

The "CRAVENETTE" CO., Ltd., BRADFORD

WATSON, FOSTER & CO.

Manufacturers
of.....

Wall Papers
.....Montreal

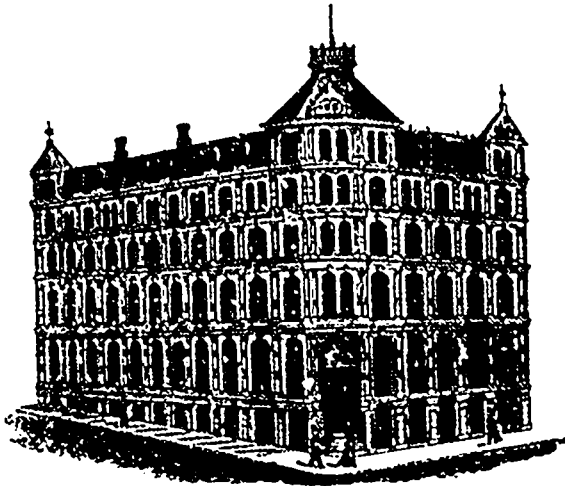
Office and Works: 86, 88, 90, 92 and 94 Grey Nun St.

Our lines for 1896-7 are now ready. They are in a greater variety of pattern and style than ever. They are so fresh and attractive that big American houses are buying them.

If you have not seen them, drop us a card and we will arrange to show you samples.

E. A. SMALL & Co.

MANUFACTURERS OF



Clothing

WHOLESALE

MONTREAL

Letter Orders carefully attended to.



SUCCESS

Every little advantage counts in these days of competition and close figuring. The man who seizes upon every advantage is sure to be the most successful.

Take dry goods, for instance. The shrewd merchant never allows the fancies of fashion to embarrass him. If he has goods on his shelves that won't sell because the color is wrong, does he cut the price away below cost to get rid of them? Not much.

He sends those goods to us. We re-dye and re-finish them---make them fashionable and desirable. And our charges are so moderate that the shrewd merchant can still sell the goods at a profit.

We are ready to serve all who come. Write for circulars and price list.

R. PARKER & CO.

Head Office and Works
787-789 Yonge Street

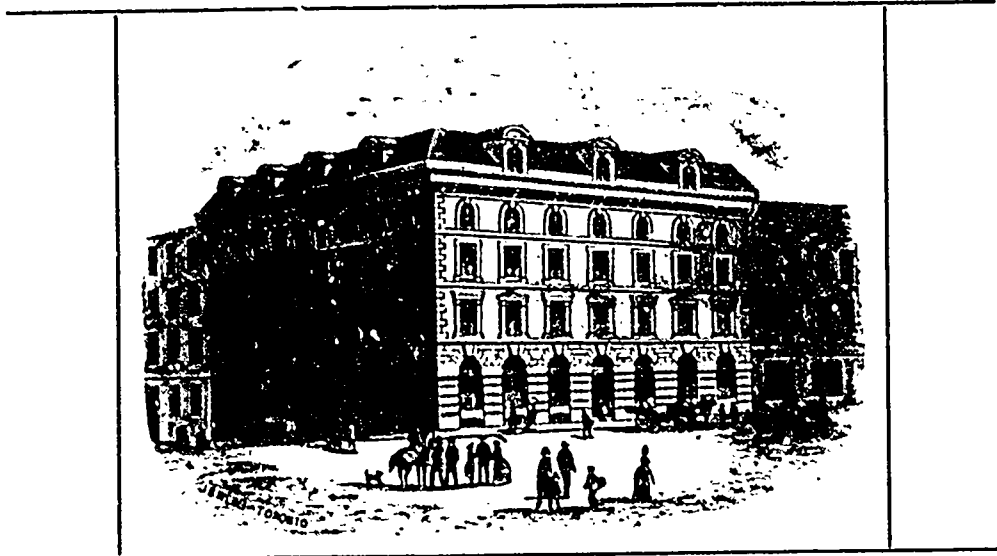
TORONTO

Toronto Telephone Nos. 3640, 3037, 1004 and 2143

ROBERT LINTON & CO.

Corner of St. Helen
and Lemoine Streets

Montreal



Departments . . .

Cottons Dyed
Dress Goods
Flannels

Gloves and Hosiery
Haberdashery

Laces, Linens
Mantles, Muslins

Prints, Ribbons
Shawls, Silks
Stuff Goods

Smallwares

Ties

Woolens, broad
Woolens, narrow

WOOLENS AND TAILORS' TRIMMINGS

... A SPECIALTY ...

CANADIAN

Bags, Blankets
Cottons Dyed
Cottons Grey
Cottons Bleached

Flannels, Prints
Shirts and Pants
Tweeds
Yarns

Agents . . .

E.T. CORSETS

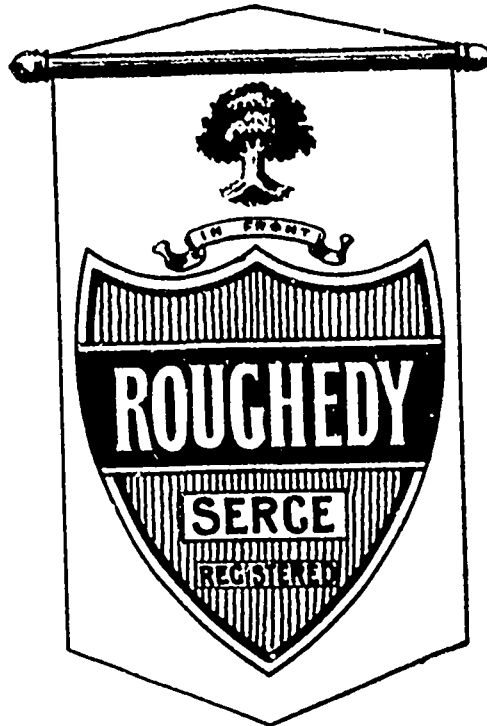
of St. Hyacinthe

SATISFACTION

TO THE CONSUMER :

"No better can be had."

NOTHING LOOKS NEATER
WHEN MADE UP



SATISFACTION

TO THE RETAILER :

"A pleased customer, one
who will come again."

CANNOT BE BEATEN FOR
WEAR

**GENUINE IRISH MAKE
TRADE MARK**

See simile of Tag on every piece of "Roughedy."

In Serges---The Three Leaders

BRIGHTNESS, SMARTNESS, DURABILITY
COLORS GUARANTEED

Stamped with Registered Trade Mark every 2½ yards.



TRADE MARK

See simile of Tag on every piece of "Blenheim."

SOLE
PROPRIETORS

**McDougall,
Barrett
& Co.**

168 MCGILL STREET

MONTREAL



TRADE MARK

See simile of Tag on every piece of "Tyke."

WALL PAPER

From the cheapest Brown Blanks up to the most

Artistic Embossed Gilt
and Ingrains with One and Two Band Friezes.

NEW DESIGNS, NEW COLORINGS, NOW OUT.

If our Travellers do not reach you, your sample request will have our attention.
Ask your dealer for our goods. The firm's name on the margin of each roll.
Awarded First Prizes wherever exhibited.

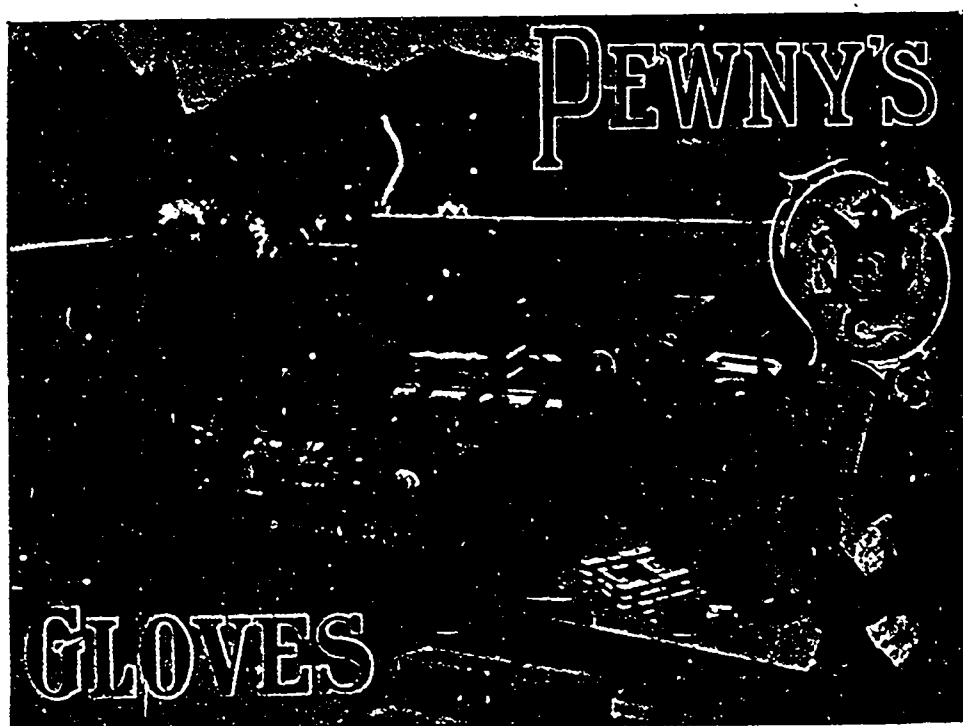
SOLE AGENTS IN CANADA FOR ANAGLYPTA

Colin McArthur & Co. - Montreal

OFFICE—1030 Notre Dame Street
FACTORY—11, 13, 15, 17, 19, 21 Voltigeurs Street; 1032 and 1034 Notre Dame Street.

KID GLOVES ONLY occupy all our attention

JUST A
LITTLE
BETTER
THAN
OTHERS



FULL
STOCK OF
STANDARD
LINES
ON HAND

EMIL PEWNY & CO.

FACTORY
Grenoble · France

Sun Life Building, Montreal

To Whom it May Concern

OUR TRAVELLERS ARE NOW OUT WITH
NEW SAMPLES FOR



FALL 1896

Which are bristling with Novelties in every article of Men's Wear.
Every dealer in Canada should see our samples of

Neckwear

Before completing this season's purchases. Our assortment of Knots, Paris Ties, Graduated Derby and Strap Bows has never been so complete.

High-Class, Hand-Sown English Brasos

Our Specialty

Soft leather ends, and our own patent cast-off buckle, which prevents cutting of the leathers. Every line confined to us for Canada.

Half-Hose--All makes.

Black Cashmere

As under--special value:

No. 3795.	To sell at	-	25	cents
" 3808.	" "	-	30	"
" 3803.	" "	-	50	"
" 3810.	Lockstitch	-	50	"

Underwear

In best Canadian, English and German makes, at popular prices.

LINEN GOODS.

English Collars

Burlington, turned points	-	1 3/4	in.
Royal Arthur, " "	-	2	"
Strand, " "	-	2 1/4	"
Grosvenor, " "	-	2 1/2	"
Gresham, " "	-	2 3/4	"
Roll points, Waterloo,	2 1/4, 2 1/2, 2 3/4		"
Golf and Outing Caps, in Tweeds and Scotch Plaids—all prices.			

German Shirts

10-inch fronts for evening dress.	
No. 2.	Open front with bands.
No. 3.	Open front with cuffs.

WAIT ON US AND WE WILL WAIT ON YOU.

Matthews, Towers & Co.

73 St. Peter Street

MONTREAL

IT WILL PAY YOU TO USE THE BEST GOODS

You can retain your customers by dealing
only in the best. . . .

Finlayson's



The Mills at Johnstone, Scotland.



Linen Threads

ARE SUPERIOR TO ALL OTHERS.

All Genuine Numbers. All Full Weight and Length.
All as Represented.

Agents for Canada Wholesale :

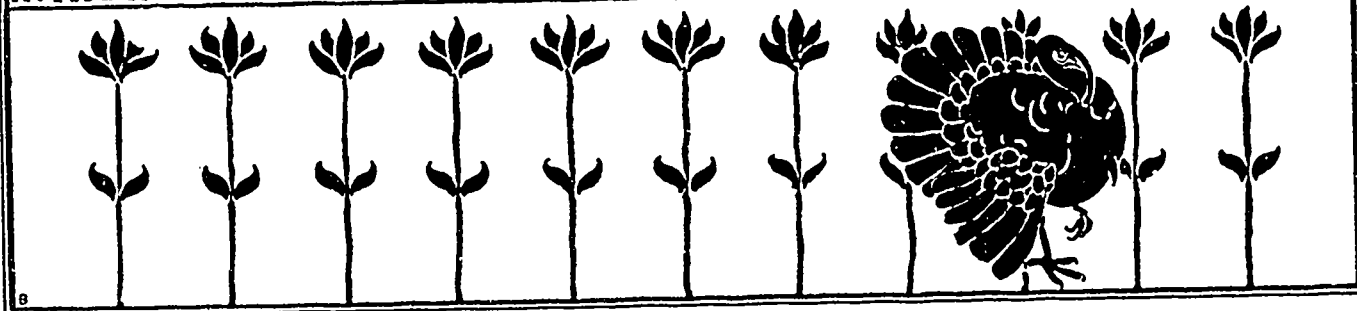
JOHN GORDON & SON

Finlayson, Bousfield & Co.
Johnstone, Scotland.

Montreal

THE DRY GOODS REVIEW

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



Vol. VI.

MONTREAL AND TORONTO, JULY, 1896.

No. 7.

THE FUTURE OF THE CANADIAN DRY GOODS TRADE.

ONE thing has been accomplished by Mr. Chamberlain's advocacy of an Imperial preferential tariff at the Chambers of Commerce gathering in London, England, last month. The question, hitherto hazy and theoretical, is now in the realm of practical discussion.

The new policy will not be adopted to-morrow, or the day after. If finally resolved on, its effects on business in a country like Canada will not be so startling as in Great Britain itself, where free trade has prevailed for half a century. But the change in Canada would involve sufficient alteration in the present channels of commerce to necessitate a careful weighing of the subject by all our commercial men before any new system should be inaugurated.

In general, Canada would benefit largely by being able to send her products into the British market free, while the same products from rival foreign countries would be taxed at the British ports of entry. This would mean that farming in Canada would pay better than elsewhere. The country stores would profit by the better prices farmers would get and by the larger population which the policy would attract. The wholesalers would share in this advantage.

The dry goods trade, like others, would be affected. At present the trade is done in goods from four sources: Canadian goods, British goods, American goods, and goods from other foreign countries. How far Canadian dry goods would be influenced by a new tariff system, would, of course, depend on the kind of tariff adopted. The system most likely to be favored by the Canadian factories would give a preference to British goods so that they could displace foreign products rather than Canadian.

This would at once make the subject interesting to a foreign country like the United States, which exports considerable dry goods to Canada. This market is rather a profitable one for our neighbors. It suits both parties to trade together, in fact. The prospect of an Imperial preferential system might lead the Americans to make overtures for freer trade with Canada. They produce goods we like to buy, and there is a reciprocal buying from us by them.

In dry goods our purchases from the Americans fluctuate a good deal. Raw material comes in largely, and, as a rule, tends to increase every year. So do manufactured goods. Take cottons, for example: In dyed, undyed and printed cottons,

our imports have grown in five years from about \$300,000 to about \$500,000, and in woolens from about \$116,000 to \$165,000. In many lines the imports either remain stationary or fall off. The Canadian market, on the whole, could be made to expand or contract to our neighbors, just as the tariff was framed.

As to dry goods from Great Britain, the total imports have remained about stationary in the last five years. Speaking very generally, and without going into particulars, the imports of dry goods from Britain show no marked relative increase or decrease as compared with similar lines from the States.

Probably the products of Canadian factories make more headway in this market than those from any outside country, and a preferential tariff, if it lowered the existing Canadian duties, would give British goods a better chance here.

These are just a few of the conditions now existing, and a few of the possibilities that might arise under a preferential tariff. It is too early yet to form any definite opinion. An exhaustive enquiry would have to be made into every branch of trade before one could reach settled conclusions. Such enquiry must be made sooner or later, and this leads THE DRY GOODS REVIEW to a point which is, indeed, preliminary, but which must receive full consideration before anything practical can be done.

This question has not as yet fallen wholly into the hands of party politicians. They have referred to it several times, but principally to bandy words about their respective fitness to deal with it. Up to the present the real propelling force behind the discussion has been the Boards of Trade and business men generally. They are better qualified to deal with it than politicians who have to consider political chances and other elements which are, from the business point of view, secondary in importance.

Preferential trade, such as Mr. Chamberlain proposes, means nothing less than a great international transformation. Intended first to apply to the British Empire, it may end in a bond of nations carrying in its train international peace, goodwill and liberal commercial intercourse. It would be a pity to drop it into the hands of partisans, who, in a strife to keep or obtain office, regard nothing as sacred.

So far as Canada is concerned none are so poorly qualified to work out the details of such a vast scheme as the politicians.

What THE REVIEW would like to see would be a public

court of enquiry erected, composed of business men representing all classes—consumer, manufacturer, merchant—who could deal with preferential trade from every standpoint, without wire pulling, without truckling to this faction or that, without, in short, any other consideration in view than the commercial interests involved. They could report and the country pronounce its verdict.

Approach it in a different spirit, get it mixed up with party politics, and preferential trade in Canada will only be the fad of an hour.

THE TALE OF A CIRCULAR.

FROM CREKAND'S

THESE comes a time in the life of every business man when he wants to get up a circular. He has been advertising, maybe, in various publications suited to his needs—and has received some returns, notwithstanding that his advertising generally has been done in a slipshod, indiscriminate manner.

The circular craze, however, seizes him. It holds him, too, like a vise, until he has brought to life and distributed a circular or set of circulars. I know, because I've been there.

Like all diseases, this circular craze is contagious. I caught it from a Man with an Idea. He approached me one day, and opened in this way:

"Bully ad. you had last month in *The Skirt Gazette*, Louis! Looked out o' sight ' but I doubt whether that kind of advertising pays you."

"I've always thought it did," I answered. "Anyhow, I get replies. You know, I don't take much interest in the thing. George gets most of 'em up."

"Say, Louis, I'll tell you what I'd do if I were you—get out a circular. That's the only way to reach the buyer direct. What does all this advertising amount to in *The Skirt Gazette*? I'm going to quit putting my ad. in with a hundred others, and intend to mail a lot of circulars to those buyers whom I want to interest. You can strike just the people you want to, and there's no doubt in my mind that it will be more effective."

Well, he talked me into it; and it was easy for him to do, too, because, as I said before, the circular craze comes eventually to every man, and I must have been just a few minutes ahead of the fit. I went to the office after lunch, and immediately called up George, my bookkeeper, and told him about my scheme.

"Now, rake out some of these cuts," I said. "and let's see what we can do to boom this business a little."

He got out about two dozen cuts, and we picked out four of the best—a jacket, a cape, and two suits, one a decided novelty. We spent the best part of the afternoon writing up an attractive introduction to the little booklet, building up tempting descriptions of the garments, and framing a strong peroration, which concluded with a cordial invitation to write for samples of "these or any other of our best sellers."

The copy went to the printer, with orders to rush it through. I dreamed that night that four postmen were required to deliver the answers and orders we had received as a result of our experiment. Next day we got the proof. Then the question arose, how many shall we send out?

"Four thousand," suggested George, cautiously.

"Why, great Scott, man," I exclaimed, "you haven't room on your ledger for that many accounts, nor half that many!"

"You don't expect an order from each circular, do you?"

"Well, the percentage will be large. Why, you can figure it out yourself. Here we've picked out four rip-roaring values, and every circular that we send out is going directly into the hands of a prospective buyer. He can't help seeing and reading it. We're going to address it to him personally, you know. Why, man alive, two thousand will swamp us with business!"

George discreetly abstained from further argument, and after asking him if he thought two thousand would do, and not waiting for an answer, I decided to issue that many anyhow. I so instructed my printer, and ordered them printed on glazed paper and in a light blue ink.

The completed circulars were beauties, and I was only sorry I hadn't ordered more.

"Here, George," I said, "go out and get two thousand one-cent stamps. And, say, are the envelopes all addressed yet?"

Well, to make a long story short, we mailed them, and I figured up that the total expense of distributing the 2,000 was within a few cents of \$50. That included the cost of the circulars, the envelopes, the stamps, and the time of the boy and George in addressing them. Of course, I was particular to send them to the larger buyers, and many went to my friends in the trade. The following day after they had been mailed the canvasser for *The Skirt Gazette* came around, and I nearly paralyzed him by saying that I had decided to stay out that month. I was too busy to tell him why, but I intended to show him afterward the vast difference between circular advertising and regular trade paper advertising. I am glad now I didn't.

A week passed. I didn't hear anything by mail from my little booklet, but I was still hopeful. About ten days after it had gone out, Jim Beaverberg, of Kansas City, arrived in town. Jim's a good friend of mine, although I hadn't done much with him for the past two seasons. I had sent Jim one of the circulars, and when he astonished us by coming in and asking to look through the line I immediately attributed his visit to the potency of our little printed messenger.

Jim bought a good-sized bill; he liked the line. He chose, of course, the four garments we had included in the circular. After he had finished, and as he was about to leave, I said, "Well, Jamesy, old boy, what'd you think of that little booklet, anyhow?"

"What booklet? What are you talking about?"

"Why, that circular I sent you!"

"Didn't know you sent one."

"You didn't?"

"No, I get so many of those circulars I never pay any attention to them. You can't depend on getting the goods, and it don't pay to notice them. Say, though, I missed your ad. in *The Skirt Gazette* this month. That was a good announcement you had in January. I thought I'd come around and see how much truth there was in it."

"Yes, we get up some hot stuff occasionally. Couldn't get my cuts ready for February, but I believe in advertising. And *The Skirt Gazette* is a bright book, too."

"Yes," Jim replied. "A buyer likes to look over it, he always finds something interesting, and oftentimes gets a valuable pointer here and there."

Jim left. A few days later Harry Cheviotte, from Pittsburg one of the closest figurers in the business, and yet a man who likes stylish goods, dropped in. Now, Harry is another good friend of mine, and always gives me a nice share of his business. He makes me meet others' prices, though. I showed Harry,

among other things, the four garments, illustrations of which I had sent out, and, after passing three, he exclaimed. "That's a go, that suit there, but from whom did you copy it?"

"Nobody," I said, very much surprised at the question. "It is my own idea. Why do you ask?"

"I saw it this morning. What do you ask for it?"

"It is worth \$7.50," I said, naming the price in the circular.

"If you want to sell it to me you'll have to shave off exactly 50c. I can get the same thing for \$7."

I sold Harry a few at that price, and after he had gone I spent a half hour wondering how my circular got into the hands of a rival manufacturer.

During the ensuing week I had more experiences similar to that with Jim Beaverberg. They were rather disheartening; but I did not relinquish all hope of receiving some replies to my circular. About three weeks after I had sent it out there came in my mail one morning the following letter, written in an almost illegible hand, and dated at Indianapolis, Ind.:

DERE SEERK. Yure serkilar resived, and as i nede a new cote fur spring I thot I wood wright fur won if you wood bee so kind as To send mee a sampel of NO. 2945. I work fur the Boston store uv this plas i like yure cote best Of eny i deo work fur the Boston store and so sind the cote in there keer oblligin mary De son.

"George," I cried, after I had perused the strange letter with an interest not born of its value as an order; "George, will you please come here?"

"What is it?" he asked.

"I don't know, do you?"

"Well, it looks to me," he said, after reading it, "as if the charwoman who sweeps out Mr. Thomas Blackgoods' office at the Boston Store wanted a spring jacket."

"What? Where did she get that circular?" I cried.

"Why, in the waste-basket," George replied.

We got one or two more replies from small concerns, but by that time we were too busy to attend to orders for one of a size, and George wrote them all apologetic letters.

I had two pages in the next issue of 'The Skirt Gazette.'

AN EXPENSIVE PLAN TO GET TRADE.

A Michigan advertising agent says: "An experience which one of my clients, a dry goods merchant, had some two years ago has convinced me that people who are eternally looking for something for nothing are not so numerous as is generally supposed. This merchant, through the influence of a manufacturer of kid gloves, purchased a gross of ladies' gloves, 'assorted sizes and colors, of a specially good quality—gloves that would retail at \$1.25 per pair. He took the right hand glove of each pair, and packaged it together with a neatly-printed little folder, which explained that if the receiver of the package would bring the enclosed glove to the store of — she would be given the mate to the one she had, free of charge. These packages were given to a clerk, who, with a horse and buggy, drove over the best section of country tributary to the merchant's counters, and gave them to the ladies of the different houses visited, with a full verbal explanation, selecting the right size as near as possible. During the fifth and sixth weeks after the packages were put out, four of the gloves were returned and the mates obtained. These four were the only ones out of the 144 that were ever heard from. It cost the merchant something over \$75, and perhaps it paid, but I don't believe it did."

AUSTRALIAN TRADE.

The satisfactory development of the trade between Canada and Australia, which has been made possible by the establishment of the Vancouver and Sydney steamship line, is becoming very apparent. The steamship Warrimoo, of that line, which left Vancouver lately, says The News-Advertiser, had a full outward cargo, similar to the case with several other outward-bound sailings during the last few months.

Among the cargo were 800 tons of Manitoba wheat and about 150 tons of flour, the latter the product of the Ogilvie mills at Winnipeg. The balance of the cargo consisted of machinery, beer, lumber and other Canadian productions.

The line also appears to be becoming a favorite one with passengers, judging from the inward list of the Warrimoo. With faster and larger boats in the service the passenger traffic would assume important proportions and this improvement in the character of the vessels employed is likely to take place with the commencement of the fast Atlantic Canadian service to which the Pacific service will be a necessary complement in the Imperial mail route through Canada.

A FIRE AT PETROLIA.

A fire took place in McMillan's London cash store at Petrolia recently, and damaged the stock somewhat by smoke and water. The fire itself was speedily extinguished. Its origin is a mystery, as no light was left in the store, and it is supposed that some spark from a stray cigar smouldered near a pile of cottons all night and in the morning broke out into flame. Mr. McMillan, with characteristic enterprise, as soon as the insurance losses were adjusted, advertised a cheap sale of fall damaged goods, engaged an extra staff of clerks, and turned to profit what, in less energetic hands, might have been a set-back to business.



"My boy, do you know it's wicked to fish on the Sabbath—
Isn't fishin', I'm teachin' this ere wum er swim."

BUSINESS PAPER CIRCULATION.

BY NATHANIEL C. FOWLER

FEW trade papers have large circulation. There is little reason why they should. A trade paper cannot have a circulation larger than the number of stores, offices, or factories representing the business.

A few trade papers have circulations exceeding 10,000.

Most trade papers do not print over 5,000.

Some trade papers print less than 2,000.

The reading circulation of a trade paper is from twice to ten times as much as the reading circulation of any other class of advertising medium.

The good trade paper is read by from one to fifty people.

The trade paper is only read by those directly interested in the business.

There is no waste to trade paper circulation.

Every copy goes into the store, office or factory of a probable buyer.

The reader of a general magazine or paper may be only a possible buyer, but every-reader of a trade paper must be directly interested in the goods of his trade, or he would not be in that trade.

Trade paper circulation is limited to probable buyers.

The circulation of all other mediums is limited to possible buyers.

The advertising columns of a good trade paper contain as interesting matter as the reading pages.

A trade paper is a mirror of its trade, a sort of reflecting hopper into which is poured suggestions, ideas and fact.

The advertising columns of the trade paper are not directories, are not dictionaries, but they are encyclopedias of salable goods and profitable things.

All trade paper readers are not successful, but no successful man is without his trade paper.

The daily paper may be skipped. The magazines may be thrown away, but the business man of brains, sense and profit, reads his trade paper, and turns it over to his partners, his clerks and his workmen.

The trade paper circulates into the inside of the business pocket book.

It is studied from cover to cover, and read and re-read, for every business man knows that a single paragraph, or a single advertisement, may give him information absolutely necessary in the conduct of his business.

The circulation of a thousand copies, among a thousand actual and constant buyers, will sell more goods, or will assist in the sale of more goods, than will five times the circulation of a general medium.

Trade paper advertising does not take the place of general advertising, nor does general advertising take the place of trade paper advertising. They are different lines, but not opposed to each other.

The maker or seller of something must have a line of trade customers, and these customers are as much interested in his trade paper as he is himself.

Circulation counts, even with trade papers, but the circulation of a trade paper cannot be compared with that of one of general circulation, and its value for advertising, inch for inch,

is from ten to twenty times greater, because it goes just where you want it to go, simply because it cannot go anywhere else.

A daily paper or magazine reader buys to supply his own personal wants. The reader of a trade paper buys to supply hundreds or thousands of customers.

AIM TO GET PARTNERSHIPS.

LAST month reference was made in THE REVIEW to the fact that we have too many wholesale houses in Canada, and we urged employes to aim in business to secure partnerships or a share in the profits of their employers rather than to look forward to the day when they will have enough money to start business on their own account.

That there is not more of this in Canada is because employes do not encourage it. Most of them started on their own account when there was but little competition. Prices were not cut, and profits were large. It was very easy for them to make headway then, when they would probably fail to-day. They have not been trained to the system which admits employes to partnerships and very few of them have done so. The idea is worth every consideration. It would be to their advantage in many ways. Their employes would not leave them to open houses of their own, but on the other hand they would work hard to deserve a partnership. The best would get it. New blood would be constantly infused into the concern, and many houses that a few years ago were in the lead would not now be practically dying of "dry rot." There are some houses which endeavor to get the brightest young men fresh from school or college, and train them in every department of their business, in the hope that some day they will have a voice in the management and a share in the profits of the concern.

COME TO EUROPE.

Mr. C. A. Muller, foreign manager of the dress goods department of Fitzgibbon, Schafheitlin & Co., Montreal, left for Europe last month on the Vancouver. The amount of orders taken in his department demanded his early visit to manufacturing centres, his presence being essential to proper handling of orders by the makers and to early delivery.

Mr. Muller will at the same time look after novelties for next spring and feels confident of being able to submit this fall the choicest and most up-to-date effects to be produced for spring '97.

AN ENTERPRISING FIRM.

Scovil & Page, Halifax, are enlarging their premises on Barrington street, and their floor space has, by additions, been increased to 1,848 square feet. The new addition has been fitted up in first-class style and the whole floor will be used for the display of men's clothing and cloths and as cutting and fitting rooms for their custom department, which is now opened. They have employed a first-class cutter and will go into the custom clothing business on a large scale, making a specialty of fine clothing at reasonable prices. The floor above has been fitted up as a work room, having accommodations for about 30 hands. Above that again is a store room, where extra stock is kept. Handsome offices have also been put up on the second floor. On this floor the firm also display a large assortment of rubber and waterproof coats, of all prices and styles. They also make waterproofs to order. The enterprise of the house should be highly appreciated in Halifax.

FALL 1896

HANDSOMER GOODS have **never** been shown in Canada. Never before have we anticipated the trade's requirements to the same extent as this season.

In **NEW** Dress Goods and **NEW** Silks

We have exclusive designs. They are **not** to be had elsewhere. Our reputation for **Fine Black Dress Goods** is second to none and will be fully maintained.

In the Silk Department ask for Scroll Taffeta, Shot Damas, Figured Damas, Taffeta Chene and the Dresden New Fancy Waist Silks.

Our Standard **Royal Velveteens**

At **old prices**—A full range Blacks and Colors.

Lister's "Lisvel" Velvets, Black and Colors.

Lister's Sealettes and "Lisreine" Rain-proof Seals.

Buttons and Fashionable Trimmings to Match

. . . ALL OUR DRESS GOODS . . .

Our representatives will be on their respective routes the first week in July. We ask all our friends to reserve their commands for us.

BROPHY, CAINS & CO.

196 McGill Street . . .

Montreal

NOVELTIES IN CELLULOID.

FEW in the trade have any conception of the endless variety of articles that are now made in celluloid. This material is a compound of camphor and some other ingredients. It was used originally to cover linen collars and cuffs, making them waterproof. These have steadily improved until to-day the original makers and the people who first used this name—the Celluloid Co., New York—are turning out an article that is a perfect imitation of real linen.

The manufacture of collars and cuffs is now only one of many departments of their business, of which the factories cover 1.4 city lots in Newark. They make an enormous range of combs, brushes, mirrors, toilet articles and fancy goods in the most beautiful patterns, and in every conceivable color and shade. Novelties in fancy goods and stationery are coming out all the time. Their sample room alone occupies a floor space of 75x85 feet in their fine seven-storey stone building at the corner of Washington Place, N.Y., just overlooking the park of that name. Buyers going to New York should look in, ask for Mr. Leferts and mention that they are readers of THE DRY GOODS REVIEW. No doubt they would only be too glad to send a copy of their illustrated catalogue and price list in answer to any of our readers who may send them a postal card.

A FINE NEW STORE.

Northway & Anderson, St. Thomas, are having their store thoroughly remodelled. The building, when completed, will be 42 x 120 feet, three storeys high, finished in natural wood, provided with waiting rooms, and equipped with electric cash and parcel carriers, and an electric elevator. A novel feature of the building will be two large plate glass windows, which will be placed in the second storey. It is expected by the architect that when completed the store will be one of the finest and most commodious west of Toronto.

LESS SEALSKINS THIS YEAR.

The Ottawa Fisheries Department has received returns of the spring catch of seals by Canadian schooners taken off the coast of Washington and British Columbia. The returns show a falling off of nearly 1,000 skins, the figures being 8,928 this year, as against 9,853 last spring. The schooner Favorite is the top-liner of the fleet, with a catch of 844, the nearest approach to her being the Dolphin and Libby, each with 502. The present is the holiday season for the sealers, as from May 1 to July 31 they are debarred from entering Behring Sea. The returns for vessels which wintered in Japan and have been following the coast seals up the coast to Behring Sea have not yet been received. It is not a little singular that two schooners owned by Indians failed to secure a single skin the whole season. An important feature of the return this year is the number of seals killed according to sex, showing that females are greatly in the minority.

THE HUDSON BAY KNITTING CO.

The Hudson Bay Knitting Co., of Montreal, report good prospects for fall trade in their lines, orders being larger and more numerous than ever before at this season. This firm deserves much credit for the energy and attention which have placed it among the foremost of enterprising and progressive manufacturing houses in Canada. They have built up a large trade in leather clothing, clothing specialties and knit goods, and are

now winning for themselves an enviable position in the mitt and glove trade. Their advertisement in this issue is business talk, and is strengthened by endorsement of one of the largest retailers in Canada. A visit to their factory at 178 Inspector street impresses one with the wholesome business air that means progress with every opportunity. Buyers visiting Montreal would do well to give them a call.

SPOILING A GOOD IMPRESSION.

Did it ever occur to you that goods sent from your store may be delivered in a way which will spoil the good impression which the customer gained while she was doing her shopping? If you employ young men or men or boys to deliver goods who are rude and disobliging, they will offend many of your customers and you will never know it, unless the customer complains to you.

EXCLUSIVELY THEIR OWN.

Brophy, Cains & Co., in addition to their magnificent range of dress goods, have exclusive control of metallic moire silks for the new fancy waists and skirts. They are black ground with designs in gold, silver, copper, moss and helio, also 38-inch black watered moreen skirting, metallic printed, handsome designs in the same colorings as the moire silks.

THE FALL OF EVE.

She mounted her wheel at even,
As proud as the haughtiest queen,
And flew like a feathered arrow
Astride of her swift machine.
A gully! A shriek of terror!
A dull and discouraging "thud!"
And the bulge of her beautiful bloomers
Left its print in the plastic mud.

Mr. Fussy—"I don't see why you wear those ridiculous big sleeves when you have nothing to fill them." Mrs. Fussy—"Do you fill your silk hat?"



NEW ENGLISH BLOUSE.

THE Julian Sale Leather Goods Co.

OF TORONTO,
Ltd.

105 King St. West

TORONTO

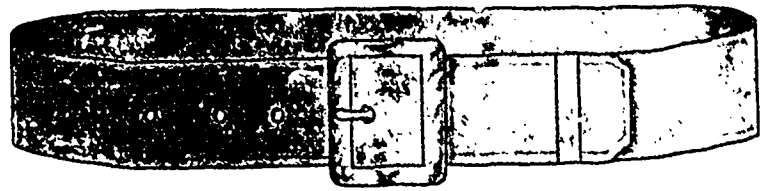
Manufacturers of

Ladies' Leather Belts

Pocket Books

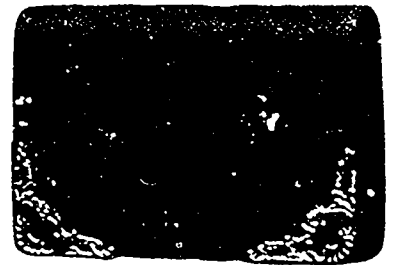
AND

FANCY LEATHER GOODS



Belts take the lead in Leather Goods at present. We manufacture them in all the popular leathers, widths and colors.

Combination Pocket Books in great variety.



WRITE FOR SAMPLES

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs

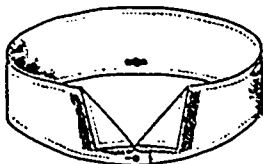
All goods made by us are stamped as follows :

Absolutely No

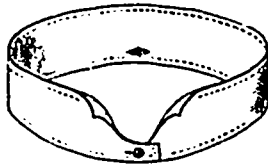


TRADE
CELLULOID
MARK.

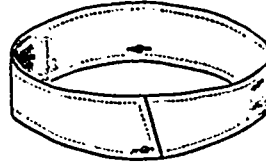
Others Genuine



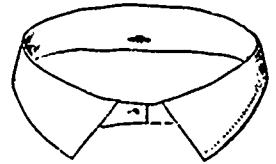
STERLING
Sizes 12 to 18 1/2 in.
Front 2 in.
Back 1 1/4 in.



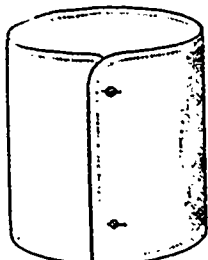
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 3/4 in.
Back 1 1/2 in.



BRIGHTON.
Sizes 14 to 18 in.
Front 1 3/4 in.
Back 1 3/8 in.

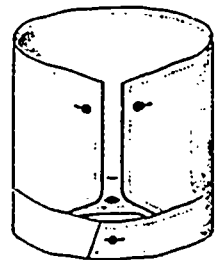


ROYAL
Sizes 12 1/2 to 20 in.
Front 1 7/8 in.



EXCELSIOR.
Sizes 8 to 11 1/2 in.
Width 3 1/2 in.

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

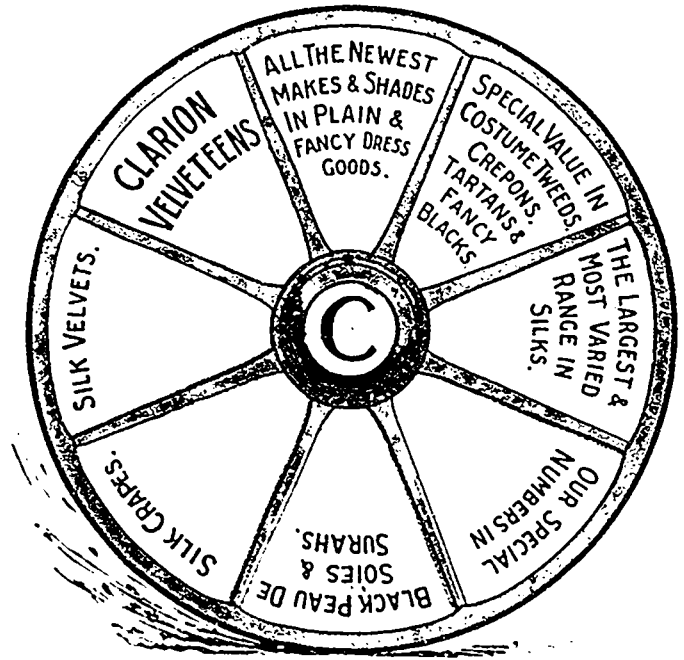
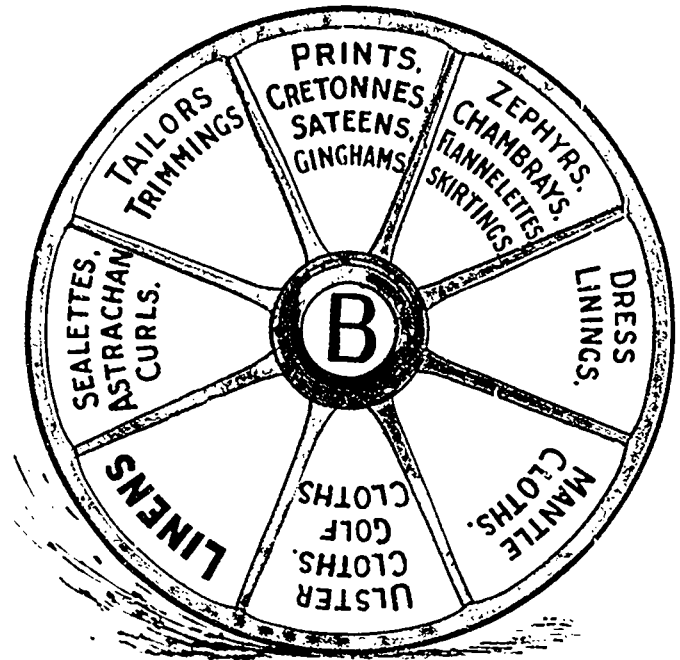
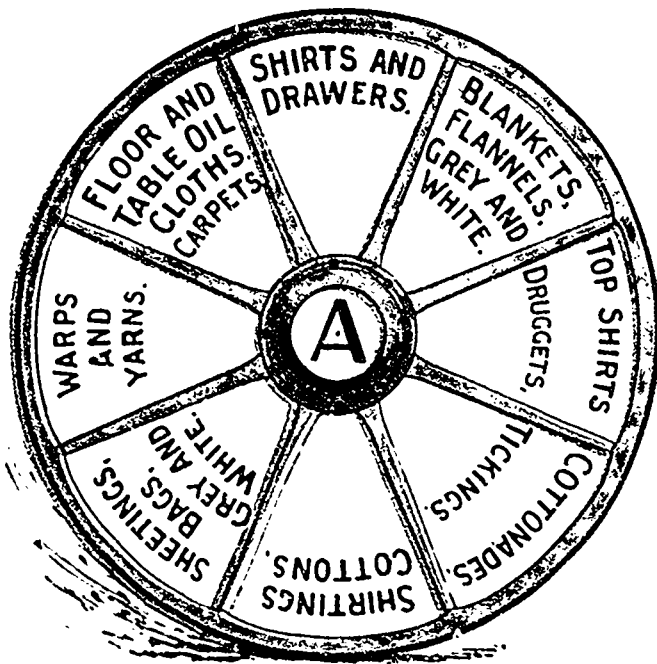


FIFTH AVE.
Sizes 9 1/2 to 11 1/2 in.
Width 3 1/2 in.

THE CELLULOID COMPANY

W. R. BROCK

Many wheels with many spokes ever moving

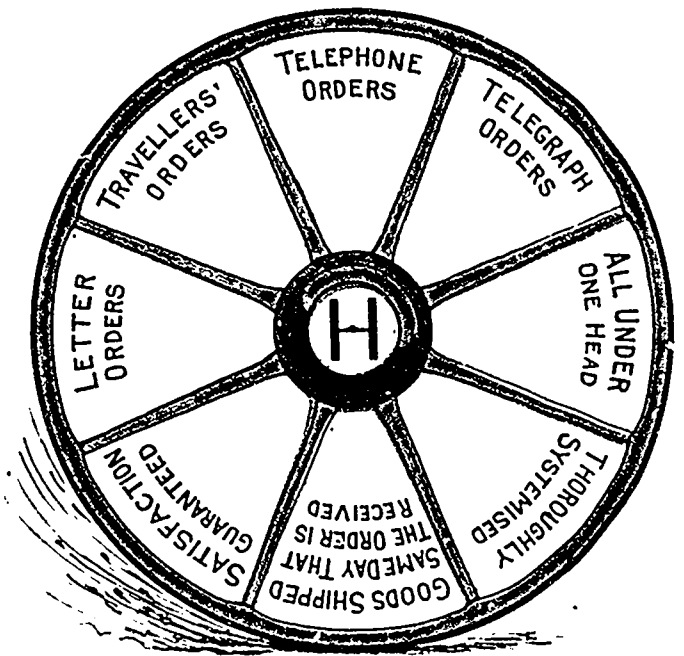
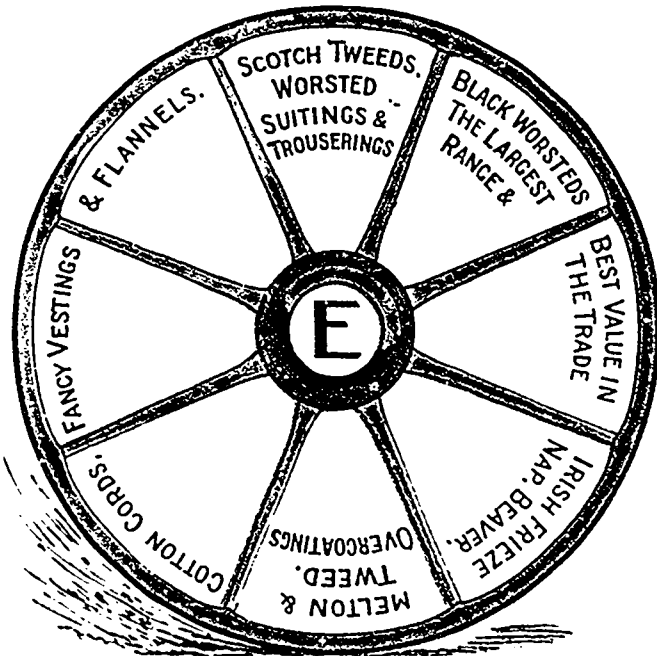
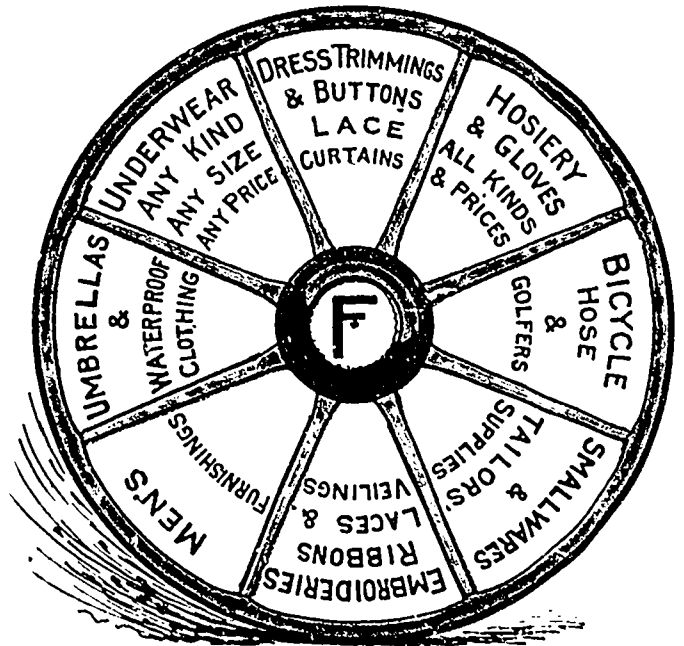
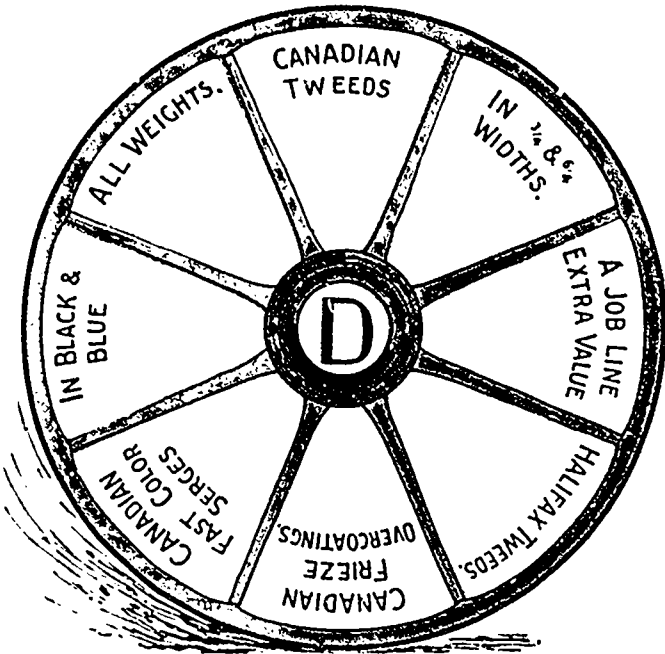


Our customers are well to the front all over the Dominion. We use every fair means to keep them there, by PRICES, TERMS and assortment to select from.



We have the control for Canada of many important lines in each Department.

& CO. TORONTO



If you have no other means of reaching us, give us a trial letter order.

We never allow our stock to become broken, but keep it fully assorted from January to December. We endeavor to meet the ever-changing conditions of trade by being up with the times and meeting each and every revolution.



NEW QUARTERS FOR DRESS GOODS.

Of late years it is noticeable what care and taste a first-class house display in showing their dress goods to the trade. A special effort is made to have the department attractive, thus indicating its importance as well as the necessity for letting purchasers see dress fabrics under the most favorable circumstances.

The departure is one to be commended, because wholesalers should encourage a house trade, as it makes them personally acquainted with their customers, and also exhibits goods to the best advantage. A dress goods department which considers all these points is that of W. R. Brock & Co. The member of the firm who buys for and has special charge of the department is Mr. B. B. Cronyn. He seems to have taken a pride in fitting up the new quarters for dress goods, and the accompanying illustration will show how he has succeeded. It is situated at the top of the house, and is easily reached by electric elevator. Two conditions are secured by its situation: it is removed from

order to get more space for dress goods and silks, their intention being to increase their ranges in these departments. The clearing lines referred to were Canadian tweeds, pantings and worsteds, which are about sold out. All the space on their second floor they purpose devoting to dress and costume goods, silks and velvets, it being one of the best appointed floors in the trade, a corner of which is shown on the front cover of this number.

BUSINESS MEN IN PARLIAMENT.

THE REVIEW takes no more active sides in the party politics of Great Britain than in those of Canada, but rejoices whenever a business man is returned to Parliament, no matter what his politics are. The election in the Frome division of Somersetshire, Eng., lately, resulted in the return of Mr. J. E. Barlow, a member of the Manchester firm of Barlow & Co., Oriental merchants. Business men in Parliament constitute a

healthy element. They do not monopolize all the virtue and wisdom of mankind, but having money at stake and a commercial experience, they are less open to support wrong measures than the professional wirepullers who live at the public expense. To the professional politicians we owe most of the errors of government. It is true that Governments supported in Parliament by business men often go as wrong as others. But in these cases it will almost invariably



DRESS GOODS DEPARTMENT—W. R. BROCK & CO., TORONTO

the dust of the streets, and the light is admirable. From several large windows the light streams in, so that in all weathers correct ideas can be formed of the various shades of black, and tints in colored fabrics. The increased floor space and shelving room has afforded accommodation for a larger stock in a variety of makes, and has enabled the firm to show this season a larger range of high-priced fabrics than in previous years. They expect for the latter a greater demand than heretofore. The additional room in the department has also provided the facilities for the house to take hold of a job line in large quantities when one is offering. Already this season such a chance has been taken advantage of, and the firm have secured an entire stock of over-makes in custom tweeds which they are now offering and delivering for the early fall trade.

A PROMISE FULFILLED.

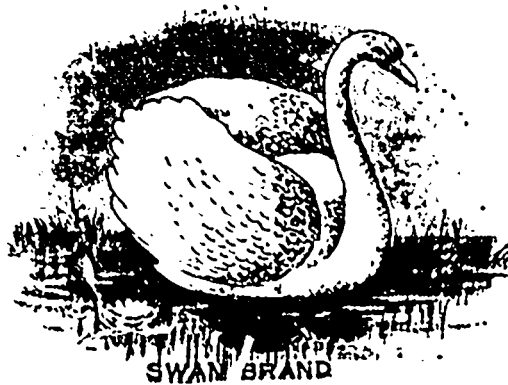
In April and May Brophy, Cains & Co. advertised in THE REVIEW that they would clear out certain lines of goods in

be found that the business group was not large enough, and were overborne by the professional element in their own party. We would like to see each party in the Canadian House of Commons possessing a sufficiently powerful delegation of commercial men that business interests would come first and purely party concerns second.

PLAIDS AND TARTANS.

Brophy, Cains & Co. say: "We did a large trade in these goods the past season and have bought a few handsome ranges for the incoming season. Not in the ordinary plaids and tartans, however—they have had their day—but in silk checks only." What they will show are later novelties, many of the designs shown being confined to themselves, such as shot broche effects, figured shot silk and wool effects and silk figured tweed effects, all of which make very stylish street costumes.

Quick
Sellers



Cheaper
than
Blankets

One Thousand Down Comforters

Covered in fancy and plain sateens, silk-printed designs in all shades.

Wire for Samples

A SNAP To Retail ..
\$4.00 to \$4.50

Batting Quilts Special Value. White Filling.
Beautiful Coverings.

▶ To Retail \$1.75 to \$2.00.

We manufacture everything in the Quilt, Pillow and Cushion Line.
Complete line of Samples at 30 Wellington St. East.

THE . . .

TORONTO FEATHER & DOWN Co.
Limited.

BOULTER & STEWART SOLE AGENTS,
30 Wellington East **TORONTO.**

HINTS TO THE PROGRESSIVE RETAILER.

FROM THE DRY GOODS CHRONICLE.

TAKE your store just as it is, just as you left it last night, and start right in. No need to wait until you have made this improvement, or that alteration. Don't set some time in the future, but start now, while your mind is picturing the possibilities of a progressive store.

Map yourself out a plan to work by. Think of all you ever heard or read about successful merchants, and use the part that seems the best—the part that you can apply to your business. You will find that all merchants who have been successful have become so by seeming to be honest. Be more than that. Be honest. It's hard to do, but it pays. Make your plan so broad that it will cover each detail. Put yourself in the customer's place and see how you would like to have this or that matter decided. Then make your plan so that your customer will be pleased. Protect your customer's interest just a little more than you do your own, and your plan will succeed. This don't refer to prices, although the prices must of course be right, but the hundred little details that come up in a day's business, that, if not adjusted right, will lose more customers than a week's advertising will regain.

See that the goods in your store are the kind that people want. Don't think they are; make sure of it. If you have any goods that are out of style, or soiled, or wrong in any way—and there always are in the best of stores—get rid of them even at an apparent loss. It's not a real loss, it's a gain, for goods are only worth what they will sell for. All people make mistakes—especially buyers—but if you do make a mistake, admit it and rectify it at once. Don't wait—it's more money lost to wait.

You must buy cheap, for you will have to sell cheap. Not pretend to do it, but actually do it. People nowadays are intelligent. You may think they are not because they don't display their knowledge, but the ladies know when prices are right and you should see that yours are right all the time. You must go to the city market often. Not for pleasure, but for business. Even if you buy but little, your expenses will be paid by the added knowledge and push and energy you will gather. There's a dozen stores in the city that are an object lesson for any country merchant.

Sell your customers what they want. Not what you prefer to sell. It's a great mistake to do otherwise. By persuading a customer to buy goods you want to get rid of, you may make an apparent gain, but it's only apparent; the chances are you have lost a customer. Mark the price by the piece and dozen in plain figures, and stick to it. Under no circumstances should the price be changed in the presence of a customer. Tell the truth about your store and goods. To do this they must both be above suspicion. Don't be afraid to admit a fault—it makes the truth seem more real.

Make no distinction between buyer and looker. Lookers to-day will be buyers some time, and their trade is yours if you have made your store pleasant. The most tiresome shopper is the best advertiser your store could have. Treat her so she can only speak well of you. Make your store a regular information bureau.

Have the directory handy, have some one who will gather information about the trains or boats, or any other matter that people are liable to ask for. Be able to render little services. Never mind the trouble—it is making friends and customers for

your store. Show by your actions that you are pleased with the patronage your customers have given you.

Avoid servility—it's offensive and unnecessary. Be gentle, be respectful, be modest, and above all be watchful. Your customers are mostly ladies accustomed more or less to pleasant surroundings and gentle manners. Your store should come as near to this as business will allow. Do not show by your manner a haste to sell. No matter how long the customer may take, let no thought of obligation enter her mind. It is you who are under obligations to her—she came into your store to look at your goods. Whether she buys or not it was a compliment to you, and you should treat it as such. Do your business on generous principles. Good-will is part of your stock in trade, but the mean man never gathers stock of that kind. Be more than just, give good measure—nothing helps so much—rectify errors quickly without the slightest show of displeasure. Make the customer feel as if she had done you the greatest favor by reporting it.

Exchange everything that is returned in perfect condition, and do it gladly and willingly, with a smile on your face, just as if it was the greatest pleasure. You might just as well not take back the article, as to make the customer feel uncomfortable and displeased and then take it back. The good effect is lost, and quite likely you have lost a customer. Sometimes you may have to say "No," but do it in such a way that the customer's good will is yours.

Give money back when wanted. Don't ask the why or wherefore, but give it back quickly and cheerfully. The fact that they want to trade back should be enough. There's something wrong, of course, but it's time enough to find out what after the money has been returned. Then, if you manage right, you'll get it back.

These are mercantile principles upon which large and successful merchants have built their business.

WAKEFIELD SKIRT BINDING.

James Johnston & Co. carry in stock a full range of the famous "Wakefield" binding in blacks and colors. As this line of leather bound skirt bindings is fully protected by patents, see that every yard is marked in gold letters: "Wakefield Specially Prepared Leather, Patented."



HANDKERCHIEFS.

More handkerchiefs are sold during the Christmas holiday trade than throughout the other portion of the year. See the magnificent range of these goods in every style and kind now being shown for the approaching season by the Gault Brothers Co., Ltd.

BUSINESS IN NANAIMO.

Stevenson & Co., Nanaimo, B.C., have purchased the bankrupt stock of Messrs. Sloan & Scott, who failed recently. They are closing out the stock in the old stand at reduced prices, and will combine the two stocks in one at as early a date as possible.

James Johnston & Co.

26 St. Helen St., MONTREAL

Our Travelers are in the field again with a full range of samples from all our departments for the

FALL OF 1896

STAPLES—Special lines in White, Grey and Fancy Cottons, Flannelettes and Flannels. Special lines in Linens, Damasks, Towels and Toweling. Special lines in Worsted Coatings, Beavers, Golf Cloakings at right prices. Blankets in White Canton, Union and All-Wool, and a great variety of Fancy Blankets, Rugs, etc.

SILKS—Black and Colored Silks and Satins in great variety, Plain and Broche.

VELVETS—Black and Colored, special value, and 32-inch Mantle Velvets.

RIBBONS—Blacks and Colors in endless variety. A full range of Millinery Ribbons in the latest designs.

TRIMMINGS—A full range in Black and Colored. Jets, and the latest novelties in Fur and Feather Trimmings.

DRESS GOODS—A full line in the latest designs. Special ranges in Black, Plain and Figured Mohairs and Sicilians, Fancy Broche Effects, Shot Sicilian and Figured Shot Grenada Cloths, and some very good lines in Tartans.

VELVETEENS—We are well up as usual in Blacks and Colors.

HOSIERY—Here we have one of the largest and best ranges in the Dominion in Plain and Ribbed Cashmere and Wool Hose, Half-Hose and Underwear, in all the different makes and weights, for Ladies, Men and Children. A full range of the celebrated Alpine Underwear for Women and Children. Our assortment and values in this department are considered the best in the market.

GLOVES—We are showing a most complete range in Cashmere, Wool and Ringwood, in Plain and Fancies, including the latest novelties. Always on hand, a full stock of 5 and 7-hook Lacing Kid Gloves in reliable makes.

MUSLINS, LACES, Etc.—We have our usual full assortment of Muslins, Laces, Embroideries, Curtains and Curtain Nets, Veilings Plain and Fancy, Ladies' and Gents' Cotton, Linen and Silk Handkerchiefs and Mufflers in great variety.

HABERDASHERY—Gents' Neckties in all styles, Shirts, Collars and Cuffs, Braces, Ladies' and Gents' Umbrellas, Novelties in Ladies' Ties in Fancy and Tartans.

FANCY HOSIERY—Ladies' Knit Wool Shawls, Clouds, Hoods, Caps, Tam O'Shanter, Tuques, Wool Vests, Alexandria Jackets, Golf Jerseys, Infantees, Bootees, Ladies' and Gents' Wool Mitts, Cardigan Jackets, White Fur Boas, Muffs, Caps, etc.

SMALLWARES, NOTIONS, Etc.—In this department we aim to excel, and are able to fill orders at all seasons, both in staples and novelties. Our assortment is too numerous to name, but we would draw special attention to the following: Pex Pneumatic Hair Curlers, The Majestic Hat Fastener, The Holdfast Belt Pin in 2 and 2½ inch Black and Silver, Vorwerks Plushette Skirt Binding and Collar Stiffener.

BUTTONS—An endless variety of every size and style in Jet, Fancy Metal, Steel, Gilt and Pearl. We have a large range of Small Trimming Buttons in Black, Gilt, Silver and Fancy Effects, for which we are having a ready sale.

COMBS—This is a new line added this season. We have a complete assortment of Horn and Rubber Dressing Combs, Side Combs and Hair Ornaments.

Our goods always reflect credit on us and also on those who handle them.

SPECIAL ATTENTION GIVEN TO LETTER ORDERS.

THE BANKS AND BUSINESS.

ALL the leading banks have been holding their meetings during the past month, and the annual reports of the different general managers are interesting as a certain indication of the position of the business community generally. General Managers Clouston, Hague and Walker, who are at the head of three of the leading banks, did not draw a very bright picture of the commercial situation.

Mr. Clouston pronounces business fairly good in Quebec and sound in Manitoba, a condition attributable to a large hay and dairy crop in the one and the great wheat crop and cattle trade in the latter province. It is not many years since the state of affairs in Manitoba caused not a little anxiety to bankers and merchants, so that the improved condition of business, as attested by the fact that the payments in arrears to the loan companies are only 1.7 per cent. of their loans is a most gratifying circumstance. The position of affairs in the United States occupied a lot of Mr. Clouston's attention. A year ago the corner seemed to have been turned there, but since December last a reaction has set in and much of the gain has been lost. The rebound is dated from the time of President Cleveland's message on the Venezuelan question, which produced such a panic, and unfortunately the occurrence of a presidential election this fall will retard the recovery of business activity for several months yet. Looking over the whole situation, he says the conclusion is inevitable that a further period of quietude will prevail in commercial circles before a permanent impetus is given to industry and trade.

Perhaps one of the most encouraging features of the situation is that prices on nearly every article of merchandise appear to have struck bottom. They cannot well go lower and any change should be for the better. Stocks are not heavy in traders' hands, but credits are strained pretty well up to the safety point. Prudence in giving and taking credits, therefore, should continue to be a desirable rule in business until the indications of renewed activity and sustained prosperity have taken a more definite shape.

Mr. Walker, in explaining the situation in Ontario, states that a short crop of several important staples, accompanied by low prices, was largely responsible for the discouraging features visible in that province. The development of electricity cut off a large demand for horses. There was a decline in dairy cattle and hay products. In the case of the former an increased export of 18,000,000 pounds brought into the country half a million dollars less than in 1894. He thinks that the indications are more hopeful for the province during the present season. Crops promise well and bad crops are worse than low prices.

In regard to Manitoba, Mr. Walker agrees with his Montreal confrere. In that province, where the crops were good, debts were paid to a gratifying extent, the record of failures being less than for the preceding year, and the proportion of farmers out of debt has sensibly increased. Mr. Hague follows much the same lines in regard to the country generally as his brother managers.

ESTABLISHED 1777.

Probably the largest, and certainly the oldest-established, manufacturers of gloves to-day are Fownes Bros. & Co., established 1777. Their principal factories are at London, Paris, Worcester, Taunton, Torrington and Wandsworth, where gloves and materials for gloves alone are made. The business they

do, and their reputation for quality and value, is world wide. For the convenience of their Canadian trade they now do all their business through the Gault Bros. Co., in whose warehouse they have their own representative, who looks specially after the filling of all orders.

SHORT WEIGHTS.

The agitation in THE REVIEW, and throughout the trade, against short weights in yarns will, if persisted in, lead to the stoppage of the practice. A well-posted man tells us that there is every likelihood of this being the result. There has been some talk among the trade and the manufacturers on the subject, and a pretty general acquiescence by the most responsible representatives of the various interests involved that the practice is bad and should cease. It need surprise no one, he says, if some legal enactment is sought shortly to forbid the selling of yarns in spindles that weigh less than the full standard six pounds.

BREVITIES OF THE TRADE.

A new thing for underwear departments is children's sleeping garments, and they are just what is wanted. The retailer will need them, as they are going into nearly every first-class store in the country. They can be sold from 35 to 50c. in six sizes. Boulter & Stewart, sole agents, 30 Wellington street east, Toronto.

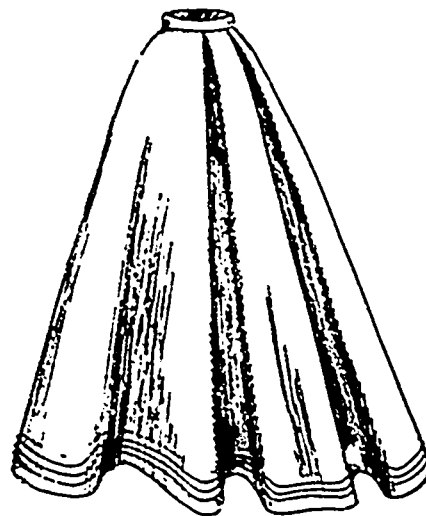
James Johnston & Co. have a number of novelties in hair curlers, hat fasteners, belt pins and buckles in black and silver.

Mohair crepon serge is one of the many new lines Brophy, Cairns & Co. have added to their black goods department this season. It is a novelty made especially for the "West End of London" high class trade.

The Gault Bros. Co., Ltd., are now showing some unique styles of assorted boxed lots of embroideries for next season. Special attention is directed to Nos. 86, 78 and 90, which are pronounced eye-openers.

SPECIALTIES AT GAULTS'.

The Gault Bros. Co.'s travelers are calling special attention to their black and colored cachemire velours, which are being sold at old prices; their "Dream" velveteen in all the newest and regular shades; also a few of the latest novelties in fancy silks, and a special leader in black peau de soie.



A NEW SKIRT OF LONDON MAKE.

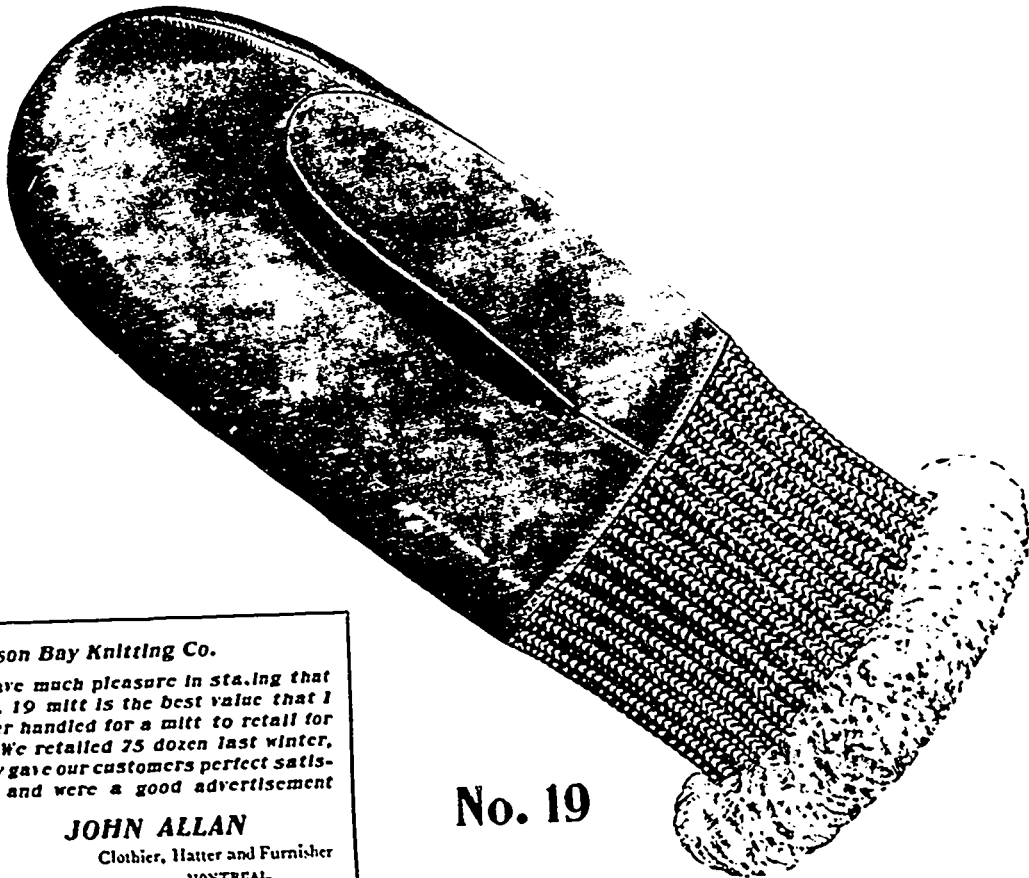
A GREAT SUCCESS

Best Value in Canada

Retails for 50^{c.}

The cut below represents our extra heavy all wool knit mitt, fleeced inside,—leather palm and full leather back,— it has a long wrist which is warm as a muff, and is the best value in the market. They sell at sight.

ALL
WOOL
MITT
WEIGHING
FOUR
POUNDS
PER
DOZEN.
ALL
COVERED
EXCEPTING



WRIST
WITH
OIL
DRESSED
LEATHER
WHICH
IS
WATER-
PROOF
AND
ALWAYS
SOFT

To Hudson Bay Knitting Co.

I have much pleasure in stating that your No. 19 mitt is the best value that I have ever handled for a mitt to retail for 50cts. We retailed 75 dozen last winter, and they gave our customers perfect satisfaction, and were a good advertisement for us.

JOHN ALLAN

Clothier, Hatter and Furnisher
MONTREAL

No. 19

To Readers of The Dry Goods Review:

We wish to say that besides our leather clothing, and clothing specialties, we make a number of unequalled values in heavy mitts and gloves. Write for catalogue, samples and quotations.

Hudson Bay Knitting Co.

— MONTREAL

CANADIAN WALL PAPERS.

THOSE of our readers who do a general trade and carry a line of wall papers will welcome the announcements of the Canadian factories which appear in this issue. The making of wall paper in Canada has reached a high standard. The designs are new, the colorings tasteful, and the printing of the patterns is done in first-class style. It hardly pays the country merchant to carry too expensive hangings. People who intend to paste up a lot of money on the walls of their houses will either buy imported stuff or go to the city to purchase what they do take. But for the general Canadian demand our own factories are now showing lines which are safe, popular and attractive. The merchant can get a selection of papers, which, being specially manufactured from personal knowledge of the Canadian market, are pretty certain not to rest unsold on his shelves. THE REVIEW has taken a look over the coming season's goods. We have never in previous years seen better designs or values. For all purposes—halls, dining rooms, parlors, bedrooms—the new lines are striking and up-to-date.

Watson, Foster & Co., Montreal, are noted for the excellence of their wall papers. They export largely to the United States. The firm is coming out strong this season in medium priced goods, their list of these being more extensive than ever, showing some remarkable values. In fact, certain lines show better value in comparison than anything they have ever offered to the trade. Another point that particularly struck the eye was the effects in both blended and clouded friezes, and also the fine finish on the gilt papers.

Colin McArthur & Co., Montreal, report that no sooner were their new samples sent out to the trade last month than large orders began to come in, showing that the new lines are popular. The firm have gone to greater expense than ever before in endeavoring to place before the Canadian trade a set of samples equal to anything that will be shown to them during the coming season by any New York firms. Their color workers have been busy during the entire three months just concluded, devoting special attention to the concern's blended effects in wall paper. These are entirely new and are a novelty which should meet with the approbation of the trade.

M. Staunton & Co., Toronto, devote special attention to popular, salable lines. The taste last season for bright, rich colorings has led them to produce a range of new goods in these effects. Some pretty new bedroom papers are a feature. The new hall, library and dining room hangings are exceedingly tasteful. The firm are showing better values at low prices than in previous years.

These firms have issued booklets illustrating some of the new season's lines, and an enquiry for copies of this catalogue addressed to them will give the merchant a good idea of what is being shown.

STYLE IN FEMININE BICYCLE WEAR.

What THE REVIEW said last month about ladies soon ceasing to be satisfied with plain garb on the wheel is coming true. In Paris and London women cyclists are eschewing plainness in their wheel costumes and devoting considerable attention to garniture and attractive colors. The latest is in the shape of fast cinating silk knickerbockers in fetching colors, some quite plain, a few with lace and ribbon decoration. Some wear a bright colored ribbon tied in a bow at the knee as if used for a garter to support hosiery and keep "knickers" in place. Chaussure

and hosiery are likewise carefully attended to now, as being important items of get-up. The latter are worn in silk in all the tartan plaids, silk stripes and silk embroidered. Clusters of cut flowers are worn in the belt at the waist line and in the bodice to add chic to the wearer's costume.

THE USE OF AWNINGS.

The season being now at hand when awnings are a necessity, a few words as to the proper disposition and best arrangements may not be out of place. Have only awnings which can be raised and do not have permanent shades for the windows. They should only be used, says The Apparel Gazette, when the sun is actually shining on the windows, as at other times all the light that is possible is wanted in the store. A tasteful selection of colors will make them an ornament to the front of the store. Awning manufacturers produce hideous combinations of green and yellow and other startling colors which should always be avoided. A combination of red and white will look fresh and bright much longer than the blue and white so ordinarily seen, when the sun is shining on them. It is well to have inside shades so arranged that they can be pulled up from the bottom, so that if the store is exposed to the sun's level rays either in the morning or in the evening, they can be raised to cut off the light that would reach the goods beneath the awning. There are few, almost no colors, which will stand the full heat of the summer sun, and merchants will find that a proper set of awnings and blinds will save them considerable money by preventing damage to goods which would otherwise result.

BROCK'S POINTERS.

W. R. Brock & Co. have long since recognized the fact that in addition to having good value all along the line they must secure special and extraordinary value in various articles, such as hosiery, gloves and underwear, which a merchant can sell with a good margin of profit at the popular prices of 25 and 50c. For the information of "up-to-date" merchants who are hunting for such lines, W. R. Brock & Co. gave our reporter the following pointers: To retail at 25c.: their R.H., W.J.C. "Suchose" and K 15; plain black wool hose, P.M. heavy ribbed black wool hose, ladies' "Startler" vests, B 33 and B 1 black cashmere gloves, "Acme" cashmere sox, No. A Tam o' Shanters, "Job" wool hoods, A.A. cashmere hose, H wool sox, H 97 and G 29 wool mitts are not to be excelled in Canada, as the firm control the output of many desirable lines. To retail at 50c.: their "Pearl" ladies' vest, H 108 ladies' drawers, D 8 men's lined gloves, D 12 and D 13 men's oil tan mitts, 23, 62 X and S2 black cashmere hose, "Urose" black ribbed worsted hose, 220 men's Arctic shirts and drawers, women's wool hood No 102 are a few of the many desirable lines that will prove trade winners to any one who purchases them.

AN AD. ON A BALD HEAD.

Novelty in advertising is the thing now. The latest and one of the most humorous schemes has been amusing the patrons of theatres for three or four nights, says a London paper, and has succeeded in escaping the notice of managers. A bald-headed man is the instrument. On his shining pate is painted in indigo blue the name of a patent medicine. He sits in the front row, and conducts himself with propriety, while people behind him are convulsed with laughter, each observer supposing that here is a practical joke some one has played on an unsuspecting friend.

NEW DESIGNS

FOR

1897

If you want the
best see our new
WALL PAPERS
before you buy.

Our salesmen commence their travels from Nova Scotia to British Columbia this month with a line of samples second to none. A large range of entirely new designs drawn specially for us and produced in all the new and popular colorings.

DON'T MAKE A MISTAKE AND PLACE YOUR
ORDERS BEFORE EXAMINING THEM

M. STAUNTON & CO. —

WALL PAPER MAN'F'RS

944-950 Yonge Street, Toronto.

CRUSADE AGAINST SILK HATS.

A NEW crusade against tall hats is being urged in London by Lord Ronald Gower, a prominent leader of fashion and of wide fame as a sculptor. He opposes the tall hat on the double plea that it is homely and unhealthy. He asserts that it is mainly owing to the chimney-pot and the English habit of wearing it at school—at Eton—even indoors, in the House of Commons, for instance, that England has a greater percentage of young bald-headed men to show than other countries. As indirect proof of cause and effect, Lord Ronald instances the Blue Coat boys—who never wear a head covering, and who, it is asserted, are rarely bald in after life. But this is a rare exception, for though Britannia rules the waves she cannot rightfully assert that her children never will be slaves, when, in fact, they are held in the bondage of tyrannous custom. Alas and alack! there are moments when even so independent a man as Lord Ronald Gower himself has to bend to public opinion and don the "topper." And the masses copy the upper classes in their aberrations.

"And as for the hideousness of the thing, just fancy, if you can," added his lordship, "the Apollo Belvedere, or the Hermes of Praxiteles, attired in a frock coat and a silk hat!"

Even the Prince of Wales, who is to London "the glass of fashion and the mould of form," no sooner leaves the capital than he patronizes the "bowler," the "billycock," and, above all, that variety which is generally known as the "Tyrolese;" but His Royal Highness has a preference for silk hats in "town."

Just before the marriage of the Prince Consort the silk hat made its appearance in England, and forever banished the beaver. A London hatter named Townsend introduced it, charging for the new invention the modest sum of four shillings and ninepence. These facts, historical and financial, are preserved in a popular song of the period:

When Albert comes to Britain's isle,
We'll dress him out in the first of style,
With a shirt and a four and ninepenny tile,
To marry the Queen of England.

BUTTONS AND TRIMMINGS.

This has been a very important department with Brophy, Cains & Co. It is one of the most difficult to buy for, requiring great care and good taste, because if not fashionable and to the popular taste, you cannot give them away. What is essential to a good dress trade are buttons and trimmings to match, and these Brophy, Cains & Co. have in all the very newest designs, and a much larger variety than they have ever before shown.

A WORD ABOUT SILKS.

"When you come to this department sit down and be prepared for surprises. No use our giving the host of fancy names used. We will mention a few in our ad.," said Brophy, Cains & Co., "to give them all would confuse you, to describe them on paper is impossible. Just say that spots and stripes are a 'back number.' Our samples will speak for themselves."

DOWN COMFORTERS.

Down comforters are attracting special attention from the retail trade at present. It is generally conceded that they are forced to, as the public are seeking a bed covering that has

warmth without the excessive weight of woolen blanket. The want is fully supplied in the down comforter which, on account of its reasonable price, is within the reach of all. The Toronto Feather and Down Co., Ltd., show an endless variety that are worthy of inspection.

THE BRITISH TRADE AND A PREFERENTIAL TARIFF.

(FROM THE LONDON DRAFFERS' RECORD.)

HOW can "our greatest interest" be best promoted? The Imperial Federation League, which was started in 1884 under such favorable auspices, was dissolved two years ago without having achieved its object. A Canadian statesman has now proposed that the Empire and the colonies should be bound together in commercial association on the lines of the German Zollverein; but there are practical disadvantages to this step which cannot be overcome. An alternative suggestion has been made, and receives the support of Mr. Chamberlain. It is that as between Great Britain and her colonies protection should disappear and free trade be established. This would give British products a slight advantage over similar foreign products in colonial markets, and would thus be a violation of abstract free trade principles. But we cordially endorse Mr. Chamberlain's words on this point. Though a convinced Free Trader in the sense of believing that free trade is undoubtedly a theory upon which the world would become most prosperous, yet he has not such a pedantic admiration for free trade that if a sufficient advantage were offered to him he would not favorably consider a deviation from the strictest doctrine. This, we venture to say, is the true spirit in which to attempt to advance "our greatest interest," and we wish Mr. Chamberlain every success in his new departure.

SPECIAL IN LACE COLLARS.

James Johnston & Co. have opened up and are selling very freely a large consignment of Plouen lace collars in the newest styles. These are very cheap, and cannot be replaced at anything near the price.

ANOTHER SHIRT FACTORY.

The Gault Bros. Co. have now in thorough working order their shirt factory, opened some six months ago. The fall range of samples is now on the road, and their claim that the value is exceptionally good seems amply justified by the orders already received.

ARTISTIC DESIGNING IN DOWN COMFORTERS.

The question of pretty effects in comforter-making has developed in a very marked degree of late. The public, in addition to being able to procure handsome effects in prints, have the added advantage of a style of making heretofore unknown.

The Toronto Feather and Down Co., Ltd., are showing what they style "Framed Comforters" having a very pretty square in the centre and a border of alternate strips plain and figured goods, making a handsome article. The same idea is applied to a fancy cushion and its effect is charming.

GLOVES AND MITTS.

Brophy, Cains & Co. will have several novelties in gloves and mitts, including the latest cream with black points and black with cream points, also fine cashmere, colored silk lined with points to match.

What's in a Name ?

In a literal sense, nothing
In a point of practical value—everything.

STEWART & McDONALD

WHOLESALE MANUFACTURERS

Glasgow, Leeds and London

Established Over 70 Years

DEPARTMENTS

Cloths	Yarns	Mantle Cloths
Silks	Scotch Dress Goods	Skirtings
Colored Cottons	Costume Tweeds	Fancy Dresses
Flannels	Linings	Straw Hats
Linens	Velveteens	Millinery & Flowers
Ribbons	Carpets	White Cottons
Cashmeres	Tweeds	Gloves
Prints	Furs	Shirts
French Dress Goods	Umbrellas	Ready Made
Muslins	Hosiery	Bradford Stuffs
Laces	Mantles	Underclothing
Gents' Furnishings	Shirtings	Hats and Caps
Haberdashery	Wool Shawls	Waterproofs

STEWART & McDONALD

MONTREAL OFFICE, 206 McGill St.

TORONTO OFFICE, Manchester Building.

COLORS FOR AUTUMN OF 1898.

THE Parisian color cards for autumn of 1896 contain several new shades, with new names, which are likely to be popular the coming season. Among the greens may be noted: Jourdain, Gange, Russe and Tainoi, among the reds, Aube pine and Pivoine, purple, Baugainville, yellow, Castile; dark blue, Matelot and Marine. Other features of the new colorings are that rich tones continue popular, two pinkish shades of heliotrope have come in under the names of Damoiseau and Chevalier; the regular browns show little change from last season.

Perhaps the most noticeable items are the water greens, which are both attractive by themselves and, in the shades called Jourdain, Gange and Russe, will be well suited for combining with other colors. The lighter water greens have a faint grayish cast like water plants show, and these are predicted for winter evening wear.

Menuet is a bluish "china" green that was called Cera mique last season. Page is a light green of a slightly yellow cast, while the regular yellow greens are represented by Oasis, Caspienne and Hetman, formerly known as spring greens. But one other green shade is shown Tournoi —of a slightly blue cast, yet with a grayish tinge as well.

The ombre colorings are all in vogue. Neigeux shades from white to deep gray across the entire goods. Idylle shows the same shading in violet tones. Reve is a treatment of the spring greens after the same manner, and Berceuse of the lovely cherry pinks. Paradisier shows ombre shading of yellow on one end fading to white on each side and reddish violet on the

other, also fading out to the white, with a broche figure as well. Speranza has water green in ombre on one edge and cherry pink on the other, with pale green finishing the outer edge of the latter color, a figure being thrown up on both colors. Japonaise shows a ground of blue, green, white, red, yellow and black with scrolls showing the same shades. This is peculiar and very attractive, being different from Oriental colorings yet possessing their beauty of harmony and softness.

The outlook, therefore, is that fall dress effects will all incline to bright, decided colorings. Yellow, especially Castile mentioned above, will be a favorite for evening wear.

THE PEWNY GLOVE AGENCY.

Mr. Richard Patton, manager of the Canadian agency of Emil Pewny & Co., kid glove manufacturers, will shortly sail for Europe to visit their factory in Grenoble, France, for the purpose of ensuring the careful execution and early delivery of the orders entrusted to his firm for fall. He will also make it a point to secure any novelties that may now be on the London and Paris markets.

FOR INFANTS' DEPARTMENTS.

Babies' trousseau sets, consisting of hood, jacket, booties and bib are being made. One set goes in a box, and is made in wool, wool silk trimmed, and all silk. They are well suited for a present. They go all the year round and are specially good for the Christmas trade. They are manufactured by Boulter & Stewart, 30 Wellington street east, Toronto.

G. H. Harrower

MANUFACTURER
WHOLESALE...

Suits
Overalls
Blouses

Manufacturer of
the celebrated ...

EMPIRE WAIST

136 McGill St.

MONTREAL



A GREAT CARPET DEPARTMENT.

The carpet department of the Gault Bros Co., Ltd., has never before shown so large and varied an assortment as it is offering for this fall. It would be impossible to enumerate in detail the lines carried, but a few may be specially noted as characteristic of the whole: A full line of Wiltons, velvets, Brussels, tapestries, American wools and unions and hemp carpets in all the newest styles and colorings. They make a feature of private and exclusive designs. Inlaid linoleum, cork carpet, both plain and printed, linoleum and floor cloth, all widths to 4 yards. A full assortment carpet squares in Axminster, Brussels, tapestry, wool, union and hemp, in all sizes. Full assortment of rugs, mats and mattings. Very large importations of Japanese rugs, our own special designs and colorings. Buyers should make a point of visiting this department, to which they claim more floor space is devoted wholly to carpets than by any other house in the Dominion. They give close and very prompt attention to special wants. Letter orders are very carefully executed, and every pains taken to give satisfaction.

GOOD SALESMEN.

Some of the trade journals have agitated the question, "Can salesmen be educated?" The Interstate Grocer says: "We believe that the inexorable law of supply and demand will force merchants to devise ways and means for the education of young men intended for commercial pursuits, and the same law will make the vocation of salesmen desirable and profitable because more are wanted than can at present be found."

The Dry Goods Bulletin says: "Good salesmen are to-day scarce. Too many young men are getting into commercial

work that are not at all adapted to this line. Good salesmen receive large salaries, and it will pay all who feel that they have ability along this line to cultivate the quality. That it can be cultivated is very evident. The best place, however, is not a school, but the store."

Undoubtedly, there is a great deal for a salesman to learn, and in this day of the general diffusion of knowledge and the opportunity for observation, there is no difficulty in a young man becoming thoroughly competent to sell goods. At the same time much, if not everything, depends upon his own intelligence and taste for a business career.

FALL IDEAS IN PARASOLS AND UMBRELLAS.

The Irving Umbrella Co., Ltd., report assorting trade good in parasols, a special feature being a line of white Jap frills with sewn edges, an extra effect being added by putting on white handles. "We are making a special effort to show the newest thing always, and will have for fall a full line of ladies' and gents' umbrellas, including all the novelties in handles, and also a special range of handles for the Christmas trade. Our customers report this a growing trade with them, and nothing makes a more suitable gift at Christmas time. These will be shown in good time. Wait for us."

AN EXCLUSIVE LINE.

James Johnston & Co., have some specially good lines in blouse silks, in stripes, checks and Dresden patterns, and the new frou-frou interlining silks in all colors. This line is confined to themselves for the Dominion.

ASK THE WHOLESALE HOUSES FOR

LISTER'S Rainproof Sealettes.

LISTER'S Black and Colored Velvets.

LISTER'S 32-inch Velours du Nord.

LISTER'S Dress Plush.

LISTER'S Printed Art Velvets.

LISTER'S Silk and Mohair Plush For Upholstery
... Purposes.

THEY ARE UNEQUALLED

LISTER'S GOODS THIS SEASON.

A FEATURE this season in Lister's new lines are the chine stripes in silk and velvet, which are going to be popular for hat trimmings as well as for trimming blouses and dresses. The dark shades especially are elegant and becoming for autumn wear. In plushes there is a good demand for this material for upholstery, dress and millinery purposes, and every prospect that this beautiful and elegant fabric will be in large demand for the coming autumn and winter.

In velvets the makers of Lister's goods report a large demand from Canadian trade in 18-inch material both black and colors. Velour du nord in 32-inch goods for capes and mantles is popular in Canada this season. These goods excel in beauty of color, and the new finish renders the goods particularly suitable for the present style of capes, etc.

Repeat orders from Canada have gone forward in silk seal-skins for the coming autumn trade, and as ladies' capes are still likely to be very extensively worn, a very large demand is anticipated. "Lisreine," the water and snowproof silk seal, can now be had both in black and seal brown. This article has now thoroughly well established itself as a material for capes and mantles, not only on account of its water and snowproof properties, but also owing to the fact that proper provision is made for ventilation. The mohair plush "Lisango," for all upholstery purposes, is so well known, and its many merits so fully appreciated, that the company's only difficulty is to keep pace with the demand. This article is so well-established that German rivals, in order to sell their spurious imitations, have not hesitated to infringe the company's patents and trade marks. We recently recorded a case in which the court had granted an injunction against one of these gentlemen, and this will, doubtless, have a good effect. Messrs. Lister & Co. have published a warning to the effect that they are fully determined to protect their patent rights in these goods, a warning which imitators will do well to note.

The various lines produced in the Lister mills are handled by the principal wholesale houses in Canada.

IN NEW PREMISES.

E. & S. Currie, the well-known neckwear house of Toronto, have removed their warehouse from Bay street to new premises on Wellington street west, near the old stand, and now occupy one of the largest and best equipped places in the wholesale centre. The building consists of four storeys and basement, and for light and other conveniences affords excellent accommodation. On the first floor are situated the firm's offices, and the shipping room for the wholesale trade. The second storey has been fitted up as an immense show room for the goods for the retail trade, and the firm are determined to stock this with an immense range of all classes of neckwear. The third floor is devoted to a staff of assistants, who distribute the work, while cutting is done on the top storey. The establishment is one entirely creditable as to completeness, size and arrangement.

CASHMERE HOSE.

The already extensive demand for absolutely seamless hose has been much increased of late by the improved work turned out by the new machines. The spliced heels and toes as now made are about perfect for comfort and wear. The Gault Bros. & Co. have fully recognized the importance of this make, and

for fall have brought out some exceptionally strong lines that can be retailed from 25c. up. They can supply, in this and other makes, good weight with good wearing qualities in women's and children's, ribbed or plain, at all prices.

VELVETEENS.

Brophy, Cains & Co. have just received ex ss. Labrador all numbers in black, also a full range of shades at each price in colors in their Royal velveteens. This will be good news to their friends in the trade, many of whom they have been obliged to disappoint during the past three or four weeks.

AMERICAN DRAPERIES.

Among the many novelties now being shown for fall trade by the largest American mills are many very pretty designs on silkoline cloths with pretty effects in gold. These come in all the popular colorings, but the run this season is very much on the Nile and olive shades. Goods of this nature can be retailed in Canada at 25 cts. and are sure sellers. American sateens are growing more in demand, as they have such pretty effects in silk printed patterns and, having no dressing, are soft and just the thing for draping. Can be had in 30 and 36 in. cloths in a large variety of colorings to retail at 25 cts.

Pebbled goods are, however, the most popular in draperies this season, as they have a beautiful silk finish and can be had in all the popular colorings. Denims in plain and fancy are still in good demand and should be good staple stock for the coming season. Boulter & Stewart, 30 Wellington St. East, Toronto, who represent the mills in these lines have a choice of over a thousand different pieces and have the newest prints from the New York markets. Buyers wanting up-to-date draperies should see this range. It pays to keep posted and a pleasant half-hour would put you in touch with the largest drapery houses in America.

TRADE NOTES FROM HALIFAX.

In the elections affected business in any one place more than another that place was Nova Scotia. A good retail trade was done during June in dry goods in Halifax city, but the reports from other parts of the province show a prevailing dulness.

McPherson & Freeman are now quite at home in their handsome new premises in Gottingen street. They have the handsomest and most showy store in the Lower Provinces, and are doing a very large trade.

Messrs. Barnstead & Sutherland, who were burned out a couple of months ago, have given M. E. Keefe a contract to erect a new structure on the site of the old one on Barrington street. Since the fire they have been disposing of their damaged stock at retail.

The members of the Dry Goods Association are elated over the success of the summer carnival movement started by them. It will be a great event.

TO EUROPE FOR KID GLOVES.

Mr. W. B. Foster sailed for Europe last week in the interest of the kid glove department of Messrs. Fitzgibbon, Schafheitlin & Co., who control the Eugene Jammet French kid glove. Mr. Foster may be trusted to return with every practical novelty of service to his clients, and secure a continuance of that care in manufacture which has made the Jammet glove famous.

Fall Season, 1896

.. TO THE TRADE ..

OUR FIVE GREAT DEPARTMENTS

Dry Goods * Carpets
 Woollens * Haberdashery
 Men's Furnishings

WE HAVE made a specialty of our Five Great Departments and embrace every opportunity to impress the Canadian Trade of the fact.

Our sales are rapidly increasing and competition decreasing.

Our present position in the markets of the world, and our past record of half a century, command advantages from the manufacturer.

We are in business to make money, and therefore one of our first cares is to see that our customers are making money. This is being done by keen buying and close selling. From every Province we are constantly adding new customers.

THIS IS ONE OF OUR BEST NUMBERS

Every season brings its changes. We are always in the van of progress. Anything new, novel and salable belonging to any of these departments you will find in our warehouses. We direct your attention to our three illustrations—one of Chenille Curtains as above, and two of Dress Goods on next page. Send for samples and quotations. We have the goods in stock and can ship them at once.

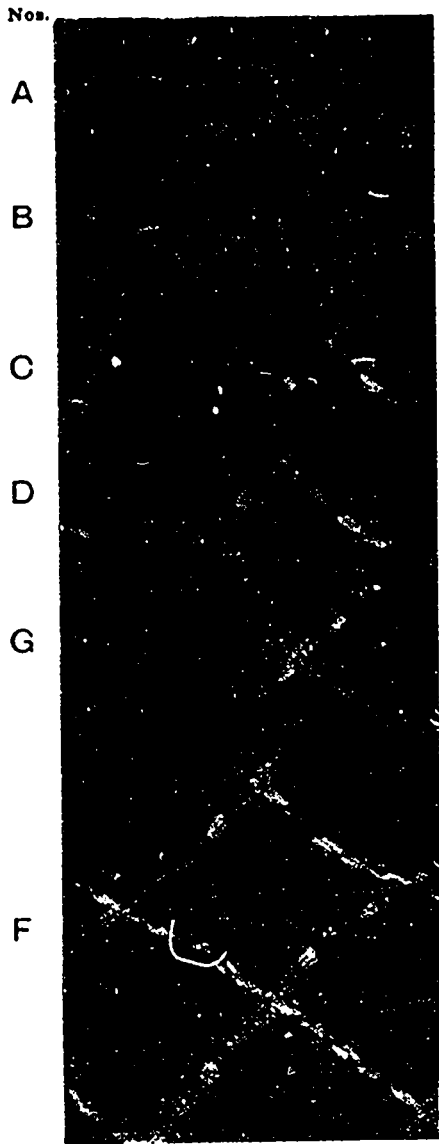
JOHN MACDONALD & CO.

Wellington and
Front Streets East

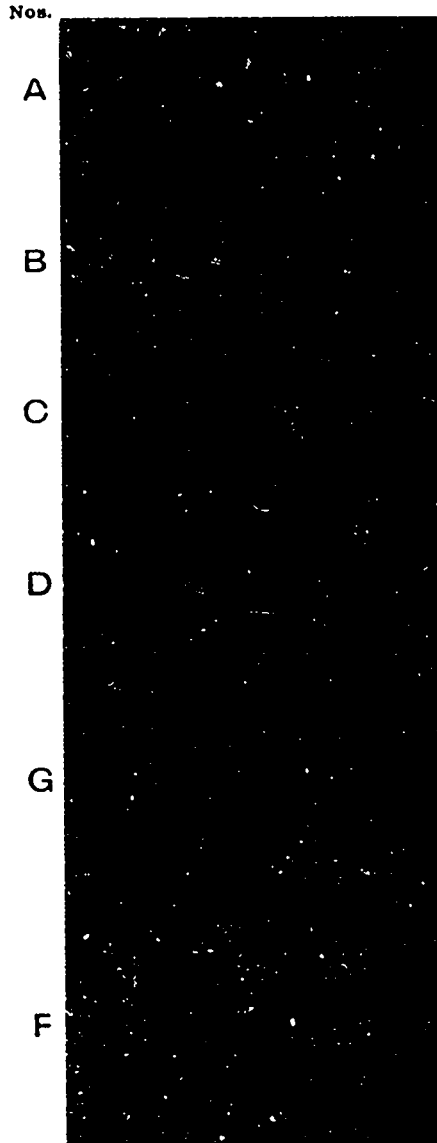
TORONTO

Fall Season, 1896

.. TO THE TRADE ..



LINE E 165.



LINE E 140.

WE have always been the most prominent house for Linens, Prints, Silks, Men's Furnishings, Haberdashery, Carpets and Woollens. During the past few years we have placed Dress Goods, Hosiery and Glove Sections of our Great Dry Goods Department on the same basis.

The above illustration is made by a new process, and is a further proof of our aggressiveness in Dress Goods.

Our Dress Goods for the Fall Season are all new, and the best value we have ever shown.

It is now an established fact that our system of **Filling Letter Orders** has no equal, and that it is a means at the disposal of the trade to save money and time in placing their orders. Our travellers are now on the road with a full range of samples for the Fall Trade.

JOHN MACDONALD & CO.

Wellington and
Front Streets East

 TORONTO

THE GREAT SILK FIRM.

THE stamped linens just put on the Canadian market by Belding, Paul & Co., Montreal, have the merit of being new, as the best artists are employed to draw them, and when a design becomes common it is dropped. Each piece has attached to it a printed slip giving instructions how to work, the number and color of the skeins required. The firm report the ribbon trade to be improving, and good fall orders have been placed the last two weeks. Report from Paris says black satin ribbons wide enough for sashes are being worn as belts there, and the new fashion has become a craze.

The raw silk markets of the world, according to the latest reports, are just at present practically featureless, owing to the

so far as can be learned, no serious damage has been done to the crops.

Considerable stir has been created in England over the proposed erection, near Manchester, of a factory costing some \$150,000, for the production of artificial silk under the Chardormet patents. It has been stated that six large English firms have engaged to take the entire output, however large it may prove to be; also that others are preparing to establish plants of their own, to be operated on a royalty.

The future of the new silk, however, is still in doubt, notwithstanding that dress and other fabrics made of this material are now being sold in the London market. While it cannot be said that artificial silk is yet fully past the experimental stage,

indications point to growing confidence in its ultimate perfection. It is now something beyond the dream of a visionary, since it is being spun and woven in Coventry, Manchester and Macclesfield for the past two years, with good success. If it does not compete with natural silk for the highest purposes, it may supplant it in the lower and coarser uses to which silk is now put, and where strength is not of such prime importance as rich effects.

That the artificial silk can be produced cheaper than the natural, and that it can show as high a lustre, seems to be established. It is not nearly so strong as the silkworm's product, the difference being about twenty-five per cent., but it is said to lend itself to the dyeing process even more readily than the latter. Its density is about ten per cent. greater than the natural silk, and the price in Eng-

land will be about four shillings, while natural silk ranges from twelve to sixteen shillings.

FORCE OF HABIT.

She was a smart and pretty girl. She wrote the advertising for a large dry goods concern in town. Her mind used to run so much upon her business that one day, when she wrote to her over to meet her that night at home, she unconsciously added as a postscript: "Come early and avoid the rush!"

CLEARING LINES IN SUMMER PRINTS.

Robert Linton & Co. are prepared to clear out at special prices all the summer prints they have in stock, excepting No 103, on which they always maintain prices.

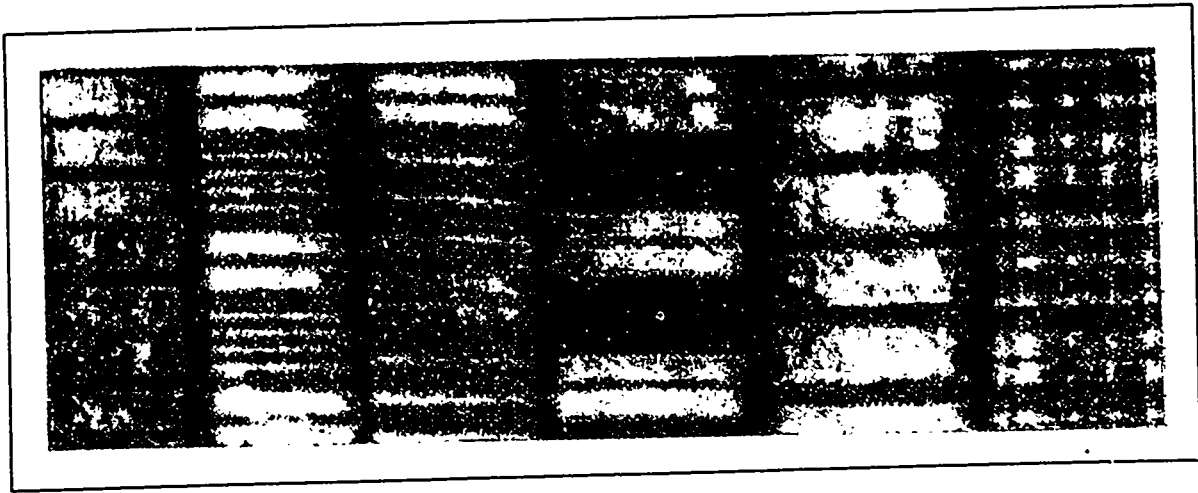


REPRODUCED DIRECT FROM THE CARPET

uncertainty about the new crop, as to which there are various and conflicting reports, as usual. Should the crop be of about the normal volume, very little, if any, advance in price is looked for, except in case of a general and marked revival of the manufacture in America. Should the crop prove a full one and the business show no improvement, there may be a still further decline, but this is scarcely expected.

Encouraging reports come from Japan, where the silk growing is extended over a vast area, which lessens the chances of serious failure. The attitude of the Japanese Government, which has advanced money to the silk merchants to aid them in holding their stocks for better prices, has had a stiffening tendency.

In Italy the weather has been somewhat unfavorable, but,



Something New

for us: that is, the manufacture of **FLANNELETTES**, and we are now one of the largest manufacturers in Canada. Herewith we show part of our large range of new designs, which sell at prices popular to the retail trade.

These goods are now being delivered to the leading wholesale houses of the Dominion. We guarantee these superior to any shown at the same price, either of home or foreign manufacture. A trial order to your wholesale house will convince you of the value of these goods, both as to quality and color.

If you have not yet seen our complete range of samples write your nearest wholesale house for them at once.

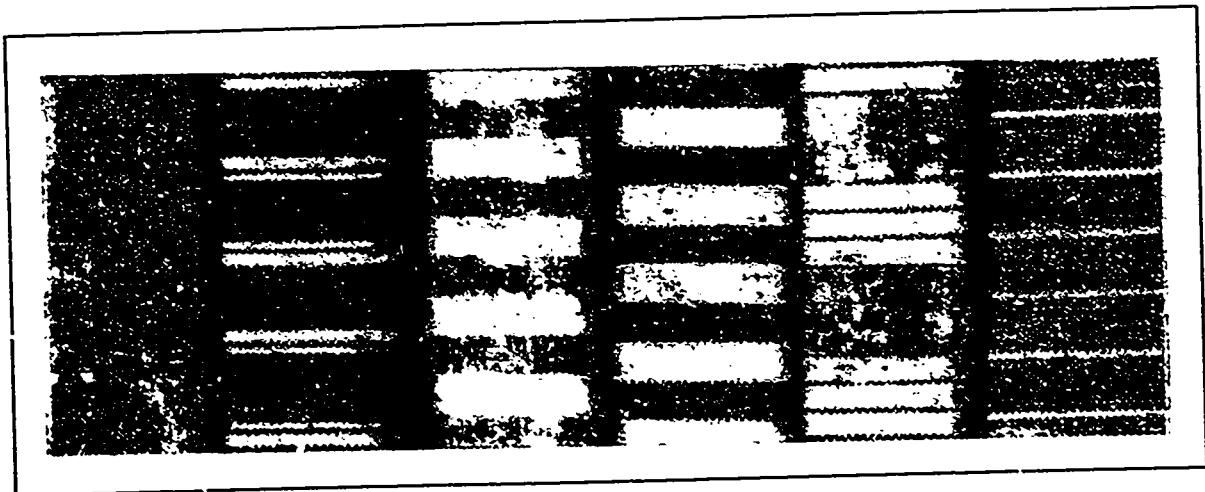
WM. PARKS & SON Ltd.

AGENTS

J. SPROUL SMITH, 14 Wellesley Street West, Toronto
 DAVID KAY, Fraser Building, Montreal
 JOHN HALLAM, 20 Front Street East, Toronto, Special Agent for
 Beam Works for Ontario

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

ST. JOHN, N.B.



We would like to have your
order for our

Knitting Yarns

Like our Blankets they are the very best we
can make and we guarantee them to be

Pure Wool

We can also furnish you with the same quality of

Stocking Legging

put up in rolls to retail by the yard.

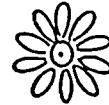
In all these goods we have but one quality.
If you get "EUREKA" you are sure of the BEST.

Samples and prices on application.

EUREKA WOOLEN MFG. CO., Ltd.

EUREKA, N.S.

Japanese Silks . . .



K. ISHIKAWA & CO.

MANUFACTURERS

24 Wellington Street West

TORONTO

Buy

A

Taylor

Safe

Best made

SPECIAL IN

DINNER SETS

Our own I.X.L. Shape
In Brown or Dove Colors

97 PIECES, - \$4.50

(Packing, 25 cents)

Or in crate lots—15 sets in crate—
5 per cent. discount.

Assorted packages in White Granite
Seconds a specialty.

The **CANADA GROCERY IMPORTING CO., Ltd.**

181 to 185 McGill Street

MONTREAL

OUR FALL ANN



WOOLLEN DEPARTMENTS

IMPORTED AND CANADIAN

Embrace everything a tailoring or dry goods house can need or wish for. We think the great reputation these two departments have established is sufficient introduction. Particular points—We are agents for the celebrated Hy. Martin, Sons Co., Salt's Belwarp Serges, Bisley Serges, Crown Beavers, Royal Golf and Carnoustie Mantlings, and the greatest array of Costume Cloths ever offered. We have all the best makes of Worsted Coatings, etc. Our Tailors' Trimmings Department receives the most careful consideration. Black Italian Cloths of all kinds a leading specialty with us. In Canadian Woollens we have aimed at popular prices, and quite a range this coming season will be in 6/4.

COTTONS

Full lines in the following, always on hand: White and Unbleached Cottons, Plain, Fancy and Stripe Flannelettes, Shirtings, Ginghams, Oxfords, Zephyrs, Sheetings, etc., etc., Rugs, Blankets, Covers, etc. Also Special Drive of 15,000 pieces Job Lines, below mill price.

DRESS GOODS

Our leading staple lines for the Fall Trade are: Black and Colored Cashmeres, Plain Meltons, Serges, and Amazon Suitings, Ex. Special Value Cachemire Velours. Our Fancy Dress Department consists of a full range of double width Fancy Tweeds, from 15c. up. Half Mournings, Tartan Checks. The New Fancy Dress Curls. Ask specially for the "Alcazar" Dress Curl, 46 inches, at 65c. A full assortment of Black, Colored, and Fancy Silks. A special line of Velvetens, qualities unsurpassed, in Blacks, from 15c. to \$1.00, Colors 20c., 25c., 37½c., 50c. Full line of Plain and Fancy Dress Muslins.

BLACK DRESS GOODS

An immense range of Black Figured Dress Goods, in all prices. Black Crapes, Crepons, Curls, Diagonals, Serges, Sontanes, Paris Veilings, Biarritz Cloth, Persian Cords and Mohairs.

LINENS

A full assortment of Towels, Damask Napkins, Brown, Bleached and Colored Damask Tablings, Fronting and Lining Linens, Diapers, Butcher Linens, Check Glass Towellings, Scotch and Russia Crashes.

The Gault Bros. Company Ltd. Montreal

ANNOUNCEMENTS

MEN'S FURNISHINGS

A particularly strong department with us, carrying, as we do, a very large range in all its branches. In Underclothing and Hosiery we make a point of having all qualities and sizes in Men's, Women's and Children's. Children's and out sizes, so often neglected, we give special attention to. All the most stylish things in neckwear; an immense range carried, including every novelty in pattern and shape, with special attention paid to excellence of make and finish.

SHIRT FACTORY

This we have started, in connection with Men's Furnishing Department, to enable us to supply goods of the best possible value that we KNOW to be thoroughly reliable in size and make. Too often we have found in the trade lines that appear good value, but which to the wearer are practically useless, owing to small size and poor make. Our aim is to have OUR MAKE a guarantee of value and reliability.

SMALLWARES

In this extensive and interesting department all previous efforts are excelled, and we are showing everything new, attractive and saleable.

A great many Novelties and a number of Specialties, which keen buyers cannot afford to pass, will be found here.

Buttons and Trimmings in all the newest and most popular styles.

A very complete variety of Ribbons, Laces and Veilings, including novelties of the season.

Handkerchiefs and Embroideries are strong specialties with us, and each season comprise every desirable and saleable production.

General Smallwares, Notions, etc., in full assortment, always kept up-to-date. Novelties being added as soon as they appear.

Don't fail to visit this department and inspect the attractive, good selling lines and Positive Novelties that we have to offer.

CARPETS

We are the largest Carpet Jobbers in the country, and make a specialty of handling all Standard Lines and Novelties.

Wiltons, Brussels, Tapestries, Ingrains, Art Squares, Rugs, Mats, Japanese Rugs a Specialty, Floor Oilcloths, Linoleums, Cork Carpet, Inlaid Linoleum, Imported Cocoa Mats and Matting, Lace Curtains and Curtain Piece Goods, Chenille Curtains.

The Gault Bros. Company Ltd. Montreal

WINDOW DRESSING.

NOVELTIES AND ODDITIES IN THE WINDOW.

AN oddity will attract a crowd beyond doubt. To that extent it advertises. But drawing a crowd without drawing any business out of them is poor work. The primary use of a window display is to set forth the excellencies of the goods in the store and help to sell them. Many merchants go to great trouble about eccentric displays. A Toronto druggist lately converted a large plate-glass front into a rivulet. By means of piping along the top of the window a spray from small perforations constantly played on the pane and trickled down in little streams covering the entire glass. It was ingenious, but we question if it brought business. An advertising man who favors eccentric displays writes: "A small alligator always draws a crowd. Guinea pigs, pet rabbits, and the various species of squirrels in flying wheel cages are often met with in show window ornamentation, and sometimes monkeys may be seen in their cute antics, but all these require much care and attention, and for that reason are not so desirable as a large globe of gold fish or an aquarium with a spraying fountain attached." We pin our faith mainly to displays where artistic taste draws buyers to the window, rather than antics which glue the small boy to the outside of the glass.

HARRY HARMAN ON THE ART.

Harry Harman, the well-known Chicago teacher of window dressing, writes to *THE REVIEW*: "In dressing show windows the ultimate object must be to attract the attention not only of the observant passer-by, but of the careless and indifferent as well. The most effective way to dress it, so as to attract the attention, is to have the goods displayed in an artistic and business-like manner. The window is to be an illustrated advertisement, in which are presented samples of the goods offered for sale. Don't crowd your goods; give them plenty of room. Too much in a window confuses the eye. Your glass should be scrupulously clean, as even the best display will not have much effect if viewed through a dust-covered, or rain-streaked window. Have the window frames and the woodwork nicely painted. The front of your store should also be nicely painted and clean. Have the windows partitioned from the rest of the store, so as to exclude dust and insects. Have this partition of glass, if possible, and so arranged that you can easily enter the window. If the partition is of glass, people can easily point out to you goods in the window that they wish to examine, but cannot describe.

"How are windows to be dressed to draw attention of the public to your store? This may be classified into two parts, first to catch the eye of the passer-by, second to retain his attention by having the display so arranged as to interest him. The fact of novel windows will increase sales, advertises the business, and a reputation is established for being progressive, enterprising and strictly up-to-date."

A GLOVE DISPLAY.

R. Stritt, La Crosse, Wis., describes a glove window which he arranged by trimming the background with white cheese cloth, as well as the floor in irregular puffs. From the centre of the background wires were fastened and brought to each side

of the window frame, the distance between the wires being about the length of a glove. Over each side of the wires the gloves were hung, one row being of a light shade, then a dark, and so alternated, and the floor filled in with gloves hung from nickel stands. A show card displayed was worded, "A Glove Harvest Waiting for Reapers."

A NICE WINNIPEG DISPLAY.

Winnipeggers noticed with appreciation the other day a novel and handsome effect in dressing in one of the Hudson Bay store's window. A linen window was dressed and artistically arranged to form an old Roman gateway with large arches on either side. The taste and beauty of the arrangement reflected much credit on Mr. C. Maggs, the designer and window dresser for the H. B. stores.

WHERE MIRRORS ARE AWKWARD.

Mirrors as backgrounds have their faults, although most operators deem themselves in great luck if they are privileged to employ them. Mirrors expose all sides of the model, figure, or whatever happens to be in the display, and so there can be no front and back, or no side which is not intended for the public to see. A very creditable Easter trim was spoiled by a failure of the operator to observe this trait of mirrors. A large and elaborately decorated design hung in the middle of the window, and when looked at from straight in front the trim was not bad, but if viewed from one side the reflection of the back of the design marred the effect seriously.

NOTES.

The illustrations for a window fixture to show dress fabrics draped were taken from *The Dry Goods Chronicle*.

Green goes well with most anything, and vines entwined in some way around the window add a freshness that is pleasing.

In displaying windows it is well to have an idea of perspective. A raised floor, balcony or platform at the rear always looks well, with draperies close together, the front being open and clear.

If there is anything which is entirely out of place it is the displaying of goods for which the season is entirely over. It indicates bad judgment on the part of the merchant or window trimmer, and is in one sense an injury to the store. People will not be drawn to such a store, for the impression given by such a display is that the store is not enterprising and up-to-date.

A neat method of arranging shoes is on a series of steps. These steps may be built diagonally across both of the two back corners of the window, small at the top and broad at the bottom. Cover with cloth to suit.

In decorating a window with puffed cheese cloth, care should be observed that the pins used to hold it in place are so driven in as to be invisible when the work is completed, and that the cloth does not come in contact with the metallic part of an electric lamp.

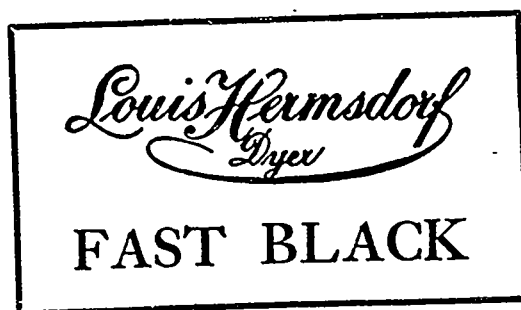
For light colored spring neckwear, a floor cover and background of purple gives an effective contrast; the same result may be attained also by white drapery, but backing each scarf or unit of scarfs with a piece of purple crepe paper, folded in a circular shape.

ONE AS GOOD AS THE OTHER

That may be your way of thinking, but it's not the way by which you can make a success of your hosiery department.

You may do a "one-as-good-as-the-other" style of buying, but the results will not be "one-as-good-as-the-other."

The buyer who thinks that some other brand of black hosiery is as good as



is making a mistake that is bound to cost him loss of trade. There is only one fast black and it always bears the stamp of the dyer as above. It is the standard of fast and unalterable color in knit goods everywhere. Keep up your stock of Hermsdorf-dyed Hosiery and Gloves. It pays.

American Bureau of Louis Hermsdorf

78 and 80 Walker Street

NEW YORK

THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES
OF . . .

- | | |
|------------------------------------|----------------------------------|
| <i>Flexible and Mohair Buttons</i> | <i>Ivory and Buffalo Buttons</i> |
| <i>Strap and Brace Buttons</i> | <i>Vest and Trousers Buckles</i> |
| <i>Livery and Official Buttons</i> | <i>Garter and Anchor Buckles</i> |
| <i>Fancy Metal Buttons</i> | <i>Mantle Hooks and Eyes</i> |
| <i>Anchor Buttons</i> | <i>Trousers Hooks and Eyes</i> |
| <i>Fancy Vest Buttons</i> | <i>Cap Ornaments, Etc.</i> |
| <i>Linen Buttons</i> | |
| <i>Jet Buttons</i> | |

WALKER BROS.

Manufacturers' Agents

Carry full stock of staple lines. Samples supplied to the Wholesale Trade. Montreal

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY:

BRANCHES:

GRENOBLE, FRANCE

Paris, London, New York



GLOVES

A LARGE STOCK ON HAND

Our travelers are now on the road with NEW SAMPLES and SHADE CARDS for Fall

JOHN FISHER SON & Co.

WOOLLENS

And Tailors' Trimmings

442 and 444 St. James St.

MONTREAL

WE ARE enabled to keep our stock in Montreal constantly well assorted with latest novelties in all classes of WOOLLEN and WORSTED cloths, as our house in Huddersfield, Eng., keeps a large stock ready for shipment, from which they supply other markets, especially English, Irish, and Scotch, where they do a large trade with tailors and clothiers, besides having constantly in work various lines especially selected for the Canadian trade.

Often Montreal orders (especially cables) are despatched same day as received in Huddersfield.

All Canadian woollen buyers visiting the English markets would find exceptional advantages in buying and ordering from our Huddersfield House, as, in addition to holding a large stock to select from, we are at all times in complete touch with the makers of every class of woollen and worsted suitings and coatings.

The senior member of our firm has had many years experience there, both as manufacturer and merchant.

John Fisher & Sons

St. George's Square . . .
HUDDERSFIELD, ENG.

Sensible Night Clothing

FOR CHILDREN AND
GROWN FOLKS



Dr. Denton's Sleeping Garments are going to be big sellers this fall wherever they are handled. These sleeping garments are made of soft, warm merino fabrics. The goods are properly shaped and trimmed, and their great advantage lies in the **child being unable to kick them off as with ordinary night clothing.** They are insurance against the children catching colds from draughts and chills, and for this reason at once attract the attention of mothers.

The men's, women's and misses' garments are made of the same materials and are cut in the usual shapes, but have as an extraordinary advantage the foot pocket, which, when used, keeps the feet from coming in contact with cold or damp floors.

You have got scores of customers who will buy the Dr. Denton Sleeping Garments. Why not order samples now for fall delivery?

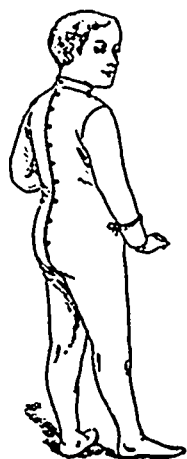
SAMPLES AND PRICES IN CANADA FROM

PRIME & RANKIN.....

TORONTO, ONT.

MANCHESTER, ROBERTSON
& ALLISON.....

ST. JOHN, N. B.



SHOULD EMPLOYEES READ THE BUSINESS PAPER ?

BY NATHAN C. FOWLER, JR.

IN every mercantile reading room are filed the representative trade and commercial papers.

In nearly all business and factory offices are kept the trade papers representing the industries.

Intelligent manufacturers and managers read their trade papers regularly and carefully, and when they are through with them they are handed to the department heads, and from there reach every class of employe, except that of ignorant labor.

The good trade paper is not only a correct mirror of business, but it is a text book and a volume of successful lessons.

Where you see success, there you see trade papers.

The trade paper is a necessity, and is more and more being so recognized, for, faulty as it may be, and there is nothing perfect, it is the best arena for the exchange of thought and for practical illustration of successful making and doing.

The capitalist should read the trade paper, because it tells him how his money is making money.

The active manager should read the trade paper, because it tells him what is going on, and is constantly furnishing him with ideas, or the suggestions which better enable him to produce ideas of his own.

The superintendent should read the trade paper, as he would read any other work of business education.

The workman should read the trade paper, because it broadens the scope of his mind, and lifts him out of mechanical ruts.

The trade paper should be in every office, in every superintendent's room, and in every reading room for workmen.

If there be many employes there should be many copies of the same paper.

Are trade papers read ?

Look at the crumpled pages ; see how they show the effects of handling and rehandling.

If you then doubt that the trade paper is read from beginning to end, put a little item about yourself in the most obscure corner, and count the number of references by mail, and verbally, that come to you concerning it.

Get married, and ask the trade paper to print the marriage notice, or if you have a bouncing boy, let the editor pleasantly speak of it. Then visit your cousins, and the cousins of your cousins, if they are in your trade, and there will be no need of telling them about it.

If all the folks in trade who know you will read these little social items, how much more reason there is to believe that they will read the words which mean more business for them.

Each copy of a daily paper may have but one reader, but every copy of a trade paper has from one to one hundred readers.

You will not have to make your employes read the trade papers : you will not even have to suggest it ; you have simply to give them the opportunity.

I know that most trade papers contain a superabundance of chaff, and that the reader must separate from it the kernels of wheat, but compared with other publications, there is more food to the square inch in the good trade paper than there is to the square foot in any other publication.

Perhaps the editor of the trade paper may not be correct in all that he says.

If he were infallible, he wouldn't be editing a trade paper, for there would be a place for him in some other and better world.

If he be wrong sometimes, or wrongly expresses himself, then the employe can, by using his mind, learn manufacturing affirmatives, by reading the negatives.

The reason that trade paper advertisements are read more than any other class of advertisements is because the trade-paper advertisement contains money-bringing information, and everybody in trade is interested in what everybody else in the same trade has to say to the public, and the trade paper advertisement is the cheapest, easiest and most sensible method for a man who makes and sells anything to tell the man who buys that something, that he has that article for sale.

NEW MATTINGS.

Mr. Mitchell, of the Cobourg Mat and Matting Works, is now showing a magnificent line of jute carpets in Persians, Grecians and Japans. These latter are this season's novelties, and deserve special mention. They are an exact imitation of the Japanese straw matting, the designs and effects being so closely copied that it would be difficult to distinguish them from the straw article without handling them. Being much more durable than the Japanese matting, they have a decided advantage over it, and as the price is no higher than for good quality Japan, they are sure to be in demand. Many neat and striking designs are shown, and the goods are now in the hands of the wholesalers throughout Canada.

A HINT.

Dress shields are being overlooked or neglected by many retail merchants. With such exceptional values as are now procurable, and the readiness with which these goods are always purchased—when properly displayed—salesmen should give them the prominence they merit. You can get all grades and sizes of standard dress shields from Brophy, Cairns & Co.


A GOOD WEARING SERGE.

Supplying the demand from the lumbering districts up the Ottawa and in different parts of the provinces of Quebec, Ontario and New Brunswick, is no inconsiderable item of a dry goods merchant's business. McDougall, Barrett & Co. have been having a great success with their "Roughedy" serge in this connection. Retail dealers who sell largely to the lumbermen say that the goods in question just suit their wants. The serge is an Irish one, and everyone knows the life of a serge from the green isle is a long one. Its dye throughout is reliable and it has a good weight—all properties which make it exceptionally good value.

FANCY KNITTED GOODS.

W. R. Brock & Co. have for some years had the reputation for carrying a most attractive range of knitted wool goods. The coming fall season is no exception, and the latest novelties and newest goods of the British, German and Canadian market are to be seen in Brock's range, which comprises infantees, bootees, mitts, polka jackets, hoods, caps, tam o'shanter, mufflers, shawls, gaiters and all descriptions of knitted goods.

ASK FOR
CROMPTON'S
SUPERIOR
CORSETS
AND
HYGEIAN
WAISTS
FOR SALE BY ALL LEADING MERCHANTS



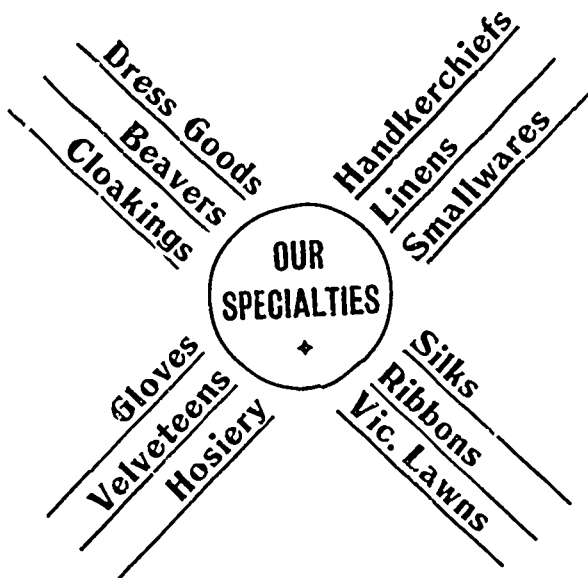
Agents for Quebec.

♦♦
**See Special
Cycling Corsets**

Letter Orders receive our special attention.

1896 .. FALL .. 1896
Lonsdale, Reid & Co.
18 and 20 St. Helen St.,
Montreal

We have many New and Striking Novelties for this season.



Bicycle Sweaters
Boating Jerseys
Tennis Sweaters
Golf Jerseys

These are the latest Novelties in the market.

Some Special Drives in Summer Goods to clear, suitable for Bargain Days.

WOOL TAMS Hand Made.

NO. 90 AT \$4.50 DOZ. ALL COLORS.



NO. 90.

FOR BICYCLE,
BOATING, Etc.

Also

Fancy Spotted	at	\$5.00
Fancy Striped	at	5.00
Plain Round	at	4.00
Plain "	at	4.25
Plain "	at	4.50

WRITE FOR
SAMPLE
BOXES.....



NO. 93.

NO. 93

**BICYCLE
HAT...**

ALL
COLORS
AT
\$6.50.

Boulter & Stewart Manufacturers 30 Wellington East **Toronto**

Our Specialties

.. FALL, 1896 ..

Dress Goods

Here we shall offer the Best Value in the Trade in all plain fabrics, such as British and French Serges, Lustres, Alpacos, Sicilians, etc.

We shall offer an immense range of Black Figures, Granites, Armures, Brocatelles, Cheviots. Every piece of our Black Dress Goods warranted so fast as to stand acid without changing color; therefore, must be satisfactory in case of lemon or fruit juices dropping on the goods.

The range of Fancy Dress Goods will be the largest and best we have ever offered.

Silks . . .

Blacks, Colors, Fancies, Swiss, French and Japanese.

Velvets and Velveteens, Plushes, Sealettes, Cloakings.

Hosiery, Gloves—In standard makes, every quality, every size.

Underwear—Complete assortment, all qualities and sizes.

Ribbons—Standard makes, Black and Colors, all widths.

The **SMALLWARE AND FANCY DEPARTMENT** kept fully assorted all the year round. Your orders will be valued and well executed.

CALDECOTT, BURTON & SPENCE, Toronto

FALL, 1896

The accompanying cuts represent three of the leading styles of

American Hats . . .

FOR THE
EARLY FALL TRADE

We have placed large orders for same, and will be prepared to fill all orders intrusted to us with care and despatch.

A. A. ALLAN & CO.

51 Bay Street

Wholesale Importers and
Manufacturers of
HATS, CAPS, FURS, etc., etc.

... Toronto



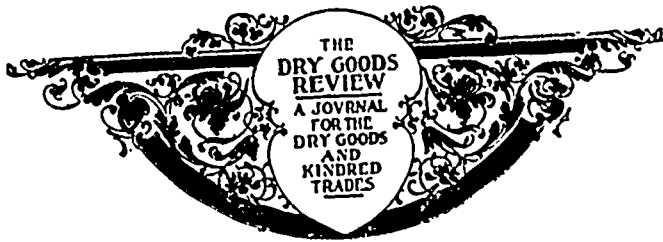
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No. 11825



The MacLean Publishing Co., Ltd.

TRADE NEWSPAPER PUBLISHERS,
AND
FINE MAGAZINE PRINTERS.

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MONTREAL, - - - - -
LONDON, ENG., - - - - -
HUGH C. MACLEAN, Sec.-Treas.
26 Front St. West.
Board of Trade Building.
Telephone 1255
Canadian Government Offices,
R. Hargreaves, Representative.

Subscription, \$2.00. Published the First of each Month.

The next number of THE DRY GOODS REVIEW will be published on Saturday, August 1st.

OUR SPECIAL NUMBER.

THE present issue of THE REVIEW is sent out to its friends and patrons throughout Canada with a feeling which, we hope, is pardonable pride.

An effort has been made to surpass previous special issues, because the motto of the publishers is Onward. Expense, time and trouble have not been spared. The aim has been to produce a creditable number, satisfactory alike to the reader and the advertiser. The success of a trade paper is partly due to keeping in touch with its advertisers, suggesting ideas and helping them to make the best presentation of their case both in their own interest and the readers' also. We have tried to do this. It costs money, and the field for an enterprise like this has its limits in Canada. In fact, the question has been asked of the publishers: How is it possible to get out a good paper at the price?

The answer is simple. The secret of THE REVIEW'S success lies in the constant aim to keep up to date and have everything of the best. A poorly-printed, slovenly-made-up paper is not read. Therefore it would be of no value to the advertiser. A bright, tasteful, interesting paper has readers. Its advertisements are read, and their cost is repaid many times over to those who insert them. The paper prospers because its constituency is well served. One helps the other, and both gain. We have studied our business, and attend to it.

In this way THE REVIEW has secured the friendship of the entire dry goods trade of Canada, and seeks to deserve a continuance of this state of things. Thanks are due to many read-

ers for their kind words of encouragement and appreciation which THE REVIEW is continually receiving. These assurances will not make us vain; only increase the desire to continue along progressive lines. It is surely not excessive conceit to claim that THE DRY GOODS REVIEW is a credit to Canada and the trade it represents. Hints and suggestions are always gladly received, because advice from intelligent merchants is valuable to a paper at all times.

THE IMPORT TRADE THIS YEAR.

The imports of dry goods into Canada for the first five months of 1896, January to May, inclusive, show no particular signs of over-importation in those lines, as compared with the same period last year.

The value of the principal articles affecting the dry goods trade imported up to June 1st this year is given in the Customs' returns at \$9,441,835, compared with \$9,042,312 up to June 1st last year. This is only an increase of \$400,000. The returns only give the values. As prices in some lines are higher it is quite possible that when quantities are given later on we shall be found to have imported about the same as before.

For the month of May, 1896, the imports are about \$150,000 less than in May, 1895, as the details show:

IMPORTS OF DRY GOODS FOR MAY.

	May, 1895.	May, 1896.
Carpets, brussels and tapestry.....	\$ 40,561	\$ 40,248
Cottons, not dyed.....	54,999	21,887
Cottons, dyed.....	166,861	168,727
Cotton clothing.....	40,917	37,067
Cotton threads, yarns, warps, etc.....	20,342	21,511
Cotton thread on the spool.....	31,315	18,699
Cotton manufactures, other.....	48,069	37,939
Bracelets, braids and fringes.....	38,760	32,705
Laces, collars, netings.....	25,577	30,397
Other fancy goods.....	21,541	20,030
Fur manufactures.....	56,088	60,693
Hats, beaver, silk and felt.....	29,495	22,430
Hats, other.....	41,975	37,714
Silk manufactures.....	153,997	68,340
Woolen clothing.....	25,344	26,849
Woolen cloths, worsteds, coatings, etc.	109,805	101,575
Woolen dress goods.....	118,730	117,922
Woolen knitted goods.....	20,425	24,440
Woolen shawls.....	5,228	3,181
Woolen yarns.....	10,318	12,380
Woolen manufactures, other.....	24,277	24,657
	\$1,084,724	\$927,391

This indicates quiet trade at the wind-up of the sorting season, and has little reference to fall stuff which does not come in any quantity until after the 1st of June. In fact, moderate importing and low stocks in May, is not a bad condition in which to face fall trade, which we hope will be excellent this year; not very expensive necessarily, but on a sound, healthy basis.

EMPLOYEES IN BUSINESS HOUSES.

IN another column will be found an item about a prominent business house, in which it is mentioned that the two partners taken in during the last few years were previously employes of the firm. Such a course of action towards deserving employes is much to be commended, and is in line with what THE REVIEW has several times advocated. If business houses uniformly treated their employes in such a way that each one, down to the office boy, felt that he was under his employer's eye, and would be rewarded for faithful and intelligent service, they would find that their trouble would be amply repaid in the amount and quality of the work rendered them.

One great fault with clerks, salesmen and others in business houses is that they take no interest in their employers' work, and make no attempt to advance their employers' interests unless paid specially for it. If a clerk could look forward to a partnership as the reward of long and faithful service, he would take an interest in the business and would do much more efficient work than otherwise.

Many of our modern clerks are mere machines, and, like machines, do only what they are compelled to do, being perfectly inanimate so far as the business interests of their employers are concerned. Such a state of affairs would not exist if advancement were universally recognized as the reward of merit, and many a house would be saved from dying of "dry rot," as it may be called, by letting the employes feel that they too have an interest in the business.

One of the most beneficial effects of such a course of action would be in doing away with the present unwholesome amount of competition, as young men would not be so eager to start in business, and, having once started, to cut prices to make a living, but would prefer to remain with their old employer in expectation of advancement.

That many business houses do reward their employes by making them partners or by other promotions with their firm is to be noted with satisfaction. But it is also to be considered that it is not so general that the employe feels himself affected by it, and until it becomes a generally recognized principle that an intelligent and faithful servant may look forward to some such reward the average employe will continue to do no more than he is compelled to do to make sure of his pay.

With few, if any, exceptions, the best of the old-established houses in Canada to day are those in which sons or employes have grown up with the business, and are now practically directing its affairs, with the senior partners acting as advisers when important questions are being considered.

THE USE OF ARCHES.

An arrangement for showing shirt waists, gloves, laces, ribbons, handkerchiefs, straw hats, millinery, wash goods and other merchandise in a very advantageous and attractive manner, is by means of four arches. The first one, says The Dry Goods Reporter, should be about one foot and a half from the glass, and in a six-foot window should have an altitude of nine feet. The second should be seven and one-half feet in height and enough narrower so that the goods fixed upon it will not be hid from view by the front arch. The dimensions of the third and fourth should be proportionally lessened. They are covered with a cheese cloth and the floor is also covered with the same material. The goods are fastened upon them and also displayed

in the centre on a model, dress frame or other device. In displaying millinery, artificial flowers are put on the arches and hats and bonnets on stands in the foreground. Wash goods can be wrapped about the arch, a different color covering each. The arches are easily constructed. Two inches is a sufficient width. They can be sawed out of a board, or common barrel hoops can be used.

THE M'KENDRY FAILURE.

THIS was due, doubtless, to selling goods at insufficiently profitable figures. The competition in the dry goods trade on Yonge street, Toronto, is severe. There are the immense stores of Robert Simpson, the T. Eaton Co., the John Eaton Co., and J. Sutcliffe & Sons—all within a few yards of one another. The bids for trade are keen, and it requires the greatest ability to keep up with the race at a time when business is not very brisk. These houses do a cash business, but, of course, cash cannot save any merchant long who does not get an adequate profit on the goods. That is essential; and THE REVIEW reiterates what has often been said before, that the merchant should look carefully to his profits. If he wants to figure down close so as to increase the turn-over, let him first know to within a few dollars what his expenses are. Then he can cut profits with some safety. Otherwise he is going it blind, and shipwreck is sure to come.

MERCHANTS IN PARLIAMENT.

That T. E. Kenny, of Halifax, is not a member of the new Parliament is to be regretted. He is a successful wholesale dry goods merchant and made a good representative in a House where we have too few business men of this stamp. He has been replaced by a lawyer.

H. F. Macdougall, who has been re-elected in Cape Breton, N. S., to the House of Commons is a successful dry goods and general merchant at Grand Narrows.

To both sides of the House, we observe with satisfaction, some practical business men have been elected. Among the Liberals are Messrs. Wood and McPherson, of Hamilton; Mr. Hutchison, of Ottawa, Mr. Edwards, of Russell; Mr. Frost, of North Leeds and Grenville, and Mr. Frankland, of East York. Among the Conservatives may be mentioned: Mr. Osler, of Toronto; Mr. Henry, of Brantford; Mr. Rosamond, of Almonte; Mr. Maclaren, of North Perth, Mr. Seagram, of Waterloo, and Mr. Kloefer, of South Wellington. These gentlemen, no doubt, are party men, and have their political predilections distinctly marked. That is natural and necessary. But they, and others whom we have not mentioned, are also good business men. They will be able to take an intelligent interest in commercial questions that come before Parliament, and not let the professional politicians run the whole show.

WHAT WE WANT FROM PARLIAMENT.

An honest, business-like Government occupied with public affairs more than party wire-pulling.

A good man at the head of the Customs Department and fair treatment of importers. They are not thieves.

An insolvency law.

Less humbug.

Rigid integrity in awarding public contracts.

Several other things; but these will do in the meantime.

CANADIAN TWEEDS FASHIONABLE IN NEW YORK.

R. C. WILKINS, manufacturer of shirts, Montreal, who was in New York recently, visited a number of fashionable tailoring establishments, and was delighted to find that in a great many of them they were displaying Canadian tweeds. There is a great and increasing demand for them. Large quantities of Halifax tweeds are going for bicycle costumes. The merchant tailors themselves did not know where they were made, but they all expressed themselves as very much pleased with the quality, and with the appearance of the goods made up.

This is another proof of what THE REVIEW has time and again pointed out. We can make as fine tweeds in Canada as are made anywhere in the world, but there are many dealers who seem to think that anything Canadian is inferior. They will tell a customer—and are proud of it too—that they do not handle Canadian goods. When the best New York tailors fill their windows with our tweeds and talk of them in the highest terms, is it not time we ourselves took pride in pushing them?

This news from New York is all the more gratifying because New York tailors are the most particular in the world. The New York gentleman is the best dressed man of the day, and is very hard to please. We get our fashions from there, and when some of the more wealthy Canadians want a suit especially well-made, and do not mind the cost, they go to one of the fashionable tailors in New York.

ON THE WHOLE, GOOD.

The adoption of a gold platform by the Republican party in the United States is as significant a business hint, as the choice of a high protection candidate in Mr. McKinley. The increase of the American tariff would be no benefit to Canada, but it would not have the same evil effect on our trade as in 1890, because since then we have found another market for our displaced products in Britain. The adherence to sound currency will benefit both the States and Canada. It will improve trade there, and indirectly here. We are a part of this continent, and are affected by its general trade conditions. THE REVIEW, therefore, believes that if the American people elect a gold standard President the outlook will be distinctly favorable.

FLANNEL AND LINEN WAISTS.

English women are wearing for outdoor pastimes comfortable blouses of light-weight plain or striped flannel with removable linen accessories. These are a turnover collar, ditto cuffs, belt fastening with a gilt button and strip for the centre of the blouse. There are stud holes worked in the strip and blouse beneath so as to hold it firm.

The blouse has only side and shoulder seams, with a few gathers at the neck and the fulness shirred at the waistline, back and front. Large bishop sleeves gathered or plaited into the armholes. Of 27-inch flannel $4\frac{1}{2}$ yards will be necessary.

LOOK FOR ACTIVITY IN WOOLENS.

The almost unanimous nomination of Major McKinley is generally taken in the United States to mean the adoption of an extreme protectionist tariff. The woolen men are looking for a much higher tariff, and private advices from New York say that as soon as it is definitely settled that the Republicans will be successful, importers will bring in all the British and Canadian

woolens they can buy. This would mean a boom in these goods during the coming season followed by a dull trade here and in Great Britain.

USING SASH RIBBON.

SEVERAL retailers have lately been selling off sash ribbon in widths of 8 to 10 inches, says The Dry Goods Economist, in stripes, plaided and flowered designs, and gave customers an idea how to use them.

Probably the idea first originated in the head of some bright woman having a lot of wide ribbon in her department, and there is no call for these sash goods for their legitimate use.

No matter how loud or "off" the colors may seem they can be used for sofa pillows, and who can have too many pillows in these days?

From two to four stripes will form the cushion, depending upon the size, and they may be of the same or different patterns. They are invisibly joined or lapped and caught with feather stitching. Others have a row of narrow lace applique or gold cord over the joining.

The edge is finished with a thick silk cord, a frill of lace, a double ruffle of silk, a gathered frill of ribbon or a ruffle of lace over one of ribbon or Japanese silk.

The silk will last longer if the cotton pillow is covered with silesia before the ribbon is applied, and this also curtails the particles of down from sifting through.

No matter how striking the colors may be, the ribbon will sell for this purpose if the public know of it.

One house in this city has two sofa pillows made up and suspended over the counter where such ribbons are for sale, showing exactly how they are put together and how they will appear.

They are so pretty that customers are at once attracted, and often buy sufficient ribbon before leaving for a cushion.

VEILS FOR SUMMER WEAR.

A veil protects the face from dust, gives a stylish finish to the headgear, and improves the looks of the wearer if the right kind is worn. A dotted veil is usually more becoming than a plain one, but the dots should be far apart so as not to come within the line of the eyes. Black veils are the first choice, then black with white figures and border. A bordered veil must be worn with the border below the chin. A double-width veil, having loose, easy folds under the chin, is the most becoming to a slender face. Black veils are worn with any color of hat, but brown and blue ones only look well with hat or trimming of the same color. Gray is worn with any hat, and gray chiffon veiling is very stylish this season for traveling wear. Cream-white veils are becoming to young and fresh faces even up to middle life, but clear white nets are trying to any woman over twenty-five. Veils are not properly worn to evening entertainments.

NEAT CANADIAN TWEEDS.

The Eureka Mfg. Co., which is well-known on account of its blankets, does not confine its attention to this line only. The summer homespuns, which they put on the market a few weeks ago, show some very effective designs, and compare favorably with output from other noted manufactories. They are neater and quieter in appearance; some of the samples when made up look more like the fine west of England than our rough, but ever popular, Halifax tweeds.

ANOTHER HEAVY TORONTO FAILURE.

THE store of McKendry & Co., Yonge street, Toronto, near Eaton's, was destroyed by fire June 8, and a few days afterwards the firm took the advice of their solicitor and assigned to Mr. John Macdonald, senior partner of the firm of John Macdonald & Co. A meeting of creditors was held June 22, and the following statement approximately represents the position of McKendry & Co.:

ASSETS.		
Salvage on stock	\$12,300 00
Insurance on stock and fixtures	\$112,000 00
Less advance	18,000 00
		121,000 00
Book debts	1,000 00
Stable, waggons, horses, etc.	500 00
Cases in store	3,800 07
Cases in hand	\$13,677 64
Less advances	2,430 47
		4,047 17
Equity in real estate	8,835 70
		\$154,732 94
LIABILITIES.		
Canadian liabilities	\$191,073 66
Foreign liabilities	21,640 09
American liabilities	4,121 06
Rent	1,211 06
Insurance	130 03
Wages	260 75
		\$218,437 22
Nominal deficiency	\$63,704 28

The principal creditors are:

CANADIAN CREDITORS.

Alexander & Anderson, Toronto.....	\$ 1,065 84
Allan Manufacturing Co., Toronto.....	1,985 65
Bradshaw, Son & Co., Toronto.....	623 98
Caverhill & Kisson, Montreal.....	962 95
Caldecott, Burton & Spence, Toronto.....	15,937 15
E. R. C. Clarkson, for Samson, Kennedy & Co.	973 11
Dominion Corset Co., Quebec.....	1,221 46
Dominion Straw Goods Co., Montreal.....	514 49
Dodds Medicine Co., Toronto.....	1,052 15
Dingman & Co., Toronto.....	2,659 94
Davidson & Hay, Toronto.....	1,043 59
Flett, Lowndes & Co., Toronto.....	660 48
H. H. Fudger, Toronto.....	523 53
Fitzgibbon, Schafheitlin & Co., Montreal.....	727 83
H. Gault, Toronto.....	1,554 65
Gault Bros. & Co., Montreal.....	4,908 66
S. Greenshields, Son & Co., Montreal.....	595 05
G. Goulding & Sons, Toronto.....	12,942 03
H. Goulding, Toronto.....	46,615 05
W. W. Hawkin, Toronto.....	2,085 00
J. M. Hamilton, Toronto.....	604 00
J. B. Henderson & Co., Toronto.....	2,235 35
Hunter, Rose & Co., Toronto.....	822 00
Heckt & Co., Montreal.....	838 02
J. D. Ivey & Co., Toronto.....	10,500 00
C. H. Ivey, London.....	1,000 00
John Macdonald & Co., Toronto.....	7,660 61
Mail Printing Co., Toronto.....	692 82
Thomas May & Co., Montreal.....	4,328 83
Molsons Bank.....	17,000 00
McIntyre, Son & Co., Montreal.....	2,950 68
D. McCall & Co., Toronto.....	3,364 65
S. F. McKinnon & Co., Toronto.....	6,407 50
E. Pewny & Co., Montreal.....	1,052 96
Reid, Taylor & Bayne, Toronto.....	1,866 33

J. Ritchie, Quebec.....	665 10
Suckling & Co., Toronto.....	1,978 11
Wyld, Grasett & Darling, Toronto.....	3,311 49
H. H. Wolfe & Co., Montreal.....	6,893 91
Mrs. Shaver, Toronto.....	4,000 00

Besides a large number of other creditors for small amounts.

BRITISH AND FOREIGN CREDITORS.

Bradbury, Greatorex & Co., London.....	\$ 1,412 00
Creswell Bros. & Shuntz, London.....	801 46
Herfurth Gebruder, Chemnitz.....	1,071 60
Higgins, Eagle & Co., London.....	1,216 63
Hitchcock, Williams & Co., London.....	570 43
Forbes Milligan, Bradford.....	2,653 59
Mills & Gibb, Nottingham.....	2,077 72
H. W. Osborne, Nottingham.....	854 59
Rylands & Sons, London.....	2,160 00
Richardson, Son & Owden, London.....	544 20
Tosh & Ashton, London.....	520 78
Willis, Nelson & Co., Glasgow.....	2,194 65
Wilson, Matheson & Co., Glasgow.....	591 71

Besides a number of others.

AMERICAN CREDITORS.

Adams, Meldrum & Anderson, Buffalo.....	\$ 608 89
H. B. Claflin & Co., New York.....	1,401 00
A. D. Puffer & Sons, Boston.....	500 00
The preferred claims amount to.....	1,601 81

Mr. Stapleton Caldecott took the chair, and Mr. McKendry made a statement. He said he had always possessed the confidence of his business friends and the public during his thirteen years in the trade, and always paid a hundred cents on the dollar. Everything he had he wanted to go to the creditors. He offered 55 cents on the dollar, 50 cents cash and 5 cents in cash at six and twelve months unsecured.

A discussion took place on two subjects connected with the failure. One was an advance of \$25,000 made by some of the creditors since the fire on the security of the insurance policies. This was done at Mr. McKendry's request to enable him to pay some pressing claims and debts of honor. These creditors were not aware at the time that Mr. Henry Goulding had a claim against the estate of \$46,000, but understood the firm was solvent. Mr. McKendry stated, in regard to this, that Mr. Goulding, who was a personal friend, had advanced the money to enable the business to be enlarged, had asked that the loan be kept private, and to have it classed as Mr. McKendry's own money.

The opinion was expressed that the Goulding claim could not legally be pressed as against creditors' claims. Mr. Macdonald continues as assignee, and the following inspectors were appointed: Messrs. A. F. Lobb, James Roger, Charles Marriott, S. Caldecott, D. A. Ferguson and James Watkins. These gentlemen have power to wind up the estate as speedily as possible.

A FLEET RUNNER.

George Stephen, of Brophy, Cains & Co., won the half-mile flat race in the Toronto Athletic Club's spring championship races and at the same time beat all previous Canadian records, excepting the one made last year. Mr. Stephen did the half mile in 1.59. He is in Brophy, Cains & Co.'s smallwares department. This makes the 21st medal and 5th cup he has won in racing.

30,000 Pieces Of Prints



WE have bought the entire stock of the Magog Mills, consisting of 30,000 pieces of prints. This is the largest order ever given in Canada for prints. We will sell these goods to the trade in case lots at less than manufacturers' prices.

Wire or write for samples and prices.

S. GREENSHIELDS, SON & CO.

Montreal, and Victoria, B.C.



At Less than Manufacturers' Prices



WILLIAM AGNEW & Co.

305 AND 305A ST. JAMES STREET

MONTREAL

Importers of . . .

High-Class
Dress Goods,
Silks and
Henriettas

◆ ◆ ◆
Silk and Wool Mixtures
Broches
Epingalines
Glengariff Tweeds
Armagh Tweeds
Bun-Beg Tweeds
Cheviot Serges
Boucle Cloth
Tartan Plaids
◆ ◆ ◆

. . . SPECIAL VALUES IN . . .

Peau de Soie, Satin Merveilleux and Satin Duchesse.



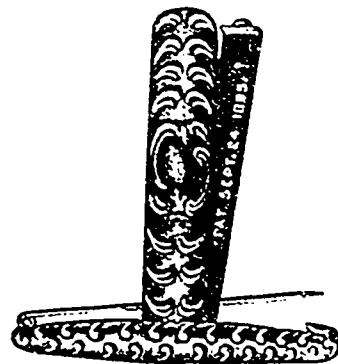
“Mary, Mary, quite contrary;
Why don't your skirt-band show?”
“It's out of sight; my skirt hangs right;
I wear *Holdfast* belts, you know.”

OUR NEW
IMPROVED

Holdfast

FOR SILK OR
LEATHER BELTS

will now be an all-year-round article.
It is the only attachment which ab-
solutely keeps Skirt and Belt in pro-
per position. Three sizes—1 1/2, 2, 2 1/2 inches. Retails at popular price. Silver-plated, gilt and
black. For prices, etc., address our Canadian office. Show cards and electros gratis.



MANHATTAN NOVELTY CO.

10 and 12 Front St. West, TORONTO

“The Holdfast People.”



DRY GOODS



WOOLLENS



HABERDASHERY AND FANCY GOODS

THERE IS ALWAYS ROOM AT THE TOP
TRADE WITH US
AND YOU WILL GET THERE

DRESS GOODS, SILKS AND RIBBONS

NEW
FALL
GOODS
BY
EVERY
STEAMER

NEW
ENG. AND CAN.
FLANNELETTES—
FANCY AND TWEED EFFECTS
WRAPPERETTES AND FANCY SKIRTINGS
NUBIAN
FAST BLACK LININGS
COTTONADES, SHIRTINGS AND STAPLE GOODS
BLANKETS—COTTON 10 1/4 & 11 1/4 WOOL—ALL WEIGHTS
ALL WIDTHS AND PRICES IN FLANNELS
SHIRTS AND DRAWERS—FULL RANGE ALL WEIGHTS
NEW FRIEZE AND GOLF CLOTHS CURLS AND SEALETTES
CANADIAN TWEEDS FROM THE BEST MILLS
NEW DRESS GOODS COSTUME TWEEDS,
BOUCLE TWEEDS,
BOUCLE PLAIDS,
TWO TONE BOUCLES,
BLOUSE TARTANS, 32IN. CAPE VELVETS
HEAVY CREPONS, VELVETEENS AND SILK VELVETS
SATIN VIGOREAUX.
CARPETS—WOOL, UNION, HEMP, TAPESTRY, BRUSSELS AND WILTON
OILCLOTH, LINOLEUM AND CORK CARPET
SWISS AND NOTTINGHAM LACE,
BRUSSELS NET, AND IRISH POINT
CURTAINS
ALL
NEW



FLANNELETTES AND COTTONS



LINENS AND TAILORS' TRIMMINGS



HEATHER
MIXTURES
AND
SERGES
FOR
BICYCLE
SUITS.
BICYCLE
SWEATERS
AND
HOSE.

McMASTER & CO.

WHOLESALE DRY GOODS

12 FRONT STREET WEST

TORONTO



CARPETS



CURTAINS



BREVITIES OF THE TRADE.

THE exceptionally strong lines of lace curtains, curtain and sash nets, including all grades of Swiss makes, now being offered by the Gault Bros. Co., Ltd., should not be overlooked by close and tasteful buyers.

In parasols Caldecott, Burton & Spence offer a number of clearing lines at very low quotations.

Brophy, Cains & Co. say their featherweight kid covered hair curlers will sell well at all seasons.

The Berlin Suspender and Button Co. have a large quantity of first-class black ivory dress buttons in 18 and 20 line, for sale at half price in 10 or 20 gross lots.

The Gault Bros. Co., Ltd., have now in stock a grand range of the newest styles of black and colored beaded trimmings at popular prices, and are having immense sales on these lines.

W. R. Brock & Co. are showing a large range of men's and boys' sweaters, all sizes, colors and prices; also cardigan jackets in extra good value. Their "Jumbo" this year weighs fully 32 oz.

James Johnston & Co. are showing some job lines in gents' neckwear: bows, lights and darks, \$1.25 per doz., knots and derbys at \$1.10. These are very cheap and will soon be cleared out.

Among the many novelties in flannelettes shown by Brophy, Cains & Co. for the incoming season will be imitation of real Welsh flannel, non-shrinkable and printed velours for under-clothing and wrapperettes.

Caldecott, Burton & Spence have had such success with the blouses which they specially got up for the better trade that

they have continued the manufacture of them, and can now supply any size from 30-in. to 40-in. busts in a great variety of styles.

The sales of Eureka blankets in Canada to May 31 were 50 per cent. ahead of last year.

McMaster & Co. announce fresh arrivals in tapestry, brussels, wool and union carpets, also floor oils and linoleums, and a complete range of Swiss, Irish point and Brussels net curtains. Swiss and Madras curtain muslins in great variety are shown.

Brophy, Cains & Co. have "the latest" in belts, white kid, dresden in gold and silver, sequins, black, black and silver, green and silver, cashmere, also plain gold, silver, and ombre gold and silver. These are all in the proper widths, to retail at 25 to 50c. each.

Walter J. Vogt, who succeeded to his father's old established business as manufacturer of cords, braids and trimmings, and novelties for the dry goods trade, in Brooklyn, will shortly move into a larger building. It will occupy 61 by 100 feet, and, fitted up with the most modern appliances, they will have the finest factory of its kind. Mr. Vogt, Sr., has joined the business again. They have always had the best reputation for styles and quality and lowest prices on these goods.

GETTING IN FALL GOODS.

Several of the Montreal houses who devote all their attention to dress goods and ladies' cloths generally are busy getting in their supplies of fall and winter goods. Wm. Agnew & Co., St. James street, are one of these, and their travelers are now all out with a full range of samples.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

... TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

"BEEN MAKING HOMESPUNS 29 YEARS"

FOR . . .
Golf
Bicycle
Sporting
and -
Business
Suits

**Oxford . .
Homespuns**

are the

NOBBIEST THINGS OUT

Wholesalers have them.
Have you seen them?

TRADE MARK—"Tape woven across the ends of every web."

Made only by

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

Reliance Hose

SEASONABLE GOODS

Boys' Fast Black Ribs.

Gents' Fast Black Cotton Half Hose, retail at 10 cents per pair.

Bicycle Hose—Best in the Market.

Letter Orders promptly attended to.

THE WILLIAMS, HURLBURT CO.

of COLLINGWOOD, Limited.

ALL CLEARING LINES.

H. J. CAULFEILD & CO. announce the following clearing lines: Cashmere and pique summer vests at manufacturer's cost; regatta and soft negligee shirts, silk stripes and collars attached, for outing wear, and Windsor and washing ties to wear with these; a line of summer underwear, the overmake of a large mill, at less than regular prices; cotton hose, Hermsdorf black, and tan; the balance of summer ties and bows which are being cleared out for fall goods, that will be in by the middle of the month. There is a large demand for white duck and satar cord coats, vests and pants. The house claims for the sataras the best value in the market at \$1. New shipment of the firm's celebrated \$7.50 Champion black cashmere half-hose, claimed to be the best 25c. seller. Messrs. Caulfeild's travellers are now out with fall samples. Letter orders receive prompt attention.

FLANNELETTES AND WRAPPERETTES.

Messrs. McMaster & Co. have now opened out a very complete line of English printed flannelettes and wrapperettes of excellent designs. These goods are splendid value and much in demand. They are also showing a complete range of Canadian flannelettes and shaker flannels in all the latest designs and shades.

BARGAINS IN HOSIERY.

Gilmour, Scholfield & Co., Montreal, Canadian agents for George Brettle & Co., the London hosiery manufacturers, are now showing samples of fall hosiery. This is one of the very few firms that has not advanced prices in sympathy with the

rise in wool. Brettle & Co. had a stock contracted for before the market went up.

Gilmour, Scholfield & Co. are showing a line of woolen hose, a job lot they bought at \$3.75, the regular price being \$4.25. Buyers should drop a line for a sample pair before they are all gone.

BARGAINS IN SUMMER SILKS.

"You may mention to your readers," said Lonsdale, Reid & Co., Montreal, to THE REVIEW, "that we have some cheap things in summer silks. We want to clear out the entire line. We have a special lot of peau de soie silk to retail at 75c."

MUST BE CLEARED OUT.

Lonsdale, Reid & Co. have a complete stock of cotton, lisle thread and spun silk hose. These goods are all Hermsdorf's dyes, and non-cracking. They must be cleared out to make room for fall importations.

"Now, Johnny, do you understand thoroughly why I am going to whip you?" "Yes'm. You're in a bad humor this mornin' and you've got to lick someone before you'll feel satisfied."

"I know," Mr. Meekton remarked to an intimate friend, "that some people say Mrs. Meekton wears the—er—the pantalons, you know, but it isn't true." "I'm glad to hear it." "Do you know," Mr. Meekton went on, with a faraway look in his eyes, "I kind of wish she would wear 'em once in a while! Then, maybe, I'd get the suspender buttons sewed on oftener."



F. F. & C. B. Kelly are now ready for Fall trade, and travellers are on their respective routes, showing samples of the most complete range in their line in Canada.

Buttons Buttons

FOR THE MILLION

Every dress properly made will be virtually covered with Buttons. Novelties in this line, including a magnificent range of Pearls from one of the largest manufacturers in the world, which we control for the Canadian market. Up-to-date goods and novelties always in stock. Early delivery promised.

F. F. & C. B. KELLY

8 St. Helen St., MONTREAL

\$4.50 net

We have just received a shipment of full 4-button length Austrian

KID GLOVES

in blacks and assorted colors, for immediate delivery, at the above price.

Write at once for sample package

EMIL PEWNY & CO.

Sun Life Building, Montreal

RYLANDS & SONS

LIMITED

MANCHESTER and LONDON

Merchants, Manufacturers

Bleachers and Dyers . *

WORKS....

MANCHESTER CHORLEY
LONDON BOLTON
GORTON HEAPRY
WIGAN CREWE
and SWINTON

EMPLOYES - - - - 12,000
CAPITAL - - - - \$14,700,000

DEPARTMENTS

Hosiery and Underwear	Dacca Calicoes <small>Grey and White.</small>	French Dress Goods
Velveteens	Oxfords and Harvards	Bradford Dress Goods
Ties and Umbrellas	Flannelettes	Fancy Dress Goods
Braces	Prints and Cretonnes	Silks, Ribbons
Buttons and Braids	Table Linens and	Selesias
Shirts, Gloves	Towels . . .	Floor Oil Cloths
Muslins and Curtains	Irish Linens	Carpets, Woollens
Furniture Coverings	Scotch Linens	Yarns
Shawls	Flannels, Quilts, Laces	

The above departments are all under separate buyers and are represented in Canada by

ONTARIO

T. BILSBURY, Queen's Hotel, Toronto

QUEBEC PROVINCE

W. E. WILLIAMS, Box 619, Montreal

BRITISH COLUMBIA

C. H. INGHAM

LOWER PROVINCES

W. H. TETLOW, Box 503, Halifax



"LISTEN NOW AND LET'S HEAR WHAT HE'S GWIN' TO SAY."



WHISKERS—"Fie, fie, my Ancient, it was but a scurvy trick of thee to let thine old friend pass without a nod or beck or smile, as though he had done thee wrong."

ANCIENT—"Tut, tut, my good Whiskers, thou art too testy, man. I saw thee not; verily, I was so glad to see the sign of my old friend, Clapperton, that I had no eyes for aught beside. Two score

years ago, Whiskers, when I come a courting of my sweet wife, I have seen her make many cunning things with this same thread we men wot not of. For years mine own garments have been sewn with this most excellent thread and never have they parted at the seams, and to-day, in faith, my household and my maidens will have naught else."

WHISKERS—"Aha, say you so, friend Ancient, and prithee who doth sell this same thread of Clapperton's in this good town of ours?"

ANCIENT—"Thine own dealer will surely keep it if he be a man of judgment; but if he hath it not, tell him to write quickly to



WM. CLAPPERTON & CO., Montreal"

A WORLD OF CHANGES.

EVERY season brings changes, and perhaps in no department of labor, whether it be with hand or brain, are the changes greater than in dry goods, men's furnishings, woolens, carpets and haberdashery. Fashion is constantly taking to itself new colors and forms, and in these goods nowhere can this be seen to greater advantage than at the warehouses of John Macdonald & Co., when their stocks are complete in their own completeness. It is always a pleasure to visit their five great departments, and especially so at the commencement of the different seasons, when every department is full with stocks of new goods. To those who are actively engaged in keen buying and selling, this undoubtedly is a place of knowledge, pleasure and profit. The showings for fall season, 1896, have not been surpassed by any former season's display, and the values are superior. Special lines are being shown in every department and many of them cannot be repeated. We would suggest the advisability of seeing these magnificent stocks, or doing the next best thing, see the samples which are now in the hands of the firm's travelers. Another most prominent feature in the business of this firm is the filling of letter orders. If you put yourself in correspondence with them you will save time and money, their system is so perfect. We would ask your attention to their advertisements which appear on pages 33 and 34 as a proof of their aggressiveness.

NOTIONS AND DRESS TRIMMINGS.

The notion department of S. Greenshields, Son & Co. has been greatly enlarged and many lines added that were not formerly kept by the wholesale trade in Montreal. It is the firm's policy to seek out the new fancies and ideas for doing a progressive and increasing business. Old goods are not shown as new every time a traveller calls on a customer. The range is changed, many lines added to it and values kept apace with the market.

The dress trimming department of S. Greenshields, Son & Co. embraces all the leading novelties that are shown in the English, French and German markets. Their lines of jet, sequin and silk gimps are in every respect "up to date." They show many lines of colored sequin and tinsel gimps for the early fall and evening wear. The range of buttons shown for the summer, fall and evening wear was very large and embraced the newest features of the French market. Buttons are not only used for the purpose of fastening the gown and mantle, but their most extensive call is for decoration. Large rhinestone, nail-head, medallion and pearl will be largely used.

BLANKETS AND FLANNELS.

The range of blankets in cotton, union and all wool, shown by McMaster & Co. this season, is quite up to, and in some cases beyond, the mark of previous years.

They carry all makes and qualities, and in flannels the same may be said respecting the large stock of plain and fancy lines now in.

FUTURE OF TEXTILE PRICES.

Recent advices from Great Britain indicate a period of quietness, with values stationary at the different centres textile manufacture. The possibilities in connection with the Presidential election contest constitute the feature of uncertainty regarding trade with the States. If, as seems very likely from

present indications, McKinley is elected President, a rushing demand is anticipated for three or four months after the result is made known. American buyers will want to get their importations in before there are any changes in the duties and this demand is apt to stiffen prices. For this reason Canadian buyers are keeping a close watch on the movement of values over there, especially in view of our own political uncertainty.

LARGE PURCHASE OF GINGHAMS.

Buyers who want any fancy gingham will find it advantageous to communicate with S. Greenshields, Son & Co. This firm have just cleared out the domestic mills of 10,000 pieces of these goods and are making a drive on them. They are offered to the trade at $4\frac{7}{8}$ to 5c. The goods comprise a large variety of styles.

THE TARIFF AND BUSINESS.

The Toronto Globe made the following announcement after the elections:

"We are at liberty to announce that the tariff will not be revised during the short summer session of Parliament, but will remain unaltered until the early part of next year, the intervening period being occupied by a careful inquiry into the conditions of industry in all its branches, agriculture, manufacturing, etc."

From this semi-official announcement it is quite evident that no tariff changes in Canada will go into force until next May or June. Thus the fall and spring trade will not be affected by any contemplated changes. Merchants, therefore, know that the present basis will last for another year.

As to the new tariff policy, when it comes, we hope it will be framed in a business-like way after careful inquiry among all classes of commercial men.

LADIES' WEAR - SPECIALS.

Messrs. McMaster & Co. show a new range of cream, two tone, and black laces in silk and cotton. A nice range of knitted shawls in cardinal, cream, black and grey. Also a large variety in Queensland fur and cheviots, and a full range of tartan shawls in double or single. Ladies' vests, a full range. Wakefield skirt binding in all shades always in stock and in increasing demand.

F. F. & C. B. KELLY.

F. F. & C. B. Kelly report that the demand for blouses is still keeping up and that they have been fully rewarded for keeping the range complete after other manufacturers have virtually closed down for the season. They are still in a position to fill orders for their special lines which are shown by them alone. The firm are on their third lot of ladies' adjustable linen collars and cuffs, latest American style, as shown by them only.

The line of pearl buttons, as seen in this warehouse, surpass anything that has yet been shown. The beautiful combinations are only produced by one manufacturer in the world, and the range is controlled by the Messrs. Kelly. Novelties in ombre chiffons for the fall trade are shown. They are now in stock and the colors are most attractive. This house claims to give their customers great advantage by keeping their stock complete instead of selling from manufacturers' samples. They report an increased sale of "Our Own" skirt protector.

HATS

With Brains in Them

There are brains in designing

Stetson Hats

Brains in making them, brains in selling them, brains in wearing them. Sold by leading hatters everywhere and recognized as the foremost hats for quality, style and wear. Better look into our very complete line of effective Fall Styles---they'll bring custom to your store. Write for further information.

John B.
Stetson Co.

.....PHILADELPHIA



New York Office
750 Broadway



**KREMLIN
KLOTH
KREATES
KOMMOTION.**

No wonder it does.

The style, the finish, the feel, the compactness, the newness, the silky fibre, the uncrushableness of the whole, the matchless beauty of material, the many occasions on which it can be worn, the easily draped features, the right "hang," the weaver-woven "flare." Nothing ever produced by American looms so handsome, so wearable, so dressy, nor so diminutively priced. It's within the money reach of everyone. Orders must be booked now to insure seasonable Fall delivery.

Ask us to have

Kremlin

Kloth

Kommotion

Kreator

call on you with samples.

Address

GILBERT MFG. CO.

KREMLIN DEPARTMENT.

514 and 516 Broadway, NEW YORK.

Nobby Domestic Woollens for Fall Trade

Suitings

Cheviot Finishes and Worsted Curls are going to be all the rage. "We have them."

Trouserings

The 10-oz. Worsteds, in medium and wide stripe, are going to be sure sellers. "We have them."

Overcoatings

We have the latest things in both Domestic and Foreign makes.

Imported Worsteds

We have full ranges in our own special numbers in Venetians, Twills and Cheviot Finish.

Fancy Vestings

We have the very latest things.

Samples

We shall be pleased to send any merchant in the Dominion samples of any of above, on application, Free of Charge.

Merchants are respectfully requested to look through our travellers' samples.

JOHN MULDREW & CO.

Nobby Woollens a Specialty

22 Front St. West, TORONTO

MEN'S FURNISHINGS.

MASTER & CO. report the demand for their special English collars Nos. G.3 and G.4 as increasing daily. This likewise applies to their special job brace, the standard of which has been kept up to the top. Fall samples of gents' furnishings are all complete and in the hands of travelers. Boys' and men's sweaters in wool and union in all shades are in constant demand for wheelmen.

In Great Britain, and now in New York, the negligé shirt, without either collar or cuffs, but instead a white neck-band and wrist band, is growing in popular favor. This style has its advantages. The wearer may change the collar and cuffs as frequently as he may wish, and use any style that may suit him. A few of these have been selling in Canada, but a more active demand may now be expected, especially among more fashionable people.

The Berlin Suspender and Button Co. offer 500 dozen cushion back leather end braces for \$1.75, worth \$2.25.

S. Greenshields, Son & Co. are showing an exquisite line of imported umbrellas to retail from 75c. to \$4. Their line of men's neckwear is unsurpassed for excellence of design, nobby shapes and low prices. The men's English collars imported by this firm come in sizes $1\frac{3}{4}$ inches, 2, $2\frac{1}{4}$, $2\frac{1}{2}$ and $2\frac{3}{4}$ inches. They are perfect fit and very durable. Ask for "Whitchall" and "His Excellency."

R. C. Wilkins is showing a line of collarless negligé shirts, with white neck-bands and cuffs, in silk stripes, at \$10.50 to \$14.

Caldecott, Burton & Spence have a number of clearing lines in summer hosiery, which they are selling at clearing prices.

John Macdonald & Co. are now prepared in men's furnishings, haberdashery and novelties for the season's house trade. The firm are better equipped than ever in the various lines, and, of course, early buyers get the pick. Many lines, owing to the state of the market, could not be repeated. In undershirts, Nos. E 12, E 7, E 8, E 16, E 17, E 28, E 30 and E 32 are the leading features of the range. In fall half-hose, E 1 to E 6, E 9 and 1540 are leaders.

Wyld, Grasett & Darling report bathing underwear in stock in all sizes from 34 to 50 in. Bathing trunks are in self colors and fancy stripes for youths and men. Bathing suits, one or two pieces, are shown. The latter are desirable goods, the trousers reach the knee and the shirt is of good length. Athletic shirts in cotton, worsted and wool, with long and half sleeves, in leading self colors, are shown, with 1 and $1\frac{1}{2}$ inch stripes. This firm are making a strong bid for the underwear trade in both Canadian and imported goods. They have a large range in various weights in natural, fancy stripes, Shetland, Arctic goods (fleece lined), both men's and boys', in five qualities. A good seller at \$1 retail.

Fine underwear is in a sense a luxury that is becoming more and more a necessity as the average of living advances. No one, not even the humblest workman, is content with the rough, irritating garments that made our forefathers' existence a torture.

They want goods that are both warm and pleasant to wear, and it has become the study with all leading firms in the business to supply such. For the past six years Glover & Brais have made a study of this class of goods, and this fall their underwear department shows the result of this experience. Two numbers to which attention is called in their advertisement are worthy of notice. No. 217 is a line of Shetland knit underwear suitable for the millionaire or the working man, and, as will be seen from the firm's notice, is available at popular prices. The same can be said of No. 220, a line of natural wool underwear. The yarns for all the underwear shown by Glover & Brais are made especially for the firm. All the goods are made up in the best style, French necks, sateen lined and stamped in inches, and at the prices seem certain to be quick sellers. In gentlemen's neckwear the results shown by Glover & Brais' buyers are worthy of inspection. These gentlemen have culled the German and French markets very carefully, and now show a well-stocked department. Leading specialties in these goods are "Rep" stripes, "Roman" stripes, "Broches," "Armures," "Damas" and "Swivels." The classical navy and white designs, spots, checks and stripes will be as useful a stock as ever, and demand for them is brisk. Self colors in bronzes myrtles also promise to be great favorites.

SPECIALS IN MANTLE CLOTHS.

The travelers for Lonsdale, Reid & Co., now on the road with samples for the fall season, have some new and nobby lines in mantle cloths. Buyers wishing to see them before the travelers call should write for samples.

REPRESENTING FINCH BROS.

Mr. Frank Finch, buyer for Finch Bros., Hamilton, left for England and Germany by the Labrador from Montreal on the 20th June, to buy for this well-known firm for next season.

JOB LOT OF LACES.

Gilmour, Scholfield & Co., Montreal, have made a hit in laces, chiefly Valenciennes. They cleared out a Nottingham manufacturer and got very close prices. They claim to be able to quote about 40 per cent. below the regular market. Samples will be sent to any who wish them.

A SNAP IN KID GLOVES.

A Montreal glove house is offering a snap in full 4-button length Austrian kid gloves, in blacks and assorted colors. They were consigned to Canada by mistake and duty paid before the error was discovered. The importer is offering them at \$4.50 to cover laid down cost.

92ND TRIP ACROSS THE ATLANTIC.

Archibald Foulds, of Simons & Foulds, dry goods importers, Quebec, left last week by Parisian for England on his 92nd trip across the Atlantic. The firm is amongst the oldest in the ancient capital, having been established nearly half a century ago, and has had an honorable career throughout. Mr. Simons retired altogether from business about five years ago and Mr. Foulds soon after associated with him in the business Mr. Archd. Simons, son of the founder, and Mr. Jean Minguy, both of whom had for many years been in the employ of the firm.

Introducing Ourselves!

We're paying just now for an introduction. Manufacturing Capes and Jackets here in Toronto is comparatively a new business, and discounting the best that others can do is positively audacious. We're making it worth your while to buy here instead of going to England or Germany, and all our wits and means are bent on giving handsomer garments for the money than you'll find anywhere. No risk! No experiment! We're not amateurs by any means, and the styles we have ready for Fall represent all the elegance and excellence of fashionable garments at three times the cost.

We want to know you and have you know us. Sample line sent to any address. No obligation to buy unless you want to.

MERCHANTS IMPORT CO.

MANUFACTURERS OF
FINE CAPES AND JACKETS

8 MELINDA ST.,

Toronto

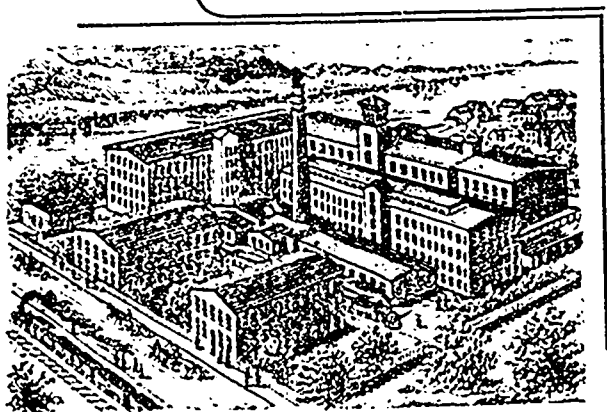
PATON

Manufacturers of

Wool and Worsted Yarns, Hosiery
Yarns, Worsted Suitings, Serges

Manufacturing Co.

OF SHERBROOKE



Montreal Office, 409 Board of Trade Building
Toronto Office, 33 Melinda Street

Makers
of . . .



4-Ply Fingering

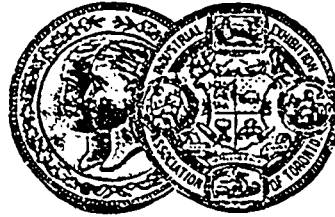
Equal to the Best Imported Yarn

Tweed Manufacturers
and
Worsted Spinners

COTTON vs. FLOCK

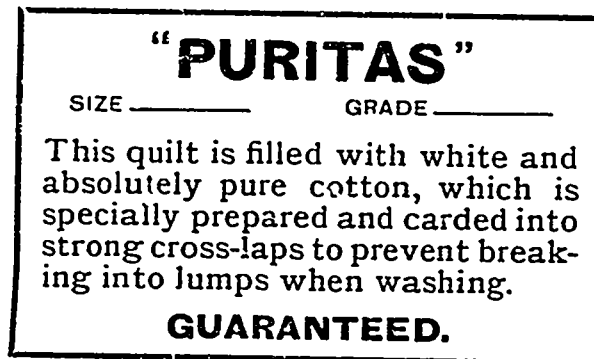
A Revolution in the Comfort Trade

The **Old-Time Comforter** was heavy, poorly finished, inartistic in the extreme, a makeshift for whoever could not afford a down quilt.



The "**Puritas**" Comforter is filled with fluffy white cotton, carded in our mill and covered with our own designs in muslins and sateens; it is well stitched and neatly finished; it is a good seller.

This label is stitched in a corner of every "**Puritas**" Comforter



Buy the "**Puritas**" from your wholesale house. If you cannot get it there, accept no substitute, but write us and we shall see that you get proper attention. All up-to-date jobbers keep them.

The "**LANATUS**" is filled with pure lamb's wool, cleaned by patent process, and carded into strong laps, laid to prevent breaking when being washed. It is covered in art silks, art sateens, etc., in tasty designs. It has fancy stitching like a Down Quilt. It is lighter than a blanket and twice as warm; it is a most excellent quilt.

The "**LANATUS**" quilt is wanted:

- By those who desire light bedclothes, yet warm.
- By those who like to wash their bedclothing often and keep it in perfect condition.
- By invalids, who cannot stand the weight of heavy blankets, and by everyone who appreciates luxury in bedding.

The ALASKA FEATHER & DOWN CO.

Manufacturers of
Eiderdown Quilts
Down Cushions
Down and Feathers

 Note our New Address

290 Guy Street, MONTREAL

Thirty years of Glove making

Have taught us all there is to know about the business, from the purchase and tanning of the raw material, to the finishing of a neat and serviceable glove, for the most critical trade.

We lead in new ideas, patterns and workmanship, and our range of samples for the present season has never been excelled.

Our Celebrated "MCL" Glove

Is noted for its wonderful wearing qualities. It is in every way a superior glove, made in neat designs in all the latest shades.

Front End of the "Chester"

Gloves and Mitts

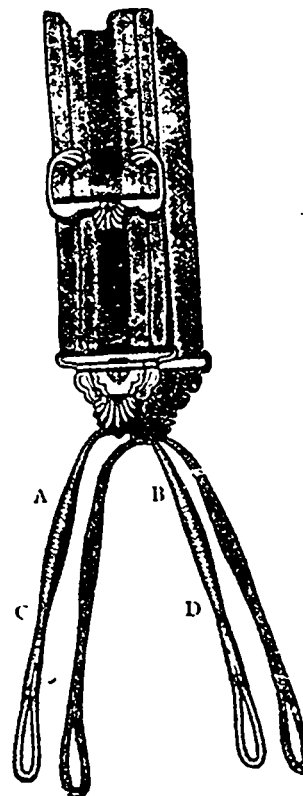
in Mocha, Cape, Buck
Reindeer, Kid, etc.

We would be pleased to send you sample pairs or dozens, for inspection, feeling confident that we can enable you to give your customers a glove that will invite them back again.

We also manufacture the well-known

TRADE
CHESTER Suspenders
MARK.

They are far ahead of all others from a scientific point of view, and they ensure ease and comfort for the wearer, where others cause continual annoyance. Drop us a line for illustrated booklet on the subject.



Notice that the graduated elastic cord is small from point A and B and also at the extremities C and D. These are the hard non-elastic portions, so made as to endure friction and clamping. The large parts are elastic.

ONTARIO GLOVE WORKS

WINNIPEG BRANCH, 150 Princess St.

John MacLaren, Prop.

BROCKVILLE, CAN.

DOMESTIC MADE MANTLES.

ALEXANDER & ANDERSON, Toronto, whose announcement appears on the opposite page, are the pioneers of this enterprise of mantle-making. Until you visit and inspect the factories, etc., of the firm you have no idea how extensively they have engaged in the enterprise, and how well-equipped they are for turning out the best work. Before approaching the factory you can hear the hum of the swiftly-running electric power machines, the click of the shears, and the sound of the pressing irons, and, when you peep into the factory, there you see a bee-hive of industry. This firm employ nearly 100 hands, many of them being expert designers, cutters and mantle makers from New York, and the work produced in this establishment would do credit to a Parisian manufacturer.

At present Alexander & Anderson are making a magnificent display of new fall and winter mantles, which every interested mantle buyer should see. THE REVIEW has visited their show-rooms, and was much impressed with their wonderful display, and the wealth of novelty revealed. Those who have inspected this firm's productions admit that style, beauty and elegance reign supreme. The garments which they exhibit are undoubtedly stylish and attractive. In these days we are nothing if not up-to-date, and the native productions of this house ought to appeal irresistibly to our pride in having a live, enterprising firm like this in our midst. They deserve every encouragement, and they certainly have our best wishes for success in their new undertaking.

The popular style of jackets for the approaching season is to be mostly short garments, with full ripple and box plait back, and the shield front meets with great favor, although there are quite a number of garments with lapels as well. The styles of cloths which are being shown include beaver, curl cloth, frieze, chinchilla boucle, tweeds, etc. Black curl cloths, it is thought, are to have a big run.

A few of the new jackets are seen in the illustrations on the opposite page. They are made from the latest styles, Alexander & Anderson's designers having lately visited the foreign centres, and studied the new fashions. The workmanship is of the first quality, and being able to buy new goods close at hand, with prompt delivery, merchants will find it advantageous to patronize these goods.

Alexander & Anderson have issued a neat little catalogue containing illustrations of a large number of their new mantles, and readers of THE REVIEW will get a good idea of the work this firm is doing by writing for a copy.

A GOOD MOVE.

A move in the right direction is being made by the Alaska Feather and Down Co., of Montreal. As will be seen by their advertisement on another page, they are making cotton comforts in their new factory. Instead of lowering the prices for these goods they are trying to raise the standard for quality. Bright art satens and silkolines take the place of the old-fashioned, ugly chintzes which have always been used for coverings; but the most important change is in the filling, which, instead of being flock, carded from the cheapest rags, is pure white, fluffy cotton. And yet the prices do not seem to have suffered by this change. They are heavily sold up on one grade at \$12.50 per dozen, which seems almost as soft, and looks as beautiful, as some of their expensive eider downs. It is gratifying to know

that Canadian print manufacturers are getting a share of this business. It needed courage to place a 60,000 yard order for "art" printed goods with Canadian printers who never undertake that class of work, but this enterprising concern induced the Magog Mills to print three designs, and are more than pleased with the results.

AN ENCOURAGING REPORT.

The representatives of Finley, Smith & Co. are now on their various grounds, and report business as very satisfactory and encouraging.

They are showing a splendid collection of autumn and winter samples, and have a particularly good range of overcoat-ings.

Amongst others are: Fancy naps, Scotch curls, German and West of England beavers, grey vicunas and cheviots, meltons, etc.

This firm is fully posted and alive to the requirements of the trade, and can always be relied upon by its friends for the best novelties of the season.

ADVANCE IN SPOOL COTTON.

The amalgamation of the British cotton thread manufacturers referred to in last issue has already had one result of direct interest to the Canadian trade. On June 4 Canadian sales agents who represent the amalgamated companies were notified that prices had been advanced 50c. per gross on 200's and 60c. per gross on 300's. The firms outside the combine have followed the advance, and any new orders since the date named, unless otherwise specified, are subject to the advance.

Again, on June 30 cables were received directing a further advance. Prices are now 30 to 33 1/3 per cent. higher than those ruling at the beginning of June. They now stand as follows:

	200 yds.	300 yds.
Brook's six-cord	\$4 75	\$7 00
" machine	4 50	6 50
Chadwick's	5 00	7 25
Clark's "Anchor" six cord	5 00	7 25
" M E Q. "	4 75	7 00
J. & P. Coats, Ltd.	5 00	7 25

A HAPPY BENEDICT.

The employes of Fitzgibbon, Schafheitlin & Co., Montreal, had a very pleasant time at the Commercial Restaurant on Saturday evening. The occasion was the approaching marriage of Mr. Tindel, a member of the staff, to Miss L. Dubreuil, when his fellow employes took advantage of the fact to make him a very handsome presentation in the shape of a substantial purse.

HOSIERY AND GLOVES.

The special G 10 cashmere hosiery introduced by Messrs. McMaster & Co. has met with a good reception, and continues one of the leading lines, their demand keeping up well.

Ladies' and children's wool hose and men's 1/2-hose in wool and cashmere are shown in great variety.

In gloves, all kinds and makes are to hand, including ladies' and children's cashmere and knitted, and men's kid lined, knitted and cashmere. The regular staple lines are received constantly, and ranges kept fully up to the mark.

New Fall and Winter Styles

.. FOR ..

SEASON

1896



121



156



158



149



157

Alexander & Anderson

MANTLE MANUFACTURERS * TORONTO

Show the best line of really new up-to-date Mantles in Canada.

N.B.—You can give new life and vigor to your business by adding our Artistic Mantles to your stock !!!

EUGÈNE JAMMET'S FRENCH Kid Gloves

Our well-known brands

GUARANTEED.

- La Chartreuse 7-Stud Lacing.
- Muriel 5 Stud Lacing.
- Andrée 4-Stud Button.
- La Traviata . 4-Pearl Button.

Early September Delivery for limited quantities if ordered now.

FITZGIBBON, SCHAFHEITLIN & CO.
MONTREAL

WE HAVE GREAT VALUES

....IN....

Canadian Tweeds
White Wool Blankets
Grey Blankets

(40 bales 7 and 8 lb. at 22c. nett.)

WRITE US FOR SAMPLES.

George A. Thorpe & Co.

Wholesale Importers and
Manufacturers Woollens, etc.

25 MELINDA STREET TORONTO, CAN.



J. R. STUFFER
MANUFACTURER OF

Covered Buttons
and
Suspenders

BERLIN, ONTARIO.

The Wholesale Trade Only Supplied.

PAGE

MISSING

PAGE

MISSING



THE WINNING COLOR.

. . . ENGLISH . . .

“WAKEFIELD LEATHER SKIRT BINDING”

Patented 1896

Highly Recommended as the latest and most approved binding for ladies' skirts. The beading of specially tanned "Wakefield leather" is securely stitched to the finest Lama Braid. It requires to be sewn on after the skirt is finished, and $\frac{1}{8}$ of an inch above the edge of the skirt. Dressmakers, please remember this.

The Wholesale Travellers

are now out with a splendid variety of colors. . . .

“Wakefield Binding”

Is particularly adapted to Fall and Winter dresses. The stiffness of the leather greatly helps the fashionable flare skirt so much in vogue, and prevents frayed edges at the bottom of the dress.

When soiled, a damp cloth—a little shoe or tan polish—will restore it to its pristine freshness.

Don't take imitations, get the genuine; every yard is marked in gold letters "Wakefield specially prepared leather, patented."

That those who pay for the real article may not be deceived or imposed upon, the Wakefield Co. will protect its customers by every act which the law will permit.

Order early to insure prompt delivery

Keep up your standard, keep the best; keep your customers—"Wakefield" does this. At all times, in all countries it is the best.

MILLINERY OPENINGS AND FALL EXHIBITIONS.

REPORTS received from different parts of the Dominion just before going to press are more favorable than for some time. Crops everywhere are more promising. In the last two or three weeks the business outlook has shown a steady improvement.

The dry goods trade are now looking forward to the millinery openings. Whether they will be August 25 or September 1 is not yet agreed upon. The latter is regarded by buyers as much the better date in many ways. If the earlier date, the August issue of THE REVIEW will be delayed about ten days. If not until September 1, the September issue will come out about ten days earlier, so that buyers all over Canada may have a general idea of what the houses have to offer before coming to town.

This number will be made of special interest to the millinery trade, and will be an excellent opening for the dry goods houses to advertise what novelties and specialties they will have for the sorting season. The advertisements can be made of further value on account of the exhibitions, which will draw thousands to the cities. During September the majority of travelers are in their warehouses, and this is a very opportune

time to welcome customers from all parts of the Dominion and introduce them to heads of departments, who cannot be too well acquainted with the special requirements of different buyers.

It is to be hoped that the railways will grant reduced fares to these openings, and not treat the trade as they did in the spring and compel them to pay regular fares. If special rates are not given no doubt many buyers will wait and take advantage of the exhibition rates.

SOMETHING NEW.

A new and very striking effect for ladies' capings is shown by Kyle, Cheesbrough & Co. for the fall trade. It is a beaded velveteen, the surface of the material being literally powdered with innumerable tiny beads, which will glisten and sparkle with every movement of the wearer. It is a 32-inch fabric, and from its novelty is apt to have a quick sale.

THE ACTON GLOVES.

The announcement elsewhere of W. H. Storey & Son, Acton, the well-known manufacturers of gloves, directs attention to the makes of a very successful establishment. The products of the glove works at Acton have long been favorites with the trade. The firm make a point of turning out the best qualities and keep closely in touch with the latest styles.

"CANTSLIP" PATENT BELT,

IN LEATHER, LINEN, SILK AND ALL FABRICS.

For Men and Ladies.

The "Cantslip" attachment does not show on the outside of the belt. Holds up garment without very tight buckling. Samples sent on application.

GLOBE BELT CO.

Sole Manufacturers,
Nos. 75 and 77 Spring St., New York.



Once in a while there is "Something New Under the Sun."
and WE HAVE IT.

*Returned
July 15/95*
Velvet Grip

The Round Rib Loop and Cushioned Stud
Create A VELVET GRIP,
That on hosiery of finest silk
Will neither cut nor slip.

Sole Selling Agents

F. ROBERTSON & CO. - - 20 Front Street West, TORONTO.

Rubba Button Hose Supporter

PATENTED APRIL 30, 1895, AND DEC. 31, 1895
TRADE MARK REGISTERED JUNE 4 AND JULY 2, 1895.

Guaranteed Durable!! Will hold all kinds of hosiery! Will not wear, tear or become unfastened!



AN IMPROVED COMBINATION SUIT.

A NEW and good thing on this market, and one which has taken well recently, is a combination suit for ladies, misses and children, made by the Camden Knitting Co., Camden, New York. It is in many respects an improvement over some similar garments which were considered so good that they were patented. The manufacturers have very wisely branded it "The Florence." They claim that it is more easily put off and on than any other garment and is specially comfortable, as it is made without the cloth stay or facing over the chest which is found so objectionable in some makes, binding, as they do, the flesh and oppressing the wearer. They fit very neatly and allow corsets one size smaller to be worn, which makes them popular with many ladies. Several wholesale houses in Canada have them in stock now, but buyers, by writing direct to Camden, New York, can get a sample suit and a list of jobbers carrying them here.

ROBERT LINTON & CO.

This firm is thoroughly well equipped for fall trade in all departments. They are prepared for a greater business than ever in Struan blankets, claimed for quality and price to be the best in the market, and controlled in this market by Robert Linton & Co.

A special line of English checked flannelettes is offered as a sure seller. The woolen buyer has made a hit in sleeve linings for the tailoring trade.

In dress goods, a special feature is the line of Scotch and Yorkshire tweeds and tweed effects. They have a special lot of Aberdeen Victoria lawns, the sale of which this firm control,

and a full line of dotted Swiss and spot fancy muslins. Both these can be delivered at once.

UNDERWEAR.

"Brophy, Cains & Co. say: "So well have our Canadian manufacturers succeeded in perfecting underwear that it is now the exception to import any foreign makes." This firm, as noted in previous issues of THE REVIEW, have a steadily increasing trade in this branch of their business, and have made it a specialty. The ranges embrace all the best grades of goods made in Canada for men, women and children.

GREENSHIELDS' GREAT PRINT SALE.

Not often is the trade treated to an announcement so important as that of S. Greenshields, Son & Co. regarding print. The firm have purchased from the Magog mills the output of 30,000 pieces, and are able to offer them at less than manufacturers' prices.

BLOUSES.

Despite what has been said of late concerning their extinction, blouses continue to flourish, and are more popular than ever. Fancy silk or white pin spot muslin blouses over black mohair and alpaca skirts, are handsome, serviceable and the correct thing to wear. Colored and white spotted muslin blouses, trimmed with lace, are exceedingly pretty, as are also those of white pongee silk, the fronts consisting entirely of strips of silk, with lace insertions between. Brophy, Cains & Co. have the materials for making these charming seasonable blouses.

WE HAVE JUST RECEIVED

- Odin Hair Nets,*
- Honiton Lace Braids,*
- Nuns Lacet Threads,*
- Embroidery Needles,*
- Netting Needles,*
- Alexander's Knitting Cottons,*
In Balls and Hanks,
- E.S.C. Crochet Cottons, all colors,*
- E.S.C. Cream Knitting Cottons,*
- Black Silk Belt Ribbons,*
In 2 and 2 1-2 inch.

Agents for the Celebrated "Gloria" Brand of Wools.

F. ROBERTSON & CO.

20 Front Street West, - - - TORONTO.

Returned July 18/98



The Brighton Silk Garter

TRADE MARK REGISTERED.

for men, in a garter without a single fault. It is absolutely secure. Does not bind the leg or tear the stocking. The only garter with a perfectly flat fastener. Made of the finest silk elastic web, in various colors.

To retail at 25c.

F. ROBERTSON & CO.
20 Front St. West
Sole Canadian Agents TORONTO

FALL DRESS GOODS.

THE NEW STYLES.

THE new goods are out, and, from all reports, have already met with a favorable reception from the trade. Much taste has been put into dress fabrics this season, the bright effects which prevail will please the fair sex, and from what THE REVIEW has seen in the Montreal, Toronto, Hamilton and other houses, our buyers have chosen with great judgment. The fashions assist them, because the tints and materials now in favor are exactly suited to the climate and conditions prevailing in Canada. The tweeds, plaids, boucles, etc., are excellent-selling goods for this market. The outlook for the dress goods trade this season is decidedly satisfactory. As to fabrics here is one experienced buyer's opinion: "Fancies are the correct thing for fall. Plains are only wanted in low-priced serges and meltons. Outside of these, merchants will only want to sort up odd shades in cashmeres, serges and soliels, and there will be some demand for plain satin cloths. In fancies, tweeds, boucles, tartans, silk mixtures and brocades will all have the call, with larger designs than heretofore, and colors somewhat stronger. Fancy blacks will have a great run and the same applies to them with regard to patterns. Black crepons will continue in vogue. It is a revolution from a few seasons ago, when plains and a few small-pattern fancies were the correct thing."

AMONG THE HOUSES.

For the autumn dress trade the tendency is in favor of fancy costume cloths which contain the admixture of bright colors, such as reds, golds and greens in the form of shots. Brophy, Cains & Co. have several very handsome ranges in these goods from 40c. to \$1.50 per yard. The same house shows some of the new fancy velvets, fancy silks and handsome novelties in a variety of new designs, and as usual have trimmings to match in great variety. Said the firm to THE REVIEW: "The last buyer gets the best wine; in other words we were the last to leave the French and English markets, and as a natural result we saw and bought the very latest designs in dress goods and silks."

Black broche silks are the correct thing for skirts for fall wear. S. Greenshields, Son & Co. have a large stock of black silks, plain and broche, dresden silks for evening blouses, and are showing a beautiful line for fall wear in Persian effects, printed warps, etc. Black all-wool moreen, 25-inch, at various prices, very desirable for underskirts. This popular effect is imitated in an all-silk fabric "Miroir," on which Paris has stamped her approval, and which is seen in this house. Several special numbers in 44 and 50-inch serges, black and navy only, in various weaves, are also shown. This firm also report a full stock of their Stanley velveteens in blacks and colors.

In black dress goods, novelties for the fall trade will be "the Queen Color," and everything rough should also take, such as crepons, souffles, curls, hopsackings and large diagonals. All these promise to be popular, and S. Greenshields, Son & Co. are showing a large variety of them. The Drumtochty suitings, a new range of dress goods, in tweeds, boucles and curl effects, are shown by this firm in various qualities and prices.

W. R. Brock & Co. are making dress goods a special feature of their business, and a visit to their new quarters or a glance through their samples is time well spent. They draw special

attention to their range of fancies for fall, which, they contend, is the most varied and complete ever shown in this country. The increasing demand for the higher grades of goods has induced them to place before the trade such materials as are usually not seen outside of London, Paris, Berlin and New York, and many of the styles shown are entirely confined to them for Canada. In the low and medium classes they still claim to lead the trade, and draw particular attention to their range of meltons, serges, costume tweeds, tartans and fancy blacks. The firm also show the largest range in their history of fabrics for ladies' mantles, cloaks, capes, ulsters, etc., and draw attention to the special values they are offering in silk, sealettes, astrachan, curls, golf cloakings and box cloths. Of these lines they were able to buy several manufacturers' stocks at a considerable reduction, and are giving their customers the advantage of the bargains. These lines cannot be repeated. In dress linings the firm announce special quotations for case lots (20 pieces assorted) of silesias, surah twills, linenettes, rustle linings. Their same old numbers in Italians, serges and canvases are shown at the same old prices. See their new special 54-in. black Italian (Kirk's permanent finish), No. 926.

McMaster & Co. are showing some superb goods in boucles and boucle tweeds and plaids, and have a 54-inch plain finish satin vigoreaux, which is A 1 and very popular. The goods in this department are well forward, and make an interesting display for the merchant in search of the newest in ladies' wear. A whole mill's make in a 6-4 dress tweed, in all colorings, soft finish, is a feature. A broche silk, in all the fall colors, for bodices, a combination of old gold and bright effect, will retail for 50c.

John Macdonald & Co. are splendidly equipped in dress goods. The range in fancy silk and wool mixtures, plaids and checks, Scotch tweeds, etc., is large. A feature is a bicycle cloth, in blacks, browns, navies and fawns, to retail at 50c. Plaids with a silk over-check, to retail at 50c., are very handsome. Another novelty is a boucle over a small check, of French make, decidedly striking, to retail at 75c. and 85c. A large range of woven skirtings, in satin stripes, is shown. In silks, the department is, as usual, strong. A novelty in blouse silks is a pattern combining all the new shot, dresden, spot and sprig patterns, in light and dark grounds, and charming colorings—one of the handsomest materials in the market. In black silks, an extra special, to retail at 75c., in black peau de soie, is wonderful value.

Caldecott, Burton & Spence have always been noted for their extensive stock of serges, sicilians, bicycle cloths and granite cloths. The value they offer will rapidly make sales. In silks, they show the latest styles in dresden silks, and amongst other lines offer at very low quotation a special importation of Japanese silks which must be cleared before the end of the month.

Lonsdale, Reid & Co. have great faith in the new boucle effects in dress goods for the fall season. The range they show is large and well selected. One of the novelties of the season is metal printed moreen for skirts in all designs. Lonsdale, Reid & Co. show it in many colorings. Lonsdale, Reid & Co. claim never to have shown such an attractive range of dress goods, black and colored silks, fancy black goods, ribbons, vel-

... ESTABLISHED 1840 ...

FIRST FLOOR

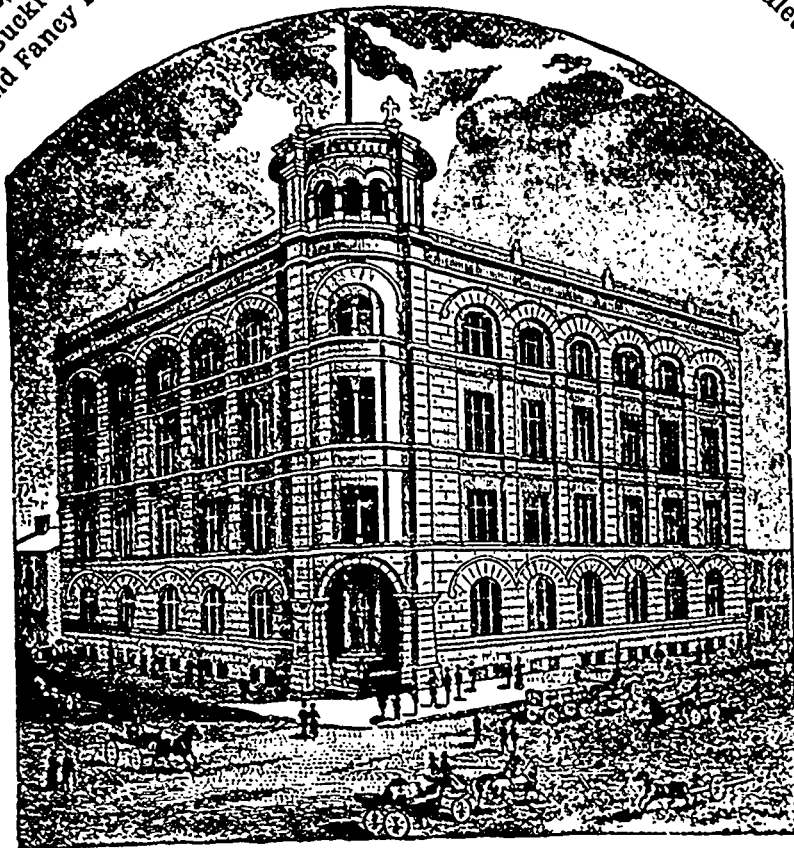
Prints, Cretonnes, Satines,
Plain Linens, Tablings, Nap-
kins, Check Shirtings, Apron
Cottons, Oxfords, Canton Flannels,
Cotton Yarns, Elastic Canvas, Fibre
Chamols, Buckramette, Krinkle Fibre,
Plain and Fancy Flannellettes.

SECOND FLOOR

Cashmere Velours and Hen-
riettes, Plain and Fancy Dress
Goods, Meltons, Costume Cloths,
Italians, Etoffes, Worsted Coatings,
Tweeds, Beavers, Sealettes, Plain
Overcoatings, and Fancy Mantlings.

THIRD FLOOR

Velvet
Velveteens
Dress Silk
Blouse Silk
Lining Silk
Smallwares
Crapes, Corsets
Muslins, Lawns
Kid and Lisle
Gloves
Haberdashery
Gents'
Furnishings



FOURTH FLOOR

Carpets and
Oilcloths
Clouds
Wool Scarfs
Woven and
Knitted Shawls
Natural Wool
and Balbriggan
Underwear
Summer
Top Shirts
Sweaters
Cardigans
Grey and White
Blankets

FIFTH FLOOR

Fingerings, Yarns, Woollen Underwear,
Heavy Top Shirts.

BASEMENT

Grey Cottons, Sheetings, Drillings,
Remnants.

P. GARNEAU, FILS & CIE., QUEBEC

Importers and Dealers in European, Canadian and American Dry Goods

Special attention given to Letter Orders. Our aim is to please.

N.B.— (Confidential). Our goods have been bought in the best conditions and we have no cause to fear a revision of the tariff.

veteens, mantle cloths, trimmings and fancy smallwares as they are doing this season. To make room for their new stock they have put some special drives in summer goods in the hands of their travelers.

Wm. Agnew & Co. are this season showing a larger and better assorted line of high-class dress goods than ever. This firm make a specialty of dress goods, henriettas and silks, and consequently are able to show a large and complete assortment of very fine goods at low prices. The firm are making a special push on silks this fall. They are shewing special lines of black silks, comprising their well-known gold-edge peau de soie at 75c., satin merveilleux at 75c., satin duchesse at 75c., and other lines of heavier silks. The firm have made special arrangements this season for the delivery of all goods ordered from them, and have already received and put into stock several large consignments of goods of which the following are notable: silk and wool broches, box cloths, surah serges in all qualities and grades, cheviot serges for cycling, boating and navy and black jacquard effects, etc.

Kyle, Cheesbrough & Co. are going very largely into plain and fancy dress goods this fall, and show some handsome French, English and other fabrics. "Boucla" is the technical name for a striking description of these, which the firm are just turning into stock for their fall trade. The different numbers on the list, like everything else this fall, are largely in bright colors. The surface is checked out with a rough nap, which gives the goods a very dressy look. This line of stock is offered at very

low prices and is good value for the money in Mr. Kyle's opinion, and he has spent a lifetime buying dry goods for the Canadian trade.

Among the new fall dress goods at Wyld, Grasett & Darling's are found the latest novelties in tweeds, camel's hair, boucles, silk and mohair plaids, satin amazons, box cloths, etc. Figured black pierola cloth is a capital material for good trade. Plain goods, while not strong this season, are safe. Mixed suitings are a feature, coming in subdued tints with broadcloth finish. This will retail in the lower lines at from 40c. to \$1.25.

A NEW CARPET FIRM.

Wm. Forsyth and Edward Hicks have begun business as carpet manufacturers' agents at 301 St. James street, Montreal, Mr. Forsyth was for many years in charge of the carpet department of Gault Bros. & Co., Ltd., while Mr. Hicks occupied the same position with S. Greenshields, Son & Co. They will represent several old-established Scotch houses in Brussels, Wilton, tapestry and hemp carpets and mattings. They will also be Canadian agents for several leading manufacturers in Manchester goods. These agencies are to transact business with wholesale jobbing houses only. On his retirement Mr. Hicks was presented by S. Greenshields, Son & Co. and their employes with a gold watch.

W. H. Forsyth has been appointed agent for Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland for M. Nairn & Co., Ltd., Kirkcaldy, Scotland, manufacturers of floor cloths, linoleums and inlaid linoleums.

Kyle, Cheesbrough & Co.

THE
LACE
WAREHOUSE
OF
CANADA.



Importers of Novelties in

Dry Goods

Embroideries

Trimmings

Gloves, Hosiery

Silks, Braids

Muslins and

Curtains

Dress Goods, etc.

Our travelers are now on their respective routes with full line for fall trade, and we would beg for them your usual kind consideration. We have added to our collection a number of quite new lines and novelties which it will interest our friends to see before placing their orders. Obediently yours

Kyle, Cheesbrough & Co.

MONTREAL.

THE DRY GOODS REVIEW

F. ROBERTSON & CO.

SEVERAL novelties for the fall trade are shown by F. Robertson & Co., Toronto. Among these THE REVIEW noted a new line of infants' and children's headwear, made up in Normandy shape, in white Japanese silk, beautifully embroidered. They are lined so as to suit autumn and winter wear. These lovely goods are also shown in colors—browns, old blues, cardinals, etc.—and will retail from 25c. to \$3. In crocheted woolen goods, especially infants' sacques, American makes are running the German very close, and Mr. Robertson



Velvet Grip

is showing some very dainty things, perfect in taste, color and fit, every detail as to sleeve, etc., being carefully made up. A line of ladies' fascinators shows a tendency to revive the bead trimming, which gives a glistening effect so fashionable just now. Several other novelties may be noted. The Velvet Grip hose supporter, which, by the combination of a round rib loop and cushioned stud, produces a grip that will not cut the finest material, nor slip. The supporter is easily adjusted, and is attractive in appearance, as the accompanying illustration indicates. The Brighton silk garter is another line with much merit, the garter resting flat against the limb. It is nicely put up in a box, and is a good seller at 25c. retail. The firm are also showing the H. & W. underwaists for boys, girls

and infants, made in many styles at all prices, of finished corset jean or canton flannel, cambric and materials.

TRADE CHAT.

McMaster & Co. report that 32-in. black velveteens for capes, retailing at 75c. to \$1.50, are in good demand. A new shipment of Swiss muslins, hair line, spots and sprigs, is in.

P. Garneau Fils & Cie., of Quebec, report that their travelers are all on their respective grounds. New goods are arriving daily, and they never were in a better position to fill orders.

P. Garneau Fils & Cie., of Quebec, have some special lines of cashmeres, extra value, in stock. In towellings, crashes, tablings and linen sheetings they have some bargains to offer.

John Macdonald & Co. are offering a special line of Canadian yarns and their celebrated J.M.D. fingering yarn. They continue to sell the Queen City and Saxony yarns at the old prices.

Wyld, Grasett & Darling offer extra value in union and all wool grey flannels, also in white blankets, union and wool. Further shipments of black sateens, aniline dyes, and turkey red and indigo prints are reported.

Baker & Brown, who recently begun business in Montreal as manufacturers' agents, have secured the control for Canada of several extensive manufacturing houses. They make a specialty of the "Harding" hose supporter, which has been selling very well. Their other lines are embroideries, Swiss handkerchiefs, Swiss and Nottingham curtains and hosiery

WALTER J. VOGT,

Successor to JOHN HENRY VOGT,
.... MANUFACTURER OF

Millinery and Dress Trimmings

OF EVERY DESCRIPTION



SPECIALTIES:

SPANGLED BELTS,
HUSSAR LOOPS,
FURRIER'S OLIVES and LOOPS.

51 to 57 Berry Street, Brooklyn, N. Y.

Ladies' Felt Hats

Latest New York styles and novelties for the coming season. Write for prices and samples.

Dominion Hat Company

(Late Strachan & Hay)

68 Esplanado St., West
TORONTO

Manufacturers of:

Soft Fur Hats

Stiff Fur Hats

Soft Wool Hats

Novelties in Children's Caps, Uniform and Society Caps, Tweed, Sealette and Astrachan Caps. . . .

THE -- DRY -- GOODS -- REVIEW

BIT TO THE MERCHANTS' DYEING AND FINISHING CO.

MAKING as we do a great interest in all Canadian industries, and especially those connected with the dry goods trade, we succeeded, after several applications, in having a look through the above works. Though a newspaper man is supposed to know or find out everything, we must confess that after seeing all the machines, we came away fully convinced that technical knowledge, common sense and brains were even more necessary than good appliances. It is now four years since the first building of one storey, 86 x 110, was erected. In 1894 a second storey on the western half and an addition, 86 x 60, was added, and last winter this was still further increased, until the building has now a frontage of 216 feet, with a depth of 86.

We saw the goods, British, French and German, just as they come from the loom in the grey state and then saw them in the various processes until they were ready for sale on the counter. We also saw goods sent to be re-dyed and a queer unsaleable lot some of them were, and afterwards in the finishing room saw piles of pieces dyed, and even the manager could not tell which were re-dyes and which were goods dyed for the first time without reference to the piece number and the register. We were struck with the evenness of color and the beautiful sheen on all the goods, even the lowest, and were told that it came from combining the best points in the British, French and German modes, both of dyeing and finishing, according to the cloth to be treated. The French dyers are noted for the fine bloom on the color when the goods are held between your eyes and the light, and this is apparent on the goods dyed here; while the German are noted for their fine finish. And we saw Canadian work combining these two qualities.

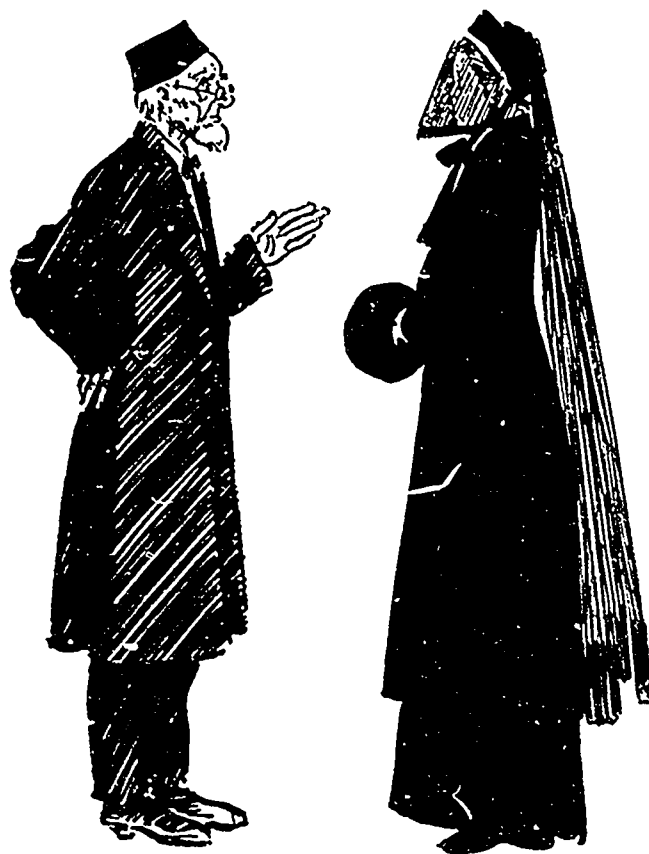
Like new industries, it has taken time, money and plucky perseverance to surmount the incidental difficulties and prejudices, but the lustres, sicilians, henriettas, serges, figures, etc., that we inspected simply astonished us, and we considered them equal to anything we ever saw. There was nothing to indicate the ownership of anything shown, as every piece gets a number on arrival and is registered with the name of the owner and color desired, in a private book, so that the employes don't know whose goods they are handling. Neither did we get any information other than that they were working for many of the best firms in the country. There is a general impression that we cannot produce in Canada as good colors as in Europe. Some people ascribe it to the water, some to the climate, etc. We were assured that these are old fictions which reigned under the old method, when things were done by practice and the rule of thumb. During the last ten years especially has chemical science changed all this. As to water, no locality where dress goods are dyed whether in Britain, France or Germany, has such an abundance of pure water as we have at our doors from the largest fresh water lakes in the world—and as to climate and atmosphere, Toronto certainly excels Yorkshire, beats Saxony and quite equals the Dept. of the Nord in France. We were assured that only the best qualities of all dyes and chemicals and the newest methods were used, and therefore the results must be good. Hermsdorf is known the world over for his famous fast black on cotton hosiery, and so this concern is now dyeing a fast black on both all wool and cotton mixed goods that does not crock and is fast even to muriatic acid, as we saw with our own eyes. They have made a specialty of dress goods of all sorts, but will, no doubt, develop other articles as time goes on and the openings occur.

Although we are not engaged in the dry goods business we could easily understand two important advantages which were pointed out to the visitor: First, in Europe, the division of labor is carried out fully (not as here, where one concern tries to buy its wool, spin its yarn, weave its cloth and then dye and finish it), and wool dealing, yarn spinning, cloth weaving, and dyeing and finishing are all separate trades carried on by separate concerns. So the buyer who buys his goods dyed and finished must buy from the converter or merchant, while those who buy the goods grey and themselves send them out to dye and finish, can come to first hands. Then, secondly, if the goods are imported grey they can be dyed on the spot to the colors wanted, thus saving the heavy losses usually made on bad colors—and keeping the stock fresh with salable colors. One came away impressed with the size of the place, the completeness of the outfit and the excellence of the work done, and feels assured that this new departure is in the front rank and only needs to be properly tested to ensure its extensive adoption and patronage. We might add that the company don't buy or sell any goods whatever. They simply dye and finish for any concern that will send them work and pay their price—just exactly as similar business is conducted in Britain, France and Germany.

SWEATERS.

Lonsdale, Reid & Co. report a good demand for nobby designs in ladies' boating sweaters, tennis jerseys, wheeling sweaters. In London and Paris these goods are in great demand.

"What is it, little girl?" said the storekeeper. "Mamma sent me for a lamp chimney, and she says she hopes it will be as strong as that last butter you sent us."



Widow (ordering tombstone): "And I don't want any maudlin sentiment on it; just put, 'Died. Age 75. The good die young.'"—Phil May.

.. WHOLESALE ..

Millinery, Mantles

.. AND ..

Fancy Dry Goods.

D. McCALL & Co.

The Leading Millinery House in the Trade.

Toronto

12 and 14 Wellington St. East.

Montreal

1831 Notre Dame St

Our Travellers visit every City, Town and Village in the Dominion.
Now on their respective routes with *Samples* for *Fall Season*.

TRIMMED MILLINERY

A Specialty. Superiority in Styles and Values.

Dress and Mantle Trimmings, Velvets, Silks
and Laces, Woolen Goods, Flowers,
Feathers, Ornaments

IN ENDLESS VARIETY.

When placing Orders for Millinery or Fancy Dry Goods, remember

D. McCall & Co., Toronto

WOOLENS AND CLOTHING.

FALL orders are reported by the woolen houses to have been very fair so far, despite the rather unfavorable circumstances due to elections, etc. There is a demand for better stuff in Canadian tweed. The making of this class is in the best interest of both the manufacturer and distributor, and some very creditable stuff in both 6-4 and 3-4 goods is being produced this season. Close imitations of Scotch makes, as also the finer faced English woolen and worsted fabrics, are seen this season. The Canadian mills are realizing that the character of the goods depreciates by catering too much to the demand for low lines, and are regaining all their old reputation. In serges, woolen and worsted, they have attained an excellence quite on a par with imported fabrics of the same class. Merchants are now heard to ask for certain goods from Canadian mills, like Rosamond, Brodie, Forbes, Oxford, etc., mentioning the names in doing so.

The Sanford Manufacturing Co., of Hamilton, have done a large business this season, and some of their specialties have taken well. Their fibre chamouis lined ulsters are in great favor, and the heavy winter cheviot suitings in the latest shades and designs are a feature. This big house shows all the latest novelties in juvenile suits and overcoats. Their children's clothing is beautifully made, and every detail is attended to, so that a high standard of excellence is maintained.

McMaster & Co. have imported largely for this season's trade, Scotch suitings in all the newest designs and colors, trouserings in black and fancy, worsted suitings, the products

of the best makers, an exceptionally fine selection. Overcoatings in meltons, beavers, vicunas, naps and frieze; black worsteds in twills and venetian finish, the best value in the trade. They report the demand for the above lines as brisk, having taken very satisfactory orders for early delivery, and each mail adds to their number largely. In Canadian tweeds they have secured a well-assorted range of the output of the best mills, and have the greatest confidence in these tweeds meeting with favorable judgment from keen buyers both as to pattern and quality. The values were never better, and speak eloquently for the enterprise of our home manufacturers.

Mr. Oliver, the experienced buyer for the Sanford Co., Hamilton, has just returned from England. He found Bradford trade quiet, but at Huddersfield prices are as firm as ever, with a brisk trade, the mills working double shifts. Mr. Oliver has crossed the ocean over eighty times, and keeps in close touch with the markets abroad.

John Macdonald & Co. are showing as usual a large range in woolens. For overcoatings a new line is the fur beavers, and beavers, meltons, naps, black and blue, vicunas, colored clay twills, and friezes, Canadian and Irish, continue in favor. For suitings, Scotch, Canadian and Irish mixtures in browns, greys and greens are the go. They show also a nice line of fancy worsted and serge suitings, both in fancy and plain mixtures. A large range of black and blue worsted venetians, corkscrews, s-taras, clay twills, their famous Belwarp serges and coatings, including other makes in black and blue serges, are also shown. The department is well equipped in mantle cloths, including

IF YOU WANT...

Good Thread

THAT WILL PLEASE YOUR CUSTOMERS. KEEP...

GLAPPERTON'S

SEE THAT THIS LABEL IS ON THE SPOOL.

Blacks Warranted Fast Dye. This Thread is Free from Knots.

WM. CLAPPERTON & CO.

165 St. James Street

MONTREAL

B. LEVIN & CO.Importers and
Manufacturers of...**Fine Furs and Caps**

491 and 493 St. Paul Street,

MONTREAL.Save Your Goods From
DUST! DUST! DUST!Used in
Toronto by

John D. Ivey
McKendry & Co.
Bon Marche
Warwick Bros. &
Kutter
J. H. Eddy Co.
MacWillie Bros.
Macpherson Bros.
City Registry
Confederation Life
etc., etc



THIS OIL PREVENTS DUST
PRESERVES THE FLOORING
... AND IS A ...
DISINFECTANT.



OFFICE
AND
WAREHOUSE
431 EGLINTON STREET EAST,
TORONTO.

GEO. PARSONS.

J. DEANT.

6-4 tweeds, golf, serge, beaver, naps, fancy curls, astrakhans in black, grey and white, friezes, box-cloths, broadcloths and venetians. A large range of handsome Canadian tweeds are seen.

For overcoatings, Wyld, Grasett & Darling expect that beavers and meltons will hold their own in this market. The vicunas, so popular in England, may hardly be dressy enough for our trade. For suitings, tweeds will have a good lead. The house has some very handsome patterns, mixtures of brown and green with an invisible check, also tans, browns, and greens mixed. These tints are striking and the goods salable. In trouserings, neat effects in wool and worsteds are selling, and twill worsted suitings, dressed and undressed, will prove good for coats and suitings. This house is showing some very fine branded serges—Venus, Trilby and Elcho—the material resembling worsted and tweed, both in blacks and blues.

John Muldrew & Co. are showing the latest specialties in Canadians and imported. They will send samples free of cost to the trade who wish to see some of the novelties secured by the firm. Special attention is directed to the suitings in cheviot finishes and worsted curls.

W. R. Brock & Co. are ready this year for the trade in tweed suitings with a large range. Scotch makes have slightly bolder effects, and there is a disposition to return to over-checks. Neat patterns prevail for suitings, and in colors the browns and greys are taking well. Both rough and soft finish effects go equally well. In trouserings, this season's variety is larger, and a nice range of imported colored goods are increasing in popularity. For overcoatings, a new cloth for better trade is a heavy vicuna, in blacks, blues and dark mixed shades, for the

heaviest winter wear, as well as naps, Irish and Canadian friezes. Beavers and meltons are the leading lines.

The stock of Canadian and other tweeds, worsteds and Irish friezes is, as usual, a large one with Thibaudeau Bros. & Cie, who have made ample preparations for their fall trade. Printed American flannelettes, in 12 different grades, are also a large line with them. In cloakings, the travelers are now out with samples of new fancy cheviots, of which the firm are showing a very large assortment this fall.

The Schofield Woolen Co., Ltd., of Oshawa, is seeking incorporation; capital, \$40,000. The incorporators are: J. Schofield and J. A. Schofield, of Oshawa; Ada Margaret Schofield, of Oshawa; Mary Alice Irwin, of Decatur, Illinois, and C. A. B. Brown, of Toronto.

WOOLEN CREDITS SHORTENED.

Representatives of all the woolen manufacturers in Canada, at a meeting held in Montreal, decided unanimously to shorten their terms of credit one month. This move on the part of the manufacturers should be of material assistance to the jobbing trade, as formerly under the old terms of accommodation one season's goods overlapped another's. The disadvantages to this are obvious. Under the old arrangements the woolen manufacturers sold goods practically at five months, that is, the spring goods were delivered in March and dated four months from April, and the fall goods in September and dated four months from October. Now, according to the agreement just signed by all the manufacturers, spring goods are sold at four months, spring goods being dated four months from March and fall goods four months from September.

We Want to Know Every Merchant in Canada

And want you to know us and our Dress Stays.

With that end in view we call your attention to

(WE MAKE) **THE FOUR LEADING STYLES** (IN CANADA)

In
Sateen
And Satin

EVER=READYS
PRE=EMINENTS

Welded with Gutta
Percha.
Spring Steel, Metal
Tipped.

Japanned Steel, Fine
Heavy Corset Sateen,
Silk Stitched.

Aluminized Steel, Metal Tipped,
Reinforced Ends, Silk Stitched.

ALL=RIGHTS

In
Sateen
Only

Japanned and Tipped Steel,
Fine Sateen and Stitched.

AND ALPHAS

ALL PRINCIPAL COLORS
PRICES WILL PLEASE YOU.

Ask for samples or make a sample order for
any of the above styles to your jobber or us.

The EVER-READY DRESS STAY CO.

TORONTO,
24 Wellington St. West.

Largest Dress Stay Manufacturers

WINDSOR, ONT.

WE WANT THE BEST.

WHAT suited our grandfathers is certainly not good enough for us if we can get anything better. This seems to be the spirit of the age, and any new idea of genuine worth will always be taken up eagerly. In Germany they are spinning wood fibre into a yarn and it is used for knitting hosiery, etc. It proves as soft and warm and much more durable than woolen yarn, and, of course, is far less expensive. Indeed, wood fibre seems bound to enter very largely into the textile world of the future, as some of the most progressive concerns in the world are now experimenting with it, with good results. The Belgians have succeeded in making a cloth from it which resembles cotton, and right here at home we have the popular Fibre Chamois, which is practically a wooden cloth, made entirely from spruce fibre. It forms a fabric, light, durable and inexpensive, which is so complete a non-conductor of cold and heat, that, used as an interlining for clothing, it keeps out all bitter wintry winds, preserving the natural heat of the body in any and every weather. The Government authorities have tested its value for use in the uniforms for the army, postmen, etc., and they, as well as many railroad companies and other large organizations, are adopting it as an interlining for such uniforms. It certainly offers magnificent worth, as it gives the necessary warmth without adding weight or bulk, and can be had for such a trifling cost that it is attainable by every one. Clothing manufacturers have been quick to realize the demand there is sure to be for clothing so interlined, and have had their fall lines made up with it, so that the clothing merchants can provide even their poorest customers with this protection in their ready-to-wear suits.

STETSON HATS.

Attention is specially directed to the announcement of the famous John B. Stetson Co., of Philadelphia, on another page of this issue. "Stetson" in a hat has long been the synonym for everything that is good. Long experience in every detail enables the company to turn out hats that disarm adverse criticism. At this big factory in Philadelphia 1,000 people are kept busy supplying the demand that comes from every part of America, Canada and other foreign countries as well. The company imports its own skins and cuts its own fur, every process of hat-making being thus done under the strictest personal supervision.

The fall styles, samples of which are now being shown by the company's numerous salesmen, comprise a very full line of new shapes in soft and flange brim hats and in the Stetson derby hats, which are growing more and more popular each year. There are enough shapes and shades to meet every fancy.

Every up-to-date hatter should look into these splendid styles for fall. A postal card would, no doubt, bring fuller particulars of special styles.

FROM QUEBEC TO THE COAST.

THE REVIEW met Mr. J. Dowler, the western representative of Messrs. Garneau, Son & Co., Quebec, at Nanaimo, B.C. Mr. Dowler is an old timer at the Coast and finds business fully up to what it has been in the past.

Mr. E. H. Conger, representing the Celluloid Co., of New York, was in Canada this month, and from Toronto went down the St. Lawrence to Montreal.

ED. SCHULTZE, SON & CO.

Montreal

Sole Agents for
Canada.

Grand Prix d'Honneur, Paris Exposition, 1889

TREFOUSSE & CO

Highest Grade French Kid Gloves

These fine goods
have never before been
offered in this market.

We will shortly call upon the trade
with a complete line of Kid Gloves

INCLUDING

English, Belgian, German and Austrian
Manufactures

HALIFAX LETTER.

THE great political battle is over, and a leading wholesale dry goods merchant of this city has gone down in the fight—Mr. T. E. Kenny, of T. & E. Kenny, Halifax, and Kenny, Mahon & Co., London.

I dropped into some of the wholesale houses this week to ascertain what effect the elections were likely to have on business. T. M. Jenkins, manager of Murdock's Nephews, says a modification of the tariff will be acceptable to them, but that the country is not prepared for any radical change. He strongly favors a reciprocity treaty with the United States, believing that even the announcement of such would double their business.

Messrs. Wellner, Moore & Partridge, wholesale milliners, are by no means fearful of a change in the tariff. When asked about the present state of trade in their line, they said that they had no cause to complain. The outlook for the fall and winter trade is not too bright. Dealers throughout the provinces are well stocked from last year, and consequently will not order heavily. The great run on straw sailors' caused a great falling off in the demand for higher grade hats. Collections in this line are fair. Messrs. Wellner, Moore & Partridge thought the elections had the effect of keeping travelers off the road who try to force business before the trade is prepared for it.

Messrs. Barnstead & Sutherland, who were burned out last winter, are having their new premises rapidly pushed towards completion. The new store will be on the site of the old one on Barrington street. It will be of brick with large plate glass front. At present they occupy quarters on Granville street.

That an electric tramway can infuse new life in a dead business street is shown in the case of Granville street. This street

was, a few years ago, the dry goods centre of the city, but the advent of the horse railway took the trade to other parts, and the street assumed a deserted appearance. Business premises rented for half what they formerly commanded. To-day there is a change. The electric cars go through the street and business is once more booming and the merchants are correspondingly happy.

W. B. Freeman, of the firm of McPherson & Freeman, has gone to England to make fall purchases.

GLOVES AT LOW FIGURES.

A departmental store has been selling a kid glove at 50c. a pair. This glove actually costs the manufacturer 83c. to lay it down in Canada, and the 50c. quotation has occasioned a good deal of comment. These prices are cutting into the retail trade in distant parts of the country, where buyers are sending the money to this city store. They have asked the glove importers for a line to compete, but none of them can supply one. It is suggested that the departmental store may have a lower Customs' valuation on its goods than the regular glove importers, who are now specially watched and sometimes have to pay a higher valuation than the goods cost.

OVERCOAT LININGS, ETC.

McMaster & Co. have a very desirable line of overcoat linings of the latest designs of German manufacture, in silk and wool and mohair and wool mixtures. They also show fancy vestings in small effects, which are much in demand, and call attention to the latest novelties in ladies' cloths, in beavers, noppie serges, golfs and friezes.

WM. TAYLOR BAILEY

. . . SUCCESSOR TO . . .

Peter Schneider's Sons & Co.

: : AND 29 VICTORIA SQUARE, MONTREAL.

UPHOLSTERY AND DRAPERY GOODS

Selling Agents for STEAD & MILLER, Philadelphia

Manufacturers of . . .

Chenille Curtains and Table Covers

Cotton Derby and Tapestry Curtains

Cotton Tapestries

Silk Tapestries

Fine Silk Draperies



Brocatelles

The _____
Dominion Oil-Cloth Co.

MONTREAL

BRANCH OFFICE—Cor. Front and Yonge Sts., TORONTO

MANUFACTURERS OF

OIL-CLOTHS

OF EVERY DESCRIPTION.

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

FLOOR OIL-CLOTH

We make in the following grades: NO. 1 QUALITY—Our Standard Line, in widths of from 4-4 to 10-4; beautiful patterns and varnished backs, finest colorings and best finished goods in the market.

NO. 2 QUALITY—The leading grade, also made in widths of 4-4 to 10-4. This line will give perfect satisfaction.

NO. 3 QUALITY—In widths of 4-4 to 8-4, are superior to any other low-priced goods in the market, both in styles and quality.

TABLE OIL-CLOTH

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

WE ALSO MANUFACTURE

Floor Oil-Cloth In 4-yd. wide sheets, C quality.

Oil-Cloth Mats or Rugs.

Cotton, Canvas and Painted Back Stair Oil-Cloth.

Carriage, Enamelled Leather Cloths, and Shelf Oil-Cloths.

Every Wholesale House in the Dominion handles our goods
Their Travelers all carry our Samples. The Goods are Right. The Prices are Right.

Office and Works: Corner St. Catherine and Parthenais Sts. **Montreal**

Suspenders and Buttons



Our Samples for Fall Trade are now being shown by our representatives in all parts of Canada.

Our Suspenders in past seasons were much appreciated, and to further increase their popularity we have greatly improved the selection in both value and variety.



G. E. HAGEDORN, Manager

We show a magnificent range of Tailors', Mantle, Jacket and Dress Buttons, in either Ivory, Horn, Pearl, Cloth-Covered or Jet.

Remember, "We Fear Nae Foe." From those to whom we are still strangers we would solicit a trial order. Satisfaction Guaranteed.

The Berlin Suspender & Button Co.

MANUFACTURERS

BERLIN, ONT.

Boston Dry Goods Co.

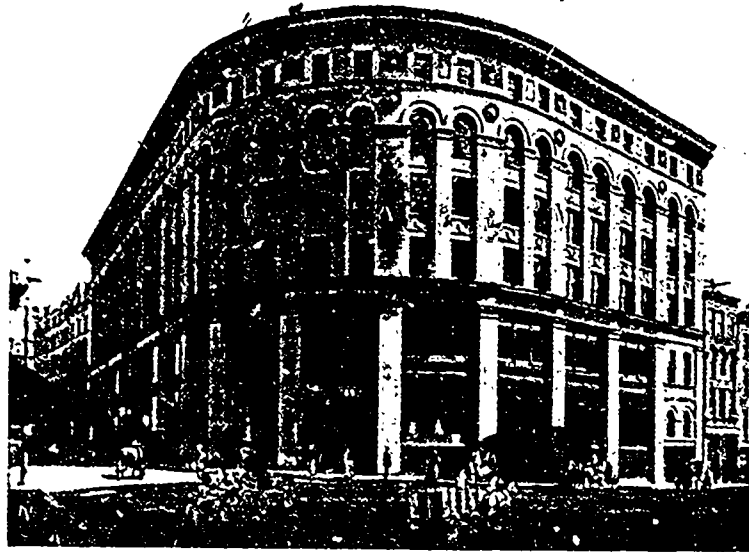
SUCCESSORS TO

Jordan, Marsh & Co.'s, Wholesale

Bedford and
Kingston Sts.



Boston



8 Greene St.



New York

Jordan Building

Importers and Jobbers

Dress Goods, both Foreign and Domestic

Silks, Velvets, Velveteens

Linens, White Goods, Cottons

Linings, Prints, Flannels, Blankets

We carry large, well-assorted stocks in all the above departments, and make a specialty of **AMERICAN** manufactured goods, with prices as low as the lowest.

Mail Orders and Correspondence of any kind will be given prompt attention.

It will pay you to give us a call

BOSTON DRY GOODS CO.

P.D. CORSETS

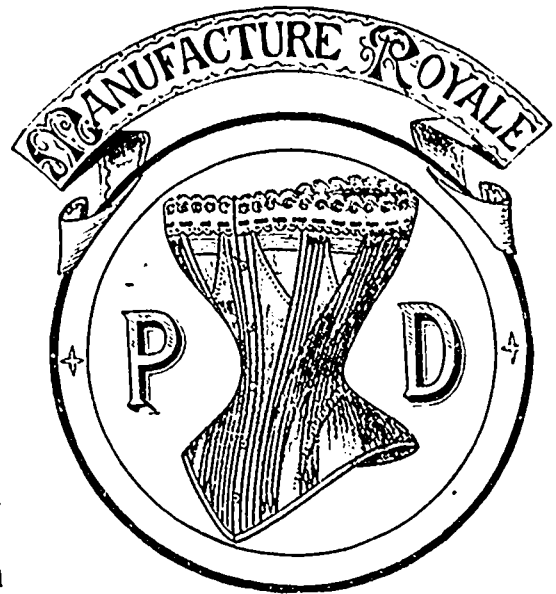
The celebrated P.D. Corsets are unrivalled for perfect fit, beauty of style and finish. They are designed and cut by the most eminent artists, and only the very finest materials are used for this nonpareil corset.

P.D. Corsets stand to-day upon the highest pedestal of Corset manufacture, and the numerous branches in Belgium, Germany, England, United States, Canada, Australia, New Zealand and many other countries, testify to the enormous production, which is by far and away the largest in the world.

The P.D. trade mark, as applied to corsets having a reputation co-extensive with the whole civilized world, secures them a ready passport to every woman's favor.

The demand for these beautiful Corsets, gigantic beyond all precedence, is still increasing by leaps and bounds.

Ten Gold Medals and Diplomas d'Honneur awarded at all the International Exhibitions during the last twenty years is a record no other maker can show and proves the numerous qualities of this Corset, the superiority of which is now nowhere seriously contested.



Manufacture Royale de Corset P.D.

Koenig & Stuffmann 10 St. Helen Street **Montreal**
Sole Agents for Canada.

The Harding Hose Supporter

— THE BEST —

Once tried, always worn.

++
Easy to clasp.

++
Easy to unfasten.

++
Handsome and secure.

++
Ask your Dealer
for it

.. AND **GET IT**



Warranted not to tear the Hose.

++
Fastens to Corsets
or child's Waist with-
out Hooks, Pins or
Buttons.

++
No more trouble
with the children's fall-
ing Stockings when
the Harding is in use.

Sole Agents for Canada

BAKER & BROWN 260 St. James St. **Montreal**

WHOLESALE ONLY



Open



Closed

THE LATEST FASHIONS IN FRANCE.

THE present season in France indicates not only the fashions of to-day, but, as far as Canada is concerned, some of those which are to come. Paris, writes Jeanne in 'The Drapers' Record, reaches the zenith of her season with the Grand Prix, although it may be said that within the last two months the city has been a perfect whirl of gaiety. The weather was magnificent on Sunday, for if the sun was hot, the breeze was delightful. The toilettes displayed were most elaborate, linons and muslins being, in the majority of cases, exquisitely embroidered. It is well known that the toilettes at the Grand Prix not only give the keynote for the dress of the remaining season, but also for autumn fashions. The great couturiers send out models on that day on the backs of their best-looking show room ladies, and they go out themselves to witness the effect.

First of all, let us see what the great ladies of fashion wore in the grand stand, which presented a most brilliant aspect, the toilettes almost vying in brilliancy with nature. The Duchesse de Rohan had on a black and white foulard, the front of the corsage being of cream silk muslin, framed with handsome revers in black, and embroidered with true lover's knots in cream; the collar was of black satin, with a small collar over it of the application lace, the corners standing up on the sides. The large black hat in Louis XV. style was trimmed with cream feathers and white and black roses. The sunshade was of cream moire, lined with black, with Louis XV. handle. The Duchesse wore dark grey kid gloves, stitched with black, and fastened with very large black buttons.

The Duchesse de Morny was in a silver grey taffeta dress, with pompadour ceinture, yellow manilla straw hat in Louis XV. style, trimmed with a panache of black feathers and tea roses. A yellow batiste dress was trimmed with entre-deux of lace to match, high ceinture collar and sleeve poigne of mais taffeta glace mauve. The manilla black straw hat in Louis XV. style, with a yellow crown, which accompanied this costume, was trimmed with black aigrette and tea roses. A white foulard had small blue spots, and another batiste dress was covered with bright pink designs and was trimmed with cream lace. The Comtesse Mimerel wore a beige etamine, with ceinture forme corselet in green taffeta glace beige and white hat, trimmed with black wings and violet pavots. The Comtesse Pillet-Will was in grey alpaca, with small coat in the same material, lined with cream satin, with iron grey moire revers, flat gilet of the same, trimmed with long flat revers of coffee-colored lace, draped waistband of black velvet and draped collar of velvet, with a small, short sailor's knot of black velvet, finished off with a gold fringe. This style of front is the latest novelty, and I can recommend it to my readers as being most stylish and becoming. The black velvet over the grey is also a novelty and exceedingly effective. With the above dress was worn a paillasson violet hat covered with flowers.

A white foulard dress was trimmed with wide entre-deux of black lace over shrimp-rose satin. It had a large ceinture in two shades of rose, and the hat was trimmed with roses and black feathers. A grey foulard dress had a lightning pattern in white, and a vest in Louis XV. style opening over a white gilet. With this was an electric green straw hat, with cache-peigne of roses. A very pretty blue foulard had white polka dots and long blue satin sash and collar to match, the bodice being furnished with beige lace revers on either side of a blue satin pleat,

on which were three lovely strass buttons. A curious blue taffeta was striped with the new green, and was made entirely in the Louis XVI. fashion. The hat was of the same period, in black tulle. A white taffeta skirt was worn with a mauve silk corsage trimmed with black silk muslin; the mauve straw hat was trimmed with black silk muslin and mauve flowers. Madame de Beardaky was in faille mauve, with a mauve capote trimmed with cream feathers, and the Duchesse de Brissac had a white taffeta skirt corsage in changeable green, covered with handsome lace, which formed revers; the hat, in Louis XV. style, had a panache of white feathers.

I noticed one or two very pretty blue muslins laid under white, which gave a changeable appearance. These were made up quite plain, with high ceinture of cornflower-blue satin, and draped collar to match. Perhaps the linons in beige predominated. These were beautifully embroidered with white in Louis XV. and XVI. designs. They were nearly all decollete, the centre of the design having a true lover's knot; the filling in and collar being of cream silk muslin or some pretty light taffeta. With these thin dresses no collars are made, the neck being left bare, ladies preferring to fasten the ribbon collars themselves with a pretty pin back and front. Some of these ecru linons had black collars ceintures, and although they cannot be said to be so stylish as those furnished with bright colors, they are, nevertheless, very pretty. I only saw one check dress. This was in mauve and white, with a black straw hat trimmed with red roses and black feathers.

The Duchesse d'Uzes was in ecru colored batiste over a rose underskirt. The high ceinture was in rose taffeta, and the large fine straw hat was trimmed with yellow roses. The Duchesse de Morny had a grey silk taffeta dress shot with white, the ceinture being in white faille covered in flowers. The black tulle Trianon hat was trimmed with roses all round the back. There were several blue and white foulards, and electric blue straw Amazone hats. There were also foulards with white designs. The prevailing colors were yellow, blue mauve and violet, and white. Some of the ceintures were in the new material called Panne, which is a silk plush, resembling that used for hats, but of a finer quality, the colors in these being truly exquisite.

THE LATE SIR AUGUSTUS HARRIS.

The death of Sir Augustus Harris has brought to light the fact that that famous impressario started life in connection with the silk trade. Another point in his career, and one that should interest our readers, is that the actor who advised young Harris to adopt the stage as a profession was old John Ryder, who was in early life employed by Messrs. Leaf, in Old Change. Ryder, who "slept in," had in his youth a great passion for "play-acting," and more than once was "carpeted" at Leafs' for being late in getting to his bedroom. He was eventually asked by his employers whether he preferred to remain in their service or to still indulge in his habit of visiting the playhouse. Ryder selected the latter, and was promptly dismissed. The death of Sir Augustus Harris is a great loss to the stage, while it will be very deeply regretted by the theatrical costumiers of London, with whom he annually spent a vast sum of money. Not the least important of the deceased gentleman's assets will be the exceedingly valuable collection of costumes, made in many instances of the richest fabrics, with which the wardrobes of Drury Lane Theatre are stocked.—Drapery World.

READY FOR FALL

Our travellers are now on their respective routes with a full line of samples for Fall trade, gathered through the best facilities and selected with care from the world's first markets.

Stocks will shortly be complete in every department, and while we invite your personal inspection at our warehouse, we beg to solicit your usual kind consideration for our representatives. We are showing

Special Values in all our Departments

DEPT. A

Linens
Towellings, Tablings, etc.
Shirts and Drawers
Cotton Blankets

DEPT. B

Flannels
Mantlings . . .
Worsted and Tweeds
Floor and Table Oil-Cloths

DEPT. C

Dress Goods
Velveteens . . .
Magog Novelties
In Tartans and Wrapperettes.
Gents' Furnishings

DEPT. D

Hosiery, Shawls
Ladies' Underwear
Gloves and Mitts
Yarns, Baldwin's
Canadian Fingerings.

Enquiries for samples promptly attended to.

KNOX, MORGAN & CO. Hamilton

THE COUNTRY MERCHANT'S LOT.

SOME OF HIS DIFFICULTIES AND THE WAY TO MEET THEM.

WRITTEN FOR THE DRY GOODS REVIEW BY AN EXPERIENCED HAND.

ANYONE of an observing nature who has opportunities of traveling around through the rural districts cannot but be impressed with the fact that the country merchants are not as prosperous as they might be.

It is true we are passing through hard times. Bad crops and low prices have diminished the purchasing power of the farmers, and city departmental stores have been sucking a good deal of the life blood out of the country trade. But, notwithstanding these difficulties, there is a certain amount of trade to be done, and a fair living, at all events, if not more, could be made by the majority of country storekeepers if they conducted their business on such principles as are absolutely essential to ensure success in these times, whereas it is very doubtful if more than a small minority are making the two ends meet at the close of their business year.

We live in a fast age. Recent inventions, such as the telephone, trolley car, electric light, yea, even the bicycle, have quickened the pace of modern civilization to such an extent that people can no longer afford to travel in the old ruts. The public are continually on the look-out for new ideas. Old shop-worn, musty, moth-eaten, dog-eared ideas are passed over with contempt, and only that which is new and attractive commands attention.

The present generation in the country districts are far better educated than their fathers and mothers were. Any one can see that who looks at the intelligent countenances of the young men and women, more especially the young women, who do the most of the shopping for the family, and the system of centralization that seems to pervade the present era, which gathers the people like hives of bees into the large trade centres, has drawn so many from the farm to the city that there is scarcely a family throughout the length and breadth of the land which has not an opportunity of keeping more or less in touch with the ideas of the most progressive business establishments.

The country merchant who wishes to cater successfully to a capricious public must throw all old ideas aside, and conduct his business in accordance with the spirit of the age.

Departmental stores in the larger business centres conduct their business mainly on a cash basis, paying cash for what they buy and receiving cash for what they sell. The few who give credit keep the amount of their book debts down to a reasonable figure by rendering their accounts frequently and curtailing the credit of all customers who do not pay promptly.

The country merchant who cannot pay cash for what he buys is badly handicapped in the race. The cash discounts will go a long way towards paying his expenses. A man of limited capital cannot possibly pay cash for what he buys unless he gets cash for what he sells, but on the contrary has his capital locked up in book debts, and in consequence has to pay interest on renewals to the wholesale houses, which is a heavy drain on his profits and frequently leads to disastrous results.

The argument used most commonly by the country merchant on the credit system is that bad crops and low prices have made the farmers so hard up that business would fall off and profits diminish if credit were stopped or even curtailed. If the farmers are hard up there is all the more reason why the

merchant should curtail his credits even if his business should decrease.

Prompt collection of outstanding accounts in hard times is of more importance than selling goods.

Do our banks keep on giving out their money as freely in hard times as in times of prosperity? No; they call in a large portion of their loans, lock the money up in their vaults, and only give accommodation to those who present gilt-edged paper. Their profits may diminish and they may pay smaller dividends; but they try to keep their capital and reserve intact by sailing close to the wind until times improve.

The man who refuses to have his limb amputated to save his body will soon be a fit subject for the undertaker, likewise the merchant who has not the courage to lop off the diseased part of his business to save his capital will soon be a fit subject for the assignee, who will conduct the funeral and pocket the expenses thereof before anyone else gets a share of the remains.

Another of the old ruts that the country merchant does not appear to be able to get out of is that of taking in exchange for goods, butter and other produce that is often of very inferior quality, and for which he gives the highest market price that is given for the very best quality, and large quantities of the poorest quality of butter are received at a time of the year when the bulk of his output is composed of goods that bear the smallest of profits, such as sugar for the preserving season and the necessities of life required to feed the hands in harvest time.

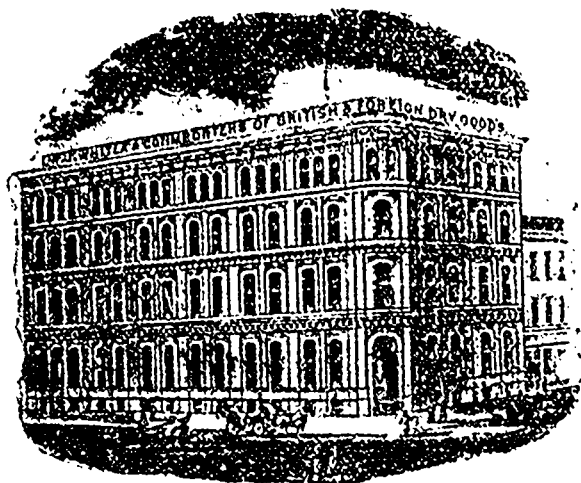
The butter question is a delicate and slippery one to handle. No doubt the refusal to take bad butter often gives offence to a customer, but at the risk of giving offence it should be refused. There are many farmers' wives and daughters who do not take the same trouble over the butter they make for the store as they do over the butter they sell to cash customers, and yet the farmer and his wife and daughter will very soon transfer their patronage to another store if the merchant gives them an inferior article. The anxiety that many country merchants show to exchange staple goods which are worth 100 cents on the dollar for job lots of farm truck is surprising in these days of small profits.

Another old rut that should be got out of is that of the open till. An accurate account should be kept of all sales, even to the most minute details. Many a leak will be stopped by attending carefully to this. Temptation should not be placed in the way of young clerks who commence their career mere boys with characters scarcely formed, by allowing them to handle cash without any safeguard. Some who would yield to the temptation so recklessly placed before them, under stricter discipline would grow up honest men with systematic business ideas that would enable them to become successful merchants in the course of time.

Very many of the failures may be attributed to the early training received in stores where business was done in a haphazard manner. Too much time is often wasted in country stores talking over the counter with local gossips on politics, municipal or other matters, which might be profitably employed in cleaning up the stock and making it look more attractive, or attending to the bookkeeping, which, alas, is often sadly neglected.

The country merchant has certainly a hard battle to fight. The Granger attacked him, the Patron attacked him, and now the departmental store has attacked him, but he is not dead yet

The Requirements



Of the dry goods trade of Manitoba and the North-West Provinces have always been our special study. We have given the matter such close attention, and have brought it to bear so directly upon our buying, that our stock for

. . Fall Trade

in our five great departments shows such an assortment of seasonable goods that we feel ourselves in a better position than ever before to merit the patronage and support of the

5 Great Departments



Trade of the Great West.

- (1) Staples, Foreign and Domestic
- (2) Dress Goods and Woolens
- (3) Smallwares and Haberdashery
- (4) Men's Furnishings
- (5) Carpets and Housefurnishings

We invite an inspection of our immense stock, either through our travellers or in our warehouse.

FILLING LETTER ORDERS A SPECIALTY.

R. J. WHITLA & CO.

Winnipeg, Manitoba.

if he will only stand up and fight with the improved modern weapons of his latest assailant.

No agitation or attempted legislation will be of any avail against the departmental store.

Any attempts at coercion will only give it a better advertisement and increase its trade. It has come to stay. The best way, therefore, to fight against it is to adopt some of its business principles. Buy for cash and sell for cash or its equivalent as nearly as possible, and if any credit is given it should be given on the same basis as the wholesale houses give to their customers and the accounts as carefully looked after.

The stock should be kept new and fresh by purchasing often, and in such quantities only as the amount of business done will warrant. All goods that are sticking on the shelves should be reduced in price and got rid of. There is no difficulty in getting a good profit on new and fashionable goods, but when goods lie on the same shelves day after day and week after week, customers become too familiar with them and "familiarity breeds contempt."

The country store is a departmental store, on a small scale that is all, and if the business principles are applied to it that are carried out in the larger establishments, there is no reason why it should not be as successful in proportion to the amount of the turnover.

THE MANTLE TRADE.

Alexander & Anderson make up ladies' waterproof tweed garments with detachable cape or hood, as desired, and have a nice range of children's ulsters, reefers, blazers, etc., in beavers, friezes, fancy tweeds and check-back cloths. They carry a large range of mantle velvets, and turn out beautifully finished sealette and velvet capes, jackets, etc., at popular prices. As will be seen by the illustrations in their advertisement the mantles shown to the trade are of the very latest fashion and make, and the firm therefore say that "we are to-day showing the best line of really new, smart, stylish, useful, quick-selling, profit-producing garments that have been submitted to the trade of Canada this season; besides which, new styles will be added to our collection from time to time, throughout the season, as soon as they appear. Our experience is that changes in the style of ladies' garments are so rapid and numerous that one has to be constantly in touch with customers in order to maintain harmonious business relationship. Many of the most prominent merchants of Canada, who have hitherto successfully handled our mantles, express themselves as being highly satisfied with the fit, finish and workmanship of our garments, and they thoroughly appreciate the acknowledged advantage of getting their wants supplied on short notice as their requirements demand, thus enabling them to do a large and profitable business without running the risk of carrying over a heavy stock of unmarketable goods."

THE TRAVELER WAS CAUTIOUS.

A commercial traveler the other day, says a Manchester correspondent, received from a wealthy acquaintance in Frankfort a proposal to marry his daughter. The letter added, "Be sure to come: my daughter is an acknowledged beauty, and is sure to please you." The commercial traveler wrote back that he was willing to come, but cautiously enquired: "Suppose, however, she does not please me; will you pay my traveling expenses home again?"

SEAMLESS HOSIERY

Our travelers are now out with Fall Samples of our well known "Dominion" Seamless Hosiery, and in addition to regular lines are showing

BICYCLE HOSE

in a splendid assortment of designs in Tan, Navy, Black, Brown and Grey. These goods cannot be excelled in point of color, quality and finish. We will gladly mail you samples.

Have you seen our CASHMERE HOSIERY and GLOVES?

Letter Orders a Specialty.

A. BURRITT & CO.

Dominion Hose Mills,

Mitchell, Ont.

Empire Carpet Co.

ST. CATHARINES.

Our travellers are now on the road with a full line of all-wool and Union Carpets, Art Squares and Stair Carpets in the latest designs and colorings for fall trade. See them.

JENNINGS' LACE WORKS.

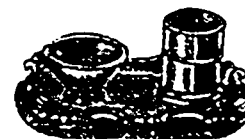
Park Ave., Brooklyn, N. Y.

Manufacturers of

Silk Laces and Veilings in great variety, also Silk Mitts and Gloves.

Send for Samples and Prices.

Latest . . Importation



—IS—
Fancy
Goods

Our FALL SAMPLES have arrived, consisting of new, pretty and useful goods for Fall and Xmas trade. ALL sure and quick sellers.

Belts, Buckles, Silver Novelties, Purses, Pipes, Checks, Harmonicas, Dolls, Photo. Frames, Push Goods, Stationery, Celluloid Novelties, Jewelry, and Staple Smallwares.

If our travellers have not called on you drop us a post card.

Porter, Teskey & Co.

Wholesale Fancy Goods, Etc.,

454-456 St James St., Montreal.

H. J. CAULFEILD & Co.

Wholesale Men's Furnishers.

HOSIERY

We are shewing a range of Men's Half-Hose in English and German make in Black and Tan Cashmere, ribbed and plain, seamless foot, at popular prices and values that are unsurpassed. Our Nos. 750 and A1 Black Cashmere to sell at 25c. lead the market. Also Natural Wool, Heather Mixed and Fancy. Special values in 3, 4 and 5 lb. Canadian Wool Socks, etc. Large range of Golf and Bicycle Stockings.

UNDERWEAR

The success we have already achieved for the fall trade with our lines of Imported and Domestic Underwear speaks volumes for the excellent range and values we are showing. Leaders in low-priced lines to retail at popular prices.

GLOVES

Our lines of Knitted Wool Gloves, English, German and Domestic makes, in Black and Fancy, are away ahead of our previous well-known values in these lines, and lead the trade. Some wonderful values in low-priced leather in both Gloves and Mitts.

SHIRTS

We manufacture all our own Shirts, and values are unequalled. Our White Dress Shirts to retail 50c., 75c. and \$1.00, lead the market for durability. Regatta Shirts in all the leading shades, made-up collars attached, soft and stiff fronts, also 2 collars and attached and separate cuffs; stiff fronts. Fancy Flannels, Fine Tweeds, Mackinaws, Flannelettes, and our justly celebrated Fast Black Sateens, which have established such a reputation for themselves.

NECKWEAR

Latest novelties in Knots, in Fancy and Black Silks in all the leading shapes. *Derbies* in Regent Club and Graduate; in fancy colors, Self and Black Silks. *Bows* still hold the trade and we show a grand range in all the latest designs; we succeeded in securing the line of 50c. Silks to sell at 25c. *Lombards* in Fancy and Black, also in Black with embroidered ends, the latest Paris Fad.

COLLARS AND CUFFS

Our English Collar trade is steadily increasing. Our popular brands: Leader in 15/8, 2, 2 1/4, 2 1/2, 2 3/4 and 3 inch. Prince of Wales in 2 1/4, 2 1/2 and 2 3/4. Oxford, Club, Cornet, First Avenue, Duke and Cambridge, are too well known to require any recommendation here. We also keep full stock of English Cuffs, and Celluloid Collars and Cuffs.

BRACES

Our stock of Braces in especially good value this season. The range, with Mohair ends, to retail for 25c., will stand a lot of beating; see our lines to retail 50 and 75c.

UMBRELLAS AND I. R. COATS

We carry a large stock of these goods, and the large quantity we sell is a sure indication that the values are A1.

LETTER ORDERS RECEIVE SPECIAL ATTENTION.

H. J. Caulfeild & Co.

17 Front Street West

Toronto

DO YOU

WANT ANY OF THESE?

They can be had for the asking. Reading notices are now being inserted in nearly every daily and weekly paper in Canada advertising the advantages of using Fibre Chamois in winter clothing. 300,000 attractive pamphlets will shortly be distributed speaking of the same thing, and a large striking poster is now being prepared in New York, and will be posted throughout Canada about September 1st.

All this is bound to create a demand for Fibre Chamois lined clothing; it can't be otherwise. Your live competitor realizes this and is going to take advantage of it. With the right goods in stock, a sensible, saleable line that your customers have read so much about, and with a few good, attractive ads. of his own, he will attract the attention of all who read and get them to his store. He will benefit not only by his own ads, but by every one inserted by

THE CANADIAN FIBRE CHAMOIS CO., Ltd.

MONTREAL.



MEN'S AND CHILDREN'S CLOTHING

interlined with Fibre Chamois is the warmest. A "Fibre Chamois Lined" gives to a suit of clothes all the warmth of an overcoat without the additional weight. It is an inside overcoat. It keeps out wind and wet. It makes an overcoat a superfluity except in the very severest weather. Clothing interlined with Fibre Chamois keeps its shape. It is not a bulky lining, but it is a firm support, and gives strength, warmth and staunch wearing qualities to a garment. It adds but a few cents to the cost of a suit of clothes, and much to its value.

We sell clothing that is "Fibre Chamois Lined." It pays to buy it.



NEWSPAPER REPORTERS,

who are frequently exposed to severe winter weather, have long known that a few old newspapers wrapped around the body inside of the coat and vest were the very best protection against cold and wind. "Fibre Chamois" is made from wood-pulp, somewhat after the fashion of paper. It has the same wonderful heat-retaining properties. It is now used as an interlining in men's and children's clothing. It is wind-proof, wet-proof, cold-proof. It adds strength and durability to a garment. It makes the set and shape of clothing permanent. It adds but a trifle to the cost of a suit of clothes, and increases its warmth and wearing qualities very greatly. The best clothing nowadays is interlined with "Fibre Chamois."

We carry a full line of "Fibre Chamois Lined" clothing. It will pay you to come and look it over, even if you don't care to buy. It's worth knowing about.



WET WON'T GO THROUGH

clothing that is interlined with "Fibre Chamois." The children may play in wet snow if their clothing is "Fibre Chamois Lined," and they will come home without colds. The man who forgets his umbrella doesn't suffer seriously in the rain if his coat and vest are interlined with "Fibre Chamois." It keeps out wind and wet. Cold will not penetrate it. It is an inside overcoat. It is not heavy or bulky. Clothing interlined with "Fibre Chamois" retains its set and shape until completely worn out. It adds a trifle to the cost of a suit—a great deal to its wearing qualities.

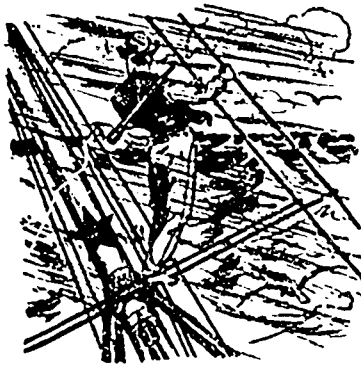
We have a large line of "Fibre Chamois Lined" clothing. Even if you do not contemplate buying at present, it will pay you to come in and look at the goods and learn about "Fibre Chamois."



DON'T STAY OUT IN THE COLD.

Don't drag around a heavy overcoat in moderately cold weather. Wear a "Fibre Chamois Lined" suit of clothes and keep warm. "Fibre Chamois" is the new interlining for men's and children's clothing. It isn't heavy and it keeps out the cold. Wind and wet can't get through it. It is an inside overcoat without the weight. If your clothes are interlined with it you don't have to muffle up except in the very severest weather. An overcoat is a tax on your strength and impedes your movements. You won't have to wear one more than once a week if you wear "Fibre Chamois Lined" clothing.

We have a large stock of "Fibre Chamois Lined" clothing. It is worth looking at. It outwears all other clothing and retains its shape until worn out.



WIND }
WET } PROOF.
COLD }

Clothing that is interlined with "Fibre Chamois" will outlast any other. It keeps out wind and wet. Cold does not penetrate it. Rough usage does not spoil its set. The man or boy who wears "Fibre Chamois Lined" clothing does not need an overcoat in ordinary winter weather. It adds many times to the warmth of a suit of clothes. It increases the cost but slightly. It is not bulky. It has warmth without weight.

We carry a full line of "Fibre Chamois Lined" clothing. We want you to come and look it over. It will pay you to do so.



WHEN WINTER WINDS CUT

their keenest, a "Fibre Chamois Lined" suit of clothes feels the warmest. Wind can't get through "Fibre Chamois." Cold cannot penetrate it. Water turns aside from it. It simply won't get wet. It gives firmness and shape to a garment. It will not stay wrinkled or creased. The best of men's and children's clothing is interlined, nowadays, with "Fibre Chamois." An ordinary suit that is "Fibre Chamois Lined" will out-wear a high-priced suit that isn't. It has warmth without weight, and strength without bulk.

Only progressive dealers carry "Fibre Chamois Lined" clothing. We have a large stock of it. It costs nothing to look and learn. Come in and examine it.



KEEPS THE COLD OUT

and the warmth in. Clothing interlined with "Fibre Chamois" is warmer than any other. Wind and wet cannot go through it. It has the warmth, without the weight of an overcoat. Crush it, and then shake it and it resumes its original shape. It makes the style, shape and set of a suit of clothes permanent. It outwears the garments. It adds but a few cents to the cost of a suit of clothes, and makes it warmer and wear longer.

We have a large line of men's and children's clothing interlined with this new and superior article. It will pay you in comfort and price to choose a suit from it.



WINTER WEATHER

does not worry the man who wears "Fibre Chamois Lined" clothing. He can forget his overcoat and not miss it all day. Fibre Chamois keeps out wind and wet. Cold does not penetrate it. It is the best interlining for men's and children's clothing. It is a firm support for a garment, and gives permanence to its shape. It is strong and warm and durable. It is absolutely windproof and wetproof.

A suit of clothes interlined with "Fibre Chamois" costs but a few cents more than others. It will be warmer, more shapely and more lasting.

We carry a large stock of "Fibre Chamois Lined" clothing. Inferior dealers do not keep it in stock.



FOR WINTER WEAR

Fibre Chamois is the best interlining for men's clothing. Wind and cold cannot penetrate it. In ordinary winter weather it takes the place of an overcoat. It is warm and strong and not bulky. It adds strength and durability to a garment. A coat interlined with Fibre Chamois does not lose its shape.

Clothing interlined with Fibre Chamois costs but a few cents more than clothing made with the old-fashioned, flimsy interlinings. It is warmer and wears better.

See that your clothing is "Fibre Chamois Lined." We carry a full line of clothing of the best quality, made up with this new and superior interlining.



THE SCHOOL BOY

with a "Fibre Chamois Lined" suit of clothes is happy. He doesn't have to drag around a heavy overcoat. He enjoys the luxury of arms that are not shackled, and legs that are not hindered by an overcoat. Fibre Chamois gives warmth without weight. It is an inside overcoat. It is absolutely waterproof. It keeps out wind and wet.

It is just as good for men as it is for boys. It strengthens a suit of clothes and preserves its set. It makes it wear longer and look better. It adds but a few cents to the cost, and many dollars to the value.

We carry a full line of men's and children's clothing that is "Fibre Chamois Lined." Other dealers do not.

READY-MADE CLOTHING.

THE fall trade this year in ready-made clothing has shown a satisfactory increase over last year, both in the Maritime Provinces and in the west, though prices were never lower in Canada than they are this season. The excitement over the elections caused a slackness in the trade, which, however, was only temporary, and sales are again on the increase.

There has been a general tendency in clothing towards a rougher class of goods, and overcoats of rough cloth, and pea-jackets, will have quite a run this year. As in the last few seasons, Canadian frieze overcoats will be in great demand, though, on account of the competition among the various manufacturing houses, the prices have been cut so low that there is but little profit for either wholesaler or retailer. The box-back in overcoats has gone out completely, and in its place we have the three-seam back. Rigby porous waterproof garments are in demand, especially for bicycle suits, and seem to have a definite hold on the market. Both overcoats and ordinary coats will be a trifle shorter this year, and trousers a shade narrower in the leg, but in other respects there is but little change from last season. Ready-made clothing, of course, does not follow the fashion to either extreme. Green, especially the olive shade, will be the most prevailing color this fall, and even darker shades of green will be much in vogue. A novelty this season will be coats and vests in all kinds of tweeds made with a fly. This style, though not expected to be universal, yet shows signs of having a fairly large demand.

MATTHEWS, TOWERS & CO.

Matthews, Towers & Co. have some cheap lines in Scotch tartan, tweed and corduroy golf caps. They are made from cuttings of some large Huddersfield manufacturers. Even the silk linings are made up in the same way. They can be retailed at 25c., and they look as well as the same thing made up in the ordinary way at many times this price.

Another line this house has is in band bows, with French fastenings, which can be retailed with a good profit at 25 to 50c. There are 230 designs to select from. In a number of them they have had to cable repeats.

Their assortment of hand-sewn English braces is the finest ever put on this market. There are a great many fancy designs that should take well. The rage for tartans is met by a range to suit all the leading clans. They all have the Tower buckle.

A GREAT WESTERN HOUSE.

The growth of the Canadian west is accountable for the existence of the large wholesale dry goods house of R. J. Whitt & Co., Winnipeg, although pluck and enterprise have had also much to do with it. The firm's fine warehouse in Winnipeg contains five departments, covering every need of the retail trade—staples, imported and domestic, dress goods and woollens, smallwares and haberdashery, men's furnishings, and carpets and house furnishings. The stock is perfectly assorted, and the firm is conveniently situated for doing the business of the west. They make a specialty of letter orders.

LADIES' BLACK TIGHTS.

W. R. Brock & Co. carry a full line of the above goods which become more popular every season on account of the comfort they afford the wearers.

Re-dyers and Finishers

OF DRY GOODS IN THE PIECE
ALSO MILLINERY GOODS

OSTRICH FEATHERS DYED,
CLEANED AND CURLED

AN HONEST CLAIM

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

BRITISH AMERICAN DYEING CO., - Gold Medalist Dyers

Principal Offices:

291 McGill St., Montreal 123 Bank St., Ottawa
90 King St. East, Toronto 47 John St., Quebec
JOSEPH ALLEN, Managing Partner. W. R. ALLEN, Technical Chemical Dyer, and Medalist City and Guilds of London Inst., Eng., in charge of Works.

CANADIAN COLORED COTTON MILLS CO. FALL 1896

Ginghams, Zephyrs, Chevlot Suitings, Flannelettes, Dress Goods, Skirtings, Oxfords, Shirtings, Cottonades, Awnings, Tickings, Etc., Etc.

— NOW READY —

See Samples in Wholesale Houses. D. MORRICE, SONS & CO. AGENTS MONTREAL and TORONTO

CANADA FEATHERBONE CO.

London, Ont.

Manufacturers of high grade . . .

CORSETS
LEATHER BINDING
SKIRT BONE
SLEEVE EXTENDERS

Our lines are the best Corsets, Skirt Protectors, Skirt Extenders, Sleeve Extenders in the Dominion to-day

WESTERN Incorporated 1851 **FIRE AND MARINE ASSURANCE COMPANY.**

Head Office	Capital Subscribed	- \$2,000,000.00
Toronto,	Capital Paid Up	- 1,000,000.00
Ont.	Assets, over	- 2,320,000.00
	Annual Income	- 2,400,000.00

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

FEMININE FANCIES IN GLOVES.

For walking, traveling and general outing wear, four hook or button gloves are correct in glace or pique kid, the latter being heavier than the usual dressed kid. These are in tan, brown and gray shades. Chamois gloves in white are very stylish for wear with cotton or pique costumes, and as they wash and clean easily are not expensive. Black gloves are well favored in Paris with light toilettes trimmed in black, but here they are chiefly noticed with mourning gowns, or with evening gowns of black and some brilliant contrast. White and ficelle, very pale straw, suede, are the fashionable evening colors for full dress, with pearl-gray, lavender and pale tan following. White glace and suede gloves in four hooks or buttons, plain or stitched on the back with black, are worn for visiting, concerts, driving, etc. There is much favor shown to such gloves in white glace or dressed kid with hook fastenings. After white the tan and brown shades are favored.—Ladies' Home Journal.

A NEW BRUNSWICK WEDDING.

A pretty wedding took place last month at St. Stephen, N.B., when John Walker Scovil, of the firm of J. W. Scovil & Co., St. Stephen, and Miss Lena Leota Markee, daughter of M. L. Markee, the well-known architect, were married by Rev. W. E. White at Trinity church. The church was profusely decorated with flowers and evergreen by the Young Ladies' Society of the church, of which society the bride was a member. Miss Ida Smith was the maid of honor, and the groomsmen were Mr. Fred. W. Wickwire. The ushers were Mr. Charles Banstone and Mr. Wm. Mills. The bride looked lovely in a handsome white bridal costume and veil, and was given away by her father. After the ceremony, the party returned to the home of the bride, where Mr. and Mrs. Scovil received congratulations and well wishes, and a dainty wedding lunch was served. They left for Boston and New York. During Mr. Scovil's absence the business of Oak Hill was in charge of Mr. Frank C. Grimmer.

SOME SILK SPECIALS.

K. Ishikawa & Co. are showing, among other special lines, some fancy heavy taffeta silks in changeable effects, adapted for winter wear, and piano drapes in all the latest colors and designs, to retail from \$1.25 to \$2.50.

THE CANADIAN CLOTH EXCELLED.

A Canadian resident of Lawrence, Mass., now in Montreal, reports an incident creditable to the development of Canadian manufacturing. Some time ago, the head dyer at the Pacific mill, at Lawrence, one of the largest in New England, was given by a customer of the mill a sample of Mago mills print cloth, with a request to produce something equally as good. Though he had all the facilities of a large mill at his disposal he had not, at latest accounts, succeeded in the task.

CALDECOTT, BURTON & SPENCE.

Caldecott, Burton & Spence draw the attention of ribbon buyers to their stock of faille, satin and double-faced satin ribbons, in every color and in every width. The muslin trade has been a big one with the firm. They show every kind of muslin fabric, and are especially strong on spot muslins and Victoria lawns. They recognize the great importance of a successful business of smallwares and notions—they keep their stock splendidly assorted in these goods all the year round.

Save Double Freights...

Shipments to Western firms which have then to be reshipped North, South or East, can be economically handled by us.

Write for particulars

BLAIKLOOK BROTHERS, MONTREAL

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

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

And the Colored

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE.

"Glove-Fitting." Long Waisted. Trade Mark

CORSETS

At Popular Prices.

The Perfection of Shape, Fit and Durability.

APPROVED by the whole world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

TWELVE FIRST MEDALS.

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.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON, ONT.

OFFICE.—

24 Catharine St. North.



BARGAINS

Retail buyers always want lines at low prices to draw customers. We have them, 30 to 60 per cent. below the regular market. We get them by

paying cash and clearing out manufacturers' stocks. Let us know what you want. We will send you prices and samples.

One of Montreal's largest dry goods houses complained to a prominent manufacturer that we cut prices so low we were ruining the dry goods trade. We thank them for their free advertisement.

To Manufacturers

We are always open for jobs, in small or large quantities.

To Merchants

Ask any wholesale dry good house; they will tell you we give away our goods.

GILMOUR, SCHOLFIELD & CO.

THE DRY GOODS JOBBERS OF CANADA

364 St. Paul St., MONTREAL

Established two years ago to protect the cash buyer.

A LARGE STOCK OF NOVELTIES.

TINSEL forms the basis of the great majority of the fashionable trimmings for the coming fall trade. A glance at the stock of Kyle, Cheesbrough & Co., who make a specialty of this class of goods, shows this. Braid, which promises to be used to a large extent, has in its combination a large percentage of tinsel. "Garnitures" and "foragiers" for dress waists are another example of the fact. In the two latter beads are also largely used. Kyle, Cheesbrough & Co. exhibit some really striking effects in these two latter trimmings. Two lins in particular, which had a small colored bead embedded in the heart of a larger cup and sequin-colored beads, were particularly striking, and are offered to the trade at very low prices. Another large line of trimmings with the same firm are feather decorations of various kinds, ruffs and collars being the most noticeable. In the latter a Queen Elizabeth ruff or collar formed of ostrich tips is certain to be a favorite; chiffon and lace ruffles are also a large line. There are some striking numbers of these in plain black and black tipped with white and butter. Lace collars imported from Saxony, and all made with the needle, are also a noticeable novelty. In buttons also they show a wide range of goods in metal and other material. A new thing in these is an imitation cat's eye and onyx, which is taking the place of the lately fashionable brilliants. Sequin belts are also to be more fashionable than ever for late summer and fall wear. The metal scales are shaded and when the elastic band to which they are attached is stretched out they sparkle with all the colors of the rainbow, according to the direction in which the light strikes them. In fact, bright colors are the vogue in all classes of trimmings and decorations.

GO IN FOR CASH.

Four of the merchant tailors of Petrolia have adopted THE REVIEW's policy, and gone in for the cash system. They are Messrs. J. W. Marks, S. D. Abell, R. B. Smith and Wm. Dunlop. They say: "We have decided to do a strictly cash business on and after this date. Owing to the dear prices at which ordered clothing is made at the present time, it is impossible any longer to carry on the credit system, and in justice to those who always pay cash, we have decided to adopt the cash system rather than charge a higher price."

A GOOD IDEA.

(FROM LA SEMAINE COMMERCIALE.)

Une reclame intelligente, c'est celle que vient de faire le maison Z. Paquet. Le college de St. Joseph de Levis lui ayant demande de souscrire une annonce pour son programme de seance de fin d'annee, M. Z. Paquet, au lieu d'employer l'espace qu'il payait a vanter sa marchandise, a tout simplement invite les eleves les plus meritaents a visiter ses magasins.

Ces jours derniers, l'establissement Paquet etait envahi par un nombreux groupe d'ecoliers accompagnes de leurs professeurs. On les a promenes d'un rayon a l'autre, et les chefs des comptoirs leur ont donne toutes les explications voulues. Tous sont repartis enchanter de cette lecon de choses.

LINED KID GLOVES AND MITTS.

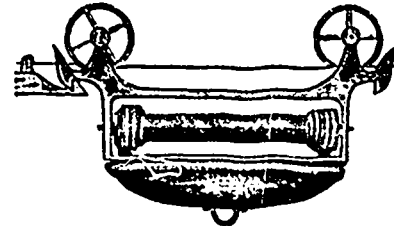
W. R. Brock & Co. have made great efforts this season in the above goods, and have been more successful than they anticipated. Their M27, M28, M29, M63, Bonanza, D12, D13, should be inspected by all buyers.

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

SPECIAL SALE OF Real Brussels Point Lace.

6 1/2 yds. 14 in. Flource	570 yd.	\$442 50.
2 1/2 " 6 " Lace	20 "	55 00.
1 Lace Handkerchief		10.00.
		\$507.50

J. D. M. MacBURNIE
Temple, -- MONTREAL.



Champion . . . Cash Railways

5 Year trial have proved them the very best Store Service in the market. In use from P.E.I. to Victoria. Send for circular giving all particulars.

S. S. KIMBALL
577 Craig Street, Montreal

NORTHERN Established 1836
ASSURANCE COMPANY OF LONDON

Capital and Funds, \$36,465,000
Revenue, \$5,545,000
Dominion Deposit, \$200,000

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

MARINE INSURANCE

The **MANNHEIM INSURANCE CO.**

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

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

BEAVER LINE STEAMSHIPS

Proposed Summer Sailings, Season 1896.

STEAMERS	From MONTREAL
Lake Winnipeg	Wednesday, June 10
Lake Huron	" " 17
Lake Ontario	" " 24
Lake Superior	" " July 1
Lake Winnipeg	" " 15
Lake Huron	" " 22
Lake Ontario	" " 29

SALON Per \$8 Lake Winnipeg, single ticket, \$40 and 45 round trip, \$80 and \$85. Per \$8 Lake Huron, single ticket, \$50; round trip, \$90. Lake Superior and Lake Ontario, single ticket, \$50 and \$60; round trip, \$90 and \$110. Clergymen and their families at Special Rates.

SECOND CABIN—To and from Liverpool, Glasgow, Belfast, London, \$30.00 to \$33.00: round trip, \$55.00 to \$61.00

STORAGE—St. John to and from Liverpool, London, Londonderry, Belfast, Queens-town, Glasgow, at lowest rates.

NOTE—Steerage passengers by the Beaver Line are provided with the use of bedding, also eating and drinking utensils, free of charge.

Each Steamer carries a duly qualified Surgeon and experienced Stewardess. Passages and berths can be secured on application to the Montreal Office, or any local agent. For further information, plan of cabins, etc., apply

D. & C. MACIVER, Tower Buildings, Liverpool, or **D. W. CAMPBELL,** General Manager, 18 Hospital Street, Montreal.
BEAVER LINE OF STEAMSHIPS.

A HINT TO LARGE RETAILERS.

A NOVEL plan for giving employes in a large establishment a holiday in summer has been followed by Bloomingdale Bros., of New York, for the last six years. The store being on the east side, was obliged to keep open till 10 o'clock Saturday evenings, to allow the working people to make their purchases. To offset this the firm devised the plan of sending the 500 or 600 young girls, then in their employ as cash girls and parcelers, to the country for a week, paying all their expenses. About 25 were sent each week throughout the summer. Although now closing at 6 o'clock, the firm still continues to give their young employes an annual outing, and find that they are well repaid by the increased respect and willingness of their little army of workers. Under their improved cash system only about 350 are now employed, and last year these were sent to Belwar on the Jersey coast. This year the place chosen will likely be in the Atlantic Highlands. This week of freedom is looked forward to by the girls as the event of the year, and the excitement of leave-taking is as great as if they were going to Europe.

The following advertisement, which appeared in a New York morning paper last Sunday, tells the whole story in a few words:

"Board wanted for about 300 young girls in parties of 25 each week, running through the summer; must be an attractive place, ocean preferred; board and rooms must be good. Address Superintendent's office, Bloomingdale Bros., 3rd avenue, 59th and 60th streets."

Could not other large establishments which have long hours devise schemes, though perhaps on a smaller scale, for the benefit of their employes?

LADIES' AND CHILDREN'S UNDERWEAR.

W. R. Brock & Co. claim to have surpassed any previous efforts in the large range, superior value and finish of ribbed underwear shown for the coming fall trade. As they purchase their goods in large quantities, they are enabled to control desirable lines, and buy as near to the cost of manufacture as it is possible to get.

A FEW SPECIALS.

In carpets and house furnishings, John Macdonald & Co. are showing a special line of Madras muslins for curtains and sash blinds. They have just received a large shipment of new chenille table covers and curtains at all prices. The range of chenilles is very attractive, and one of the house's best designs is to be seen in colors in the advertisement in this issue of THE REVIEW. Another specialty is tapestry table covers and furniture covering. The regular fall stock of carpets is now in. Two special lines in white quilts, to retail at \$1 and \$1.25, are shown.

LINENS.

The success attendant on W. R. Brock & Co.'s increase in space in their linen department has been most satisfactory to them and their customers. They have more than doubled the room in which to keep and show their stock, and their sales have kept pace in proportion. They are now enabled to purchase very large lots when manufacturers offer sufficient inducements, having ample room to store the goods. We enumerate a few of their specialties for fall: 36-in. collar canvas, French elastic canvas, loom diced and damask table linens, bleached damask tablings, genuine Russia crash, Scotch crash, roller and kitchen towellings, 36-inch embroidered apron linen.

HANBURY A. BUDDEN

Attorney and Solicitor

Office for *Patents, Trade Marks, Etc., Montreal.*

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

Collars, Cuffs, and Shirt Fronts, white and colors, specially adapted for Travelers, Sportsmen, and Mechanics. For sale by all wholesale houses. If you cannot procure, write direct for samples and prices. Largest and leading manufacturer in Canada of these goods.

Office and Factory: 16 Sheppard St., Toronto, Ont.

CHARLES H. RICHES

SOLICITOR OF PATENTS

Canada Life Bldg., King St. West

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

Toronto

MILLER BROS. & CO. MONTREAL . . .

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

COLLARS Comet, Opera, Hanlan '78, Oro and Marquis.

MOZART CUFFS

Angelo & Raphael Reversible Linen Collars and Cuffs.

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

A Pension for Life

DO YOU WANT ONE ?

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

MANUFACTURERS' LIFE INSURANCE COMPANY

McKinnon Building, TORONTO, CANADA

Central Business College

TORONTO AND STRATFORD . . .

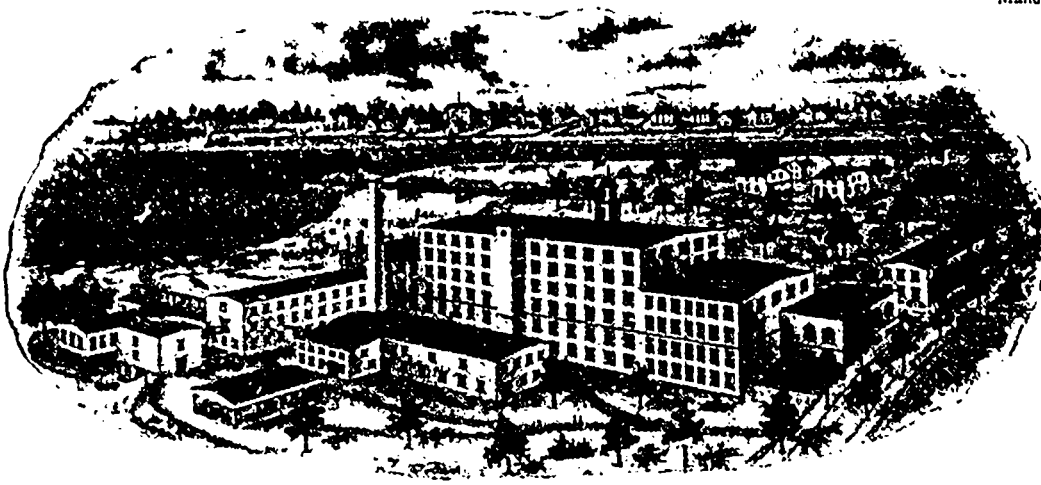
Two great business schools under one management. Students admitted at any time. Free circulars.

SHAW & ELLIOTT - - Principals

Rosamond Woolen Co. — ALMONTE, ONTARIO.

ESTABLISHED 1867

Manufacturers of



Suitings
And
Coatings
Trouserings

In WOOLEN
and WORSTED

OUR manufactures of Woolen and Worsted Cloths, *besides being cheaper*, are equal in point of style, colorings and quality to anything imported. Canadians, as a people, should frown down the existing prejudice—for it is only prejudice—in favor of the imported article. To the *general purchasing public* we would say, try the goods made by this Company, and be convinced of their merits.

To the *Retail Trade* we would say, carry a proper selection of our goods in stock, and we have no doubt your sales will increase. Ask any of the leading wholesale houses to see samples of our productions.

Guelph Woollen Mill Co. Ltd.

GUELPH, ONT.

... MANUFACTURERS OF ...

UNDERWEAR, SHIRTS, DRAWERS, COMBINATION SUITS, ATHLETIC GOODS and HOSIERY,

—: ALSO :—

WHEELING YARNS, WORSTED YARNS, FINGERING and SAXONY YARNS.

SELLING AGENTS

Donald Fraser

- -

Montreal

E. H. Walsh & Co.

= -

Toronto

UP=TO=DATE

A fine range to select from in

CANADIAN WOOLLENS
GOLF CLOAKINGS
DRESS GOODS
SERGES TWEEDS

For
Fall
1896

WHOLESALE ONLY

ALL THE BEST HOUSES HANDLE OUR GOODS.

A. W. BRODIE, - - Hespeler, Ont.

TO THE RETAIL TRADE!

You want the best value in Men's Shirts
and Drawers for next winter.

YOUR INTEREST LIES

In not buying until you see our samples.
Our goods are properly made and attractively finished, and will
be sold to the retail trade direct from the mill.

THE GALT KNITTING CO., Ltd.

GALT, ONT.

We shall give you notice where our samples may be seen in Toronto during the Industrial Exhibition.

THE . . .

C. Turnbull Co.

ESTABLISHED
1859

OF GALT, (LIMITED)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

Hosiery



Is what we manufacture—high class . .

WOOLEN and WORSTED HOSIERY

We concentrate all our energies on this one thing, and pride ourselves on turning out such goods as will meet the demands of the best trade. Samples will be gladly forwarded upon application.

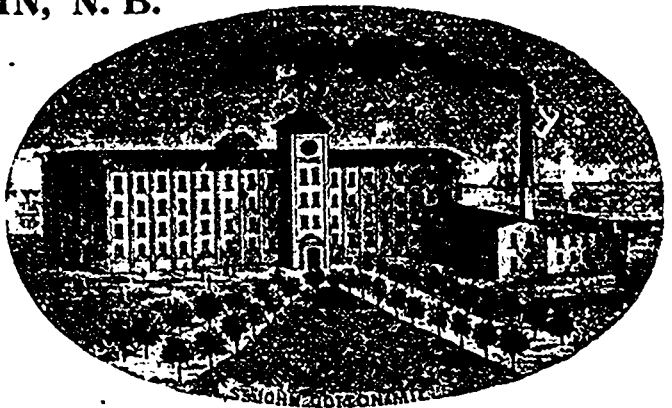
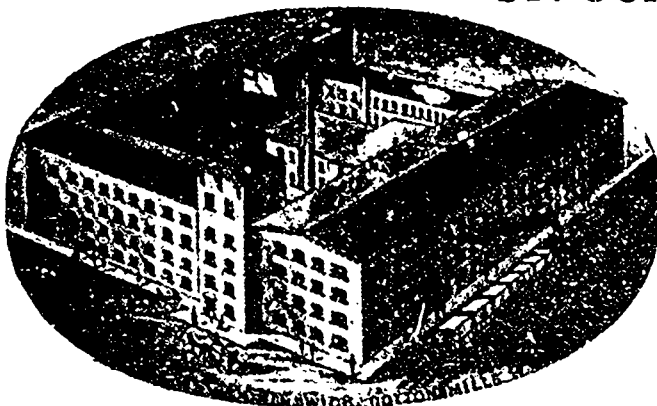
JOSEPH WILLIAMS & CO.

GLENWILLIAMS,

ONT.

WM. PARKS & SON, Ltd.

ST. JOHN, N. B.



Cotton Spinners, Bleachers, Dyers and Manufacturers

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

Agents

J. SPROUL SMITH, 24 Wellington Street West, Toronto
DAVID KAY, Fraser Building, Montreal
JOHN HALLAM, 23 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

HAMILTON COTTON CO.

Manufacturers of



Cottonades, Denims,
Hosiery Yarns in Cop, Skein or Cone,
Beam Warps, Carpet Warp,
White and Colored Yarns,
Twines, Lampwicks and Webbing.

Agents, MESSRS. D. MORRICE SONS & CO. - MONTREAL.
Agents for Twine, Webbing, Etc., WM. B. STEWART, - TORONTO.
Agents for Beam Warps, GEO. REID, - TORONTO.

W. E. Sanford Manufacturing Co. LTD.

HAMILTON, ONT.

Wholesale Manufacturers of

CLOTHING

Correspondence Solicited.

Samples and quotations
cheerfully submitted.



Bay St.,
TORONTO.

Cor. Princess and Bannatyne Sts.,
WINNIPEG, MAN.

Wharf St.,
VICTORIA, B. C.

THE WHOLESALE HOUSE that supplies you with

North Star, Crescent ^{AND} Pearl

Cotton Batting gives you the best value obtainable.

Even the Pearl grade is guaranteed stronger and better adapted to requirements than any grade of any other batting.

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

NOTHING DECEPTIVE

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

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

THREE GRADES.

THREE PRICES.

THE BEST AT THE PRICE.

W. H. STOREY & SON

ACTON, ONT.

Manufacturers of _____



Gloves, Mitts and Moccasins

Every article we produce is **up to date**, and possesses the **highest standard of excellence at lowest prices**, and is stamped with our name as a guarantee of merit.

Our Travellers are now on the road with full ranges.

We respectfully solicit the patronage of the Trade.

. . . W. H. STOREY & SON

WHY IS IT ?

All your customers want the under-mentioned goods. . . .

BECAUSE THEY ARE THE BEST

Be sure you get them.

Victoria Crochet Thread
Morse & Kaley Knitting Cotton
M. & K. Turkey Red Embroidery Cotton

M. & K. Fast Black (Black Card Registered), Darning

Put up in 1 gross Handsome Wood Cabinets or ¼ gross boxes

M. & K. Ball Mending—Black, Tan, Light Tan, Dark Tan

Chadwick's Spool Cotton

Chadwick's Mending Wools

Dunbar McMaster's Linen Thread

Star, Crescent and Pearl Batting

A, B, XX and X Wadding

Ask for the above goods and be sure you get them. If your jobber does not keep them write for names of those who do.

R. HENDERSON & CO. 323 St. James Street **MONTREAL**
 Agents for Canada.



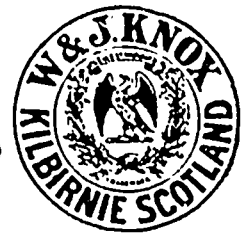
Ready-Made Clothing

We have the most complete clothing factory in the Dominion. . . .

Samples and prices on application.

Clayton & Sons
 Halifax, Nova Scotia

Established 1792



KNOX'S

Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors
 Throughout the World

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

Prize Medals
 Wherever
 Exhibited

Strong, Even, Elastic and Free from Knots.



Ask for the "THREE SHELLS" Brand.

Sole Agents for Canada

Geo. D. Ross & Co.

648 Craig Street, MONTREAL
 and 19 Front St. West, TORONTO

There is only ONE
 Combination Suit
 That
 Combines
 ALL
 Improvements
 And
 Advantages---

*The
 Florence*

It is the BEST Made Because :

- 1st. It is more easily put on and off than any other garment.
- 2nd. It is perfectly elastic and self-conforming in every respect.
- 3rd. It is seamless. No buttons except at neck opening, where buttons do not oppress the wearer or cause discomfort.
- 4th. It is the ONLY seamless suit ever made with NO cloth stay or facing over chest to bind the flesh and oppress the wearer.
- 5th. It FITS like a glove, absorbs perspiration and allows corsets one size smaller to be worn.
- 6th. It gives an improved fit to the outer garment, and you only know you have one on because you are so comfortable.
- 7th. It is highly endorsed and commended by all physicians and advocates of dress reform.

IT IS MADE FOR

LADIES, MISSES and CHILDREN

In White, Grey Mixed and Black, in Cotton, Merino and All Wool.

If your jobber does not handle them advise us and we will tell you who does.

CONVERSE,
 STANTON
 & CULLEN

83 and 85 Worth St., New York
 MILL AGENTS

CAMDEN KNITTING CO.

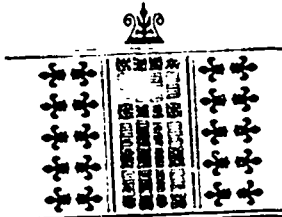
CAMDEN, NEW YORK

Sole Manufacturers.

THE
GEO. W. BLABON CO.

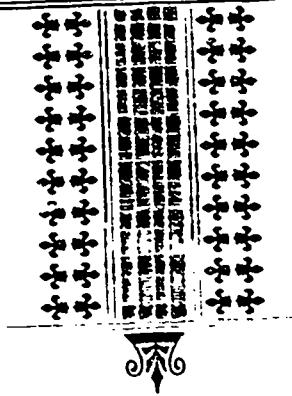
9 North Fifth Street

Philadelphia, Pa.



MANUFACTURERS OF . . .

**Oil Cloth and
Linoleum**



**Table
and Stair
Oil Cloth**

Linseed Oil and Oil Cake

Please Wait.....

to see our range of Men's Underwear, Hosiery, Gloves, etc., for the Fall Trade before you buy a dollar.

Special lines are being made for us exclusively.

English finished Collars are selling faster than we can turn them out at present.

TOOKE BROS. Montreal

Thibaudéau Bros. & Co.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN **DRY GOODS**

THIBAUDEAU FRÈRES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

BELDING, PAUL & CO.'S

Stamped Linens

To The Trade:

In putting a line of stamped linens on the market our only aim has been to furnish a suitable and artistic foundation for embroidery. To that end we have each design drawn especially for us by the very best artists. As soon as any pattern has been copied and becomes common it is immediately dropped and its place supplied with a fresh pattern. The line contains many choice designs in centre pieces, photo frames, doyleys, coseys, bibs, tray covers and pin cushions, all numbered, and may be ordered in assorted dozens. Every piece of stamped linen put on the market by Belding, Paul & Co., has a printed slip pasted on it, giving instructions how to work, number of skeins required and colors to be used. The quality of the linen is a fine grade, round thread. This new idea of stamped linens with tag attached, giving full instructions how to work, is very popular, and they are having a ready sale in the Dominion.

LADIES—For best results, use *Belding's* Wash Embroidery Silks for all kinds art needle-work. . .

FALL, 1896

MEN'S UNDERWEAR

Shetland Scotch Knit, to retail 50c., 75c., \$1.

Those who know
them
repeat them

- No. 217. Superior Scotch Knit. Every garment stamped. All sizes from 34 to 46.
- No. 220. Natural wool — unshrinkable. Made French neck-rib-Skirt. Pants—sateen trouser finish. Every garment stamped. All sizes from 34 to 46.

It will pay you to
write
for samples

220 is used all the year around

All grades of Underwear constantly on hand. Stripes and Fancies. Wool, Union and Boused Cotton

GLOVER & BRAIS

Importers and Manufacturers of Men's
Furnishings - - 184 McGill St.

MONTREAL

STORY OF A "PANAMA" HAT.

WHEN Assistant Secretary of the Navy McAdoo went down south on the United States steamer Columbia last year, he followed the example set by many new travelers and secured a memento of every place visited. At Panama he concluded that the best thing he could buy to remember the country, and at the same time secure a useful result, was to purchase a Panama hat. Hats of the genuine quality are expensive, but he was in a liberal mood, and so, when the dealer showed him a hat of such expensive texture as to permit it to be folded and passed through a napkin ring without damaging, and asked \$40 for the same, he took it without a murmur. The hat was a beauty, and he placed it carefully away in his trunk. Last Monday was hot weather, and he concluded to bring forth his \$40 genuine Panama hat. He did so, and received several compliments on his way from his home to the Navy Department.

There several of his friends spoke of the handsome head-gear, and the assistant secretary, flattered over the universal approval of his selection, held forth in eloquent manner on the excellence of the purchase and the desirability of getting things right on the ground in order to insure their being genuine. In the midst of one of his eloquent bursts a newspaper man, who had picked up the hat, looked closely on the lining, and discovered there the brand of a New York hat manufacturer, revealing the horrible truth that the \$40 hat had been made in New York and sent down to Panama for sale. The high regard for the home readers of this paper forbids publishing the assistant secretary's remarks. Some men folk may imagine them. If so, they might get a further insight into what the assistant

secretary said after learning that his \$40 hat might have been purchased in New York for \$5.—Hat Review.

THE COBOURG MATTING FACTORY.

Although this is the quiet season for orders in jute and cocoa goods, mats and stair carpeting, Mr. Mitchell's ever busy local industry keeps humming away with its remarkable regularity. The jute hands are constantly employed, while those engaged in the manufacture of cocoa goods are busy the greater part of the time. There are at present in connection with the Cobourg Matting Factory about forty employes in all, of whom it is said by the proprietor, none more faithful could be found. The machinery in use is the most approved, and its importation is attended with expense. We noticed one small loom, says The Cobourg World, the cash value of which was \$1,000. The hands are now engaged in preparing goods in many beautiful designs for present and future orders. There is in store on the premises an abundance of raw material—some \$18,000 worth and a large consignment of the finest yarns will reach Cobourg in a few days via New York from the Malabar coast of India.

A LONDON VISITOR.

Mr. Chas. Ackland, managing partner of the firm of Messrs. Bartrum, Harvey & Co., the oldest woolen warehousemen in London, Eng., is visiting Canada with the view of rearranging their agents at different points throughout Canada and the United States. He is the guest of Mr. R. J. Score, Toronto.

Eighteen inches is the proper width for veilings, and Kyle, Cheesbrough & Co. exhibit an extensive assortment of them in chenille spot and shot effects.

The



SLATER

\$3 SHOE

Name and Price Stamped on
the Sole of Every Shoe. . . .

... FOR MEN.

HERE'S AN OPENING *For a Live Merchant Tailor,
Gents' Furnisher, or Shoe Merchant*

The Agency for the SLATER SHOES carries with it an advertising allowance at our expense in your local paper. We build the business, supply the Best Shoes Value in the market, and you've only got to sell the people what they ask for.

In Olden Days . . .

The hand-made shoe wore longest, looked best and cost the most money. The poorest shoemaker in the land claimed justly enough that his product was superior to the best factory output.

But Those Days Are Past

French Calfskin is no longer as good as American Wax Calfskin. The machine shoemaker has been replaced by the machine itself. The shoemaker with the most brain is elected to the management of those machines, and he puts more than leather or wax end into shoes; he puts ideas, style, finish, wear and a few other things

Ten Shoemakers

Sitting on their benches, working by hand all day long, won't turn out as many good shoes as ONE will by means of the tireless GOODYEAR WELT MACHINERY. The man who makes shoes by hand may miss a stitch or fail to draw the thread as tightly in the evening as in the morning. It's different with the machinery that manufactures

The Slater Shoes

They are made from the best American Wax Calfskin, on the most perfect lasts and from latest improved machinery. They have all the good points of the best American-made Shoes, and Canadians can buy them FREE OF DUTY.

Here is a list of a number of good towns where agencies have not been arranged for us yet. All information as to terms and conditions of agency on application to

GEO. T. SLATER & SONS, Montreal.

ONTARIO.

Alliston
Acton
Amprior
Brussels
Brampton
Brighton
Cobourg
Cornwall
Campbellford
Dresden
Deseronto

Essex
Exeter
Forest
Galt
Gananoque
Georgetown
Ingersoll
Leamington
Listowel
Mattawa
Midland
Morrisburgh

Mount Forest
North Bay
Niagara Falls
Newmarket
Oshawa
Orillia
Port Perry
Petrolia
Perth
Parry Sound
Parkhill
Pembroke

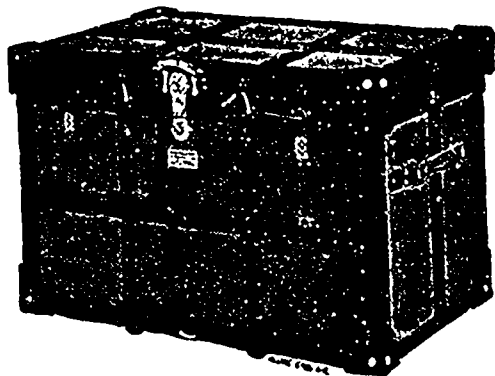
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Renfrew
Sault Ste. Marie
Southampton
Tilsonburg
Welland
Wingham
Uxbridge
QUEBEC.
Coaticook
Granby
Rock Island

Sorel
**MANITOBA AND
N. W. T.**

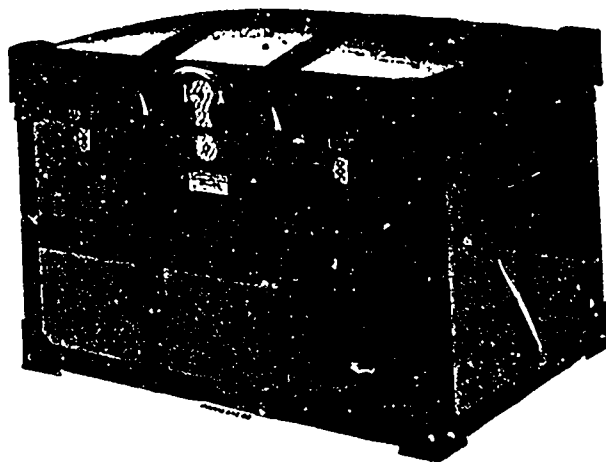
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Portage la Prairie
Regina
Prince Albert
Fort McLeod
Moosomin
Moose Jaw
Carberry

Sample Trunks and Sample Cases

BEST MAKE IN AMERICA



PATENTED LIGHT STEEL DRY GOODS AND NOTION TRUNK



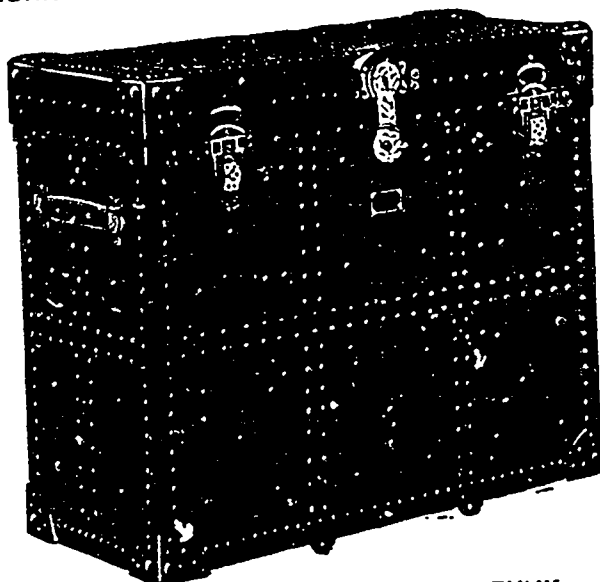
PATENTED STEEL MONITOR CLOTHING AND CLOAK TRUNK

Steel Trunks
Raw Hide Trunks
Raw Hide Bound
Fibre Trunks

Hub Fibre Trunks
Raw Hide Bound
Canvas Trunks
Hub Fibre
Canvas Trunks

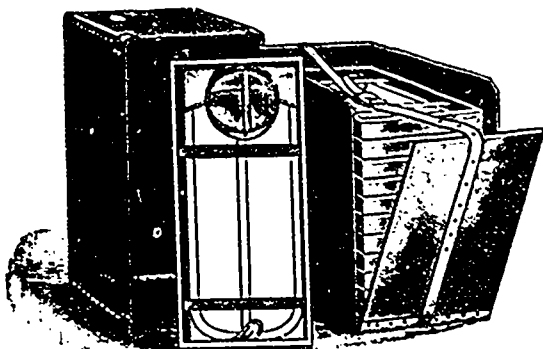
Steel Bound
Canvas Trunks

In all grades, for all kinds of business.

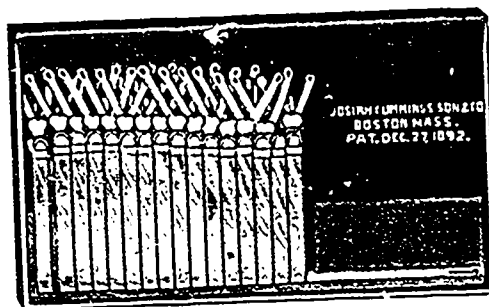


PATENTED LIGHT STEEL SHOE TRUNK

Sole Manufacturers
of
"Hub Fibre" TRUNKS
and
SAMPLE CASES
also
a full line of
COMMON CANVAS
EXTENSION CASES
for the trade



BOSOM SHIRT BOX AND TRAYS



CUMMINGS' PAT. SUSPENDER TRAYS
Patented Dec. 22, 1892. Patented in Canada.

JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston St., BOSTON

Merchants' Dyeing & Finishing Co.

LIBERTY STREET


TORONTO

Dye and finish Alpacas, Lustres, Serges, Henriettas, Figures, Jacquards, Italians, Linings, and EVERY CLASS OF WOOL AND WOOL MIXED

DRESS GOODS

Whether British, French or German, either from the grey cloth as it comes from the loom to any shade or finish required, or RE-DYE UNSALABLE SHADES

SPECIALTY STAINLESS BLACK

Fast to acid, perspiration, lemon juice or any fruit stains. DOES NOT CROCK. Applied on both All-Wool and Mixed Fabrics. Guaranteed as good as Hermsdorf's Famous Dye on Cotton Hose.

Menzie, Turner & Co. Bay Street Toronto

AGENTS FOR CANADA.

Keep in touch with the Fashion by always having the Color required.

CABLE ADDRESS, "AULD"

TELEPHONE No. 2612.

HUTCHISON, NISBET & AULD,

SELECT WOOLLENS and
TAILORS' TRIMMINGS.

34 Wellington Street West,
TORONTO.

TO THE MERCHANT TAILORING TRADE OF CANADA.

We make the requirements of the Tailoring Trade our sole business, and put all the knowledge obtained from years of experience into it. We should do it well; our customers say we do. It will be to your interest to do business with us. Soliciting your favors,

We are

Yours very truly,

HUTCHISON, NISBET & AULD.

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MANUFACTURERS

Irving

Company Ltd.

PARASOLS

UMBRELLA

SUNSHADES

Irving

Company Ltd.

UMBRELLAS

20 FRONT ST. WEST - TORONTO

Ring De Joinville



Latest novelty in Men's Neckwear in Choice Patterns,
Light and Dark Silks, to retail at 25c. and 50c.

E. & S. Currie 64 Bay St. Toronto

WYLD, GRASSETT & DARLING

Have received fresh shipments
of Seasonable Goods.

To the Trade . . .

NEW PRINTS

For Blouses, Dresses, etc. Stylish Patterns
and Colorings.

VICTORIA LAWNS

SPOTTED MUSLINS

DIMITIES In great variety.

Stock in all Departments well assorted
Travellers' and Letter Orders solicited..

Wyld, Grasset & Darling
TORONTO

\$1 THE BUYERS' AND SELLERS' GUIDE OF CANADA \$1
1898-7.

Send One Dollar, and this valuable work of 364 pages will be sent you by return mail.

ADDRESS
M. J. HENRY
26 Front St. West, TORONTO



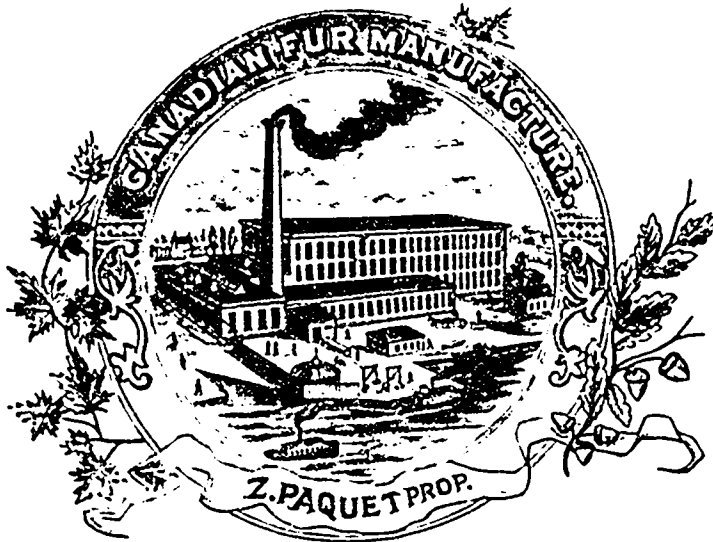
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Established 1883

CORDS, TASSELS, FRINGES, BARRER, BUTTONS, BRAIDS, ORNAMENTS, ETC.

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12 St. Peter St. . . . MONTREAL
AGENTS
For Ontario: Hon. Allen, Toronto
For Quebec and East: J. H. Hodges, Montreal



Our travellers are now on the road and will call on you shortly with our samples of Fur Skins, Manufactured Furs, Cloth Caps, Gloves, Mitts, Moccasins, and we would kindly ask you to defer placing your orders until you have examined our collection. We can safely assert that for completeness of detail in regard to finish, fit and tasteful selection of materials and designs, our lines will be unsurpassable.

Z. PAQUET,

QUEBEC.

The Two in One . . .

It is one thing to sell profit-making goods. It is a decidedly different thing to sell satisfactory goods. The first often means but a single sale, while the latter means continuous selling.

BRUSH'S PEERLESS DOUBLE DRESS STAY

combines the two. It pays the retailer a handsome profit, while, at the same time, it constantly attracts the customer to his store. And why shouldn't it do so?

*"'Twill never stay bent,
That's good from the start;
They can't cut the dress,
And won't melt apart."*

Thus it overcomes all faults known to DRESS STAYS,—in other words, it is perfect. Did you ever know a perfect article that wouldn't sell?

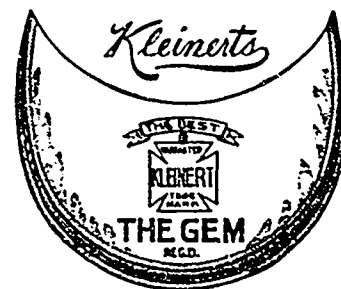
Brush's Peerless Double Dress Stays are made up in sizes 6 to 9 inches; also in sets of nine steels each, 6 to 9 inches. Colors—Drab, Black, White, Old Gold, Pink and Blue.

SAMPLE ORDERS SOLICITED

BRUSH & CO.
TORONTO

A Gem

REPRESENTS GREAT VALUE IN A SMALL COMPASS



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

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

There are Others—
THE FEATHERWEIGHT
For Instance.

ALL MADE BY

I. B. Kleinert Rubber Co.,

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New York:

26 and 28 Front St. West.

715 to 727 Broadway

METROPOLITAN

Mackintoshes

Have you seen the Men's Garment that you can job for \$4.00 ?

Absolutely guaranteed **NEVER** to become hard

PROMPT DELIVERY

METROPOLITAN RUBBER CO.

NEW YORK

Williams & Bell,

16 Lemoinc St.,

... MONTREAL

CANADIAN AGENTS

Strong LINEN Threads Give Best Results for All Uses.

BARBOUR'S

is... **SUPERIOR**

to all other makes.

First Prize Medals at all Exhibitions.

ESTABLISHED
1784

5,000
EMPLOYEES

The
Best
Known



The
Best
Made

ALWAYS KEPT AT HIGH STANDARD.

When purchasing LINEN THREADS be sure that the name of **BARBOUR** and the trade mark of the hand are on each label. **Quality and Length Guaranteed.** Beware of short-length imitations, and of threads marked "linen finish" that are cotton.

Barbour's Lino Books, 1, 2, 3 and 4, contain instructions for embroidery and lace making. By mail, 10 cents each.

Barbour's Advertising Dolls, by mail on receipt of 6 cents.

Barbour's Advertising Yachts, by mail on receipt of 8 cents.

THOMAS SAMUEL & SON, Sole Agents for Canada.

8 St. Helen St., Montreal, or 22 Wellington West, Toronto.

WHOLESALE TRADE SUPPLIED.

"A Perfect Fitting Shirt"

This is the way our labels are marked. The goods are worthy the name. They are in every way a perfect fit, and carefully made. We have more than doubled our White Shirt Department, and we are now ready to sell at prices which will give a big profit to the retailer. We have a line at \$4.50 per dozen that no other maker can touch.

We are now handling the largest ranges of Shirts and Collars of all kinds; Regattas, Black Sateens, Flannels, Flannelettes, Tweeds and Fancy Stripe Sateens in black and colors, in Fancy Oxford and ordinary Shirtings.

We also carry a full range of Tweed Pants. All selected patterns and most carefully gotten up.

We have the largest line of Overalls in Canada, and our customers have found that they can always buy cheaper from us than from any other manufacturers, as our output is so large we can afford to sell at low profit.

OUR TRAVELLERS are now on the road with Fall Goods and will start early for Spring with big ranges. Kindly reserve orders until you see our samples

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TWEEDS, HOMESPUNS
BLANKETS, Etc.

RICHELIEU WOOLEN MILLS,
CHAMBLY, QUE.

PLAIN AND FANCY FLANNELS, Etc.

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WHAT
WE
MAKE
IT.



SO
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New Franklin Typewriter Supplies for all machines \$85.00

The _____

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MEN'S AND BOYS'

CLOTHING

Fall Specialties :

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Men's Suits
Boys' Knickers
Frieze Overcoats

Letter Orders Receive Prompt Attention

Write for SAMPLES of our . .

Tweed Pants, Nos. C1, C4, B91, B93
Boys' Knickers, A123, B83
Overcoats, No. D. Extra Values

OFFICE, FACTORY AND SALESROOM

25 Melinda Street, - - TORONTO

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Shirt Labels & Hangers
 UNDERWEAR LABELS
 INITIAL LETTERS
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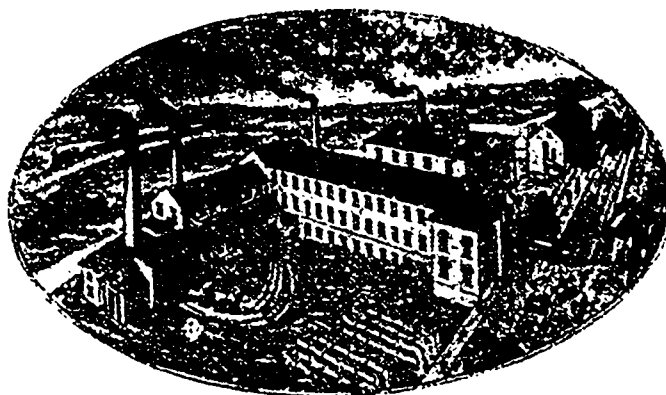
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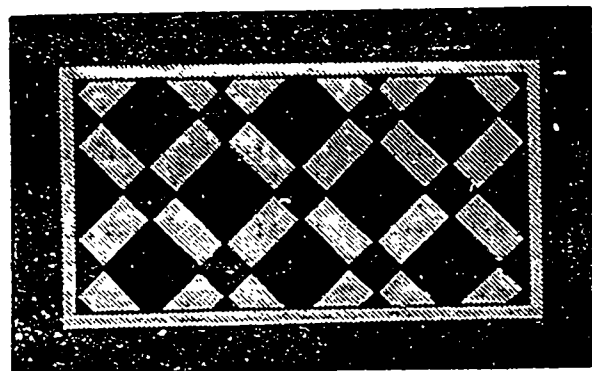
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In all widths and
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COMBINATION SCRAPER AND BRUSH MAT.
Scraper may be put in any plain mat
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EXTRA BRUSH. FANCY DESIGN.

These Cocoa goods are all manufactured from finest quality Cocoa Fibre which we import direct from India. They all possess unexcelled wearing quality, and represent the choicest designs and colorings shown in Canada.

SPECIAL SIZES AND DESIGNS, ALSO LETTERED MATS TO ORDER.

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SHIRT CO. Ltd.

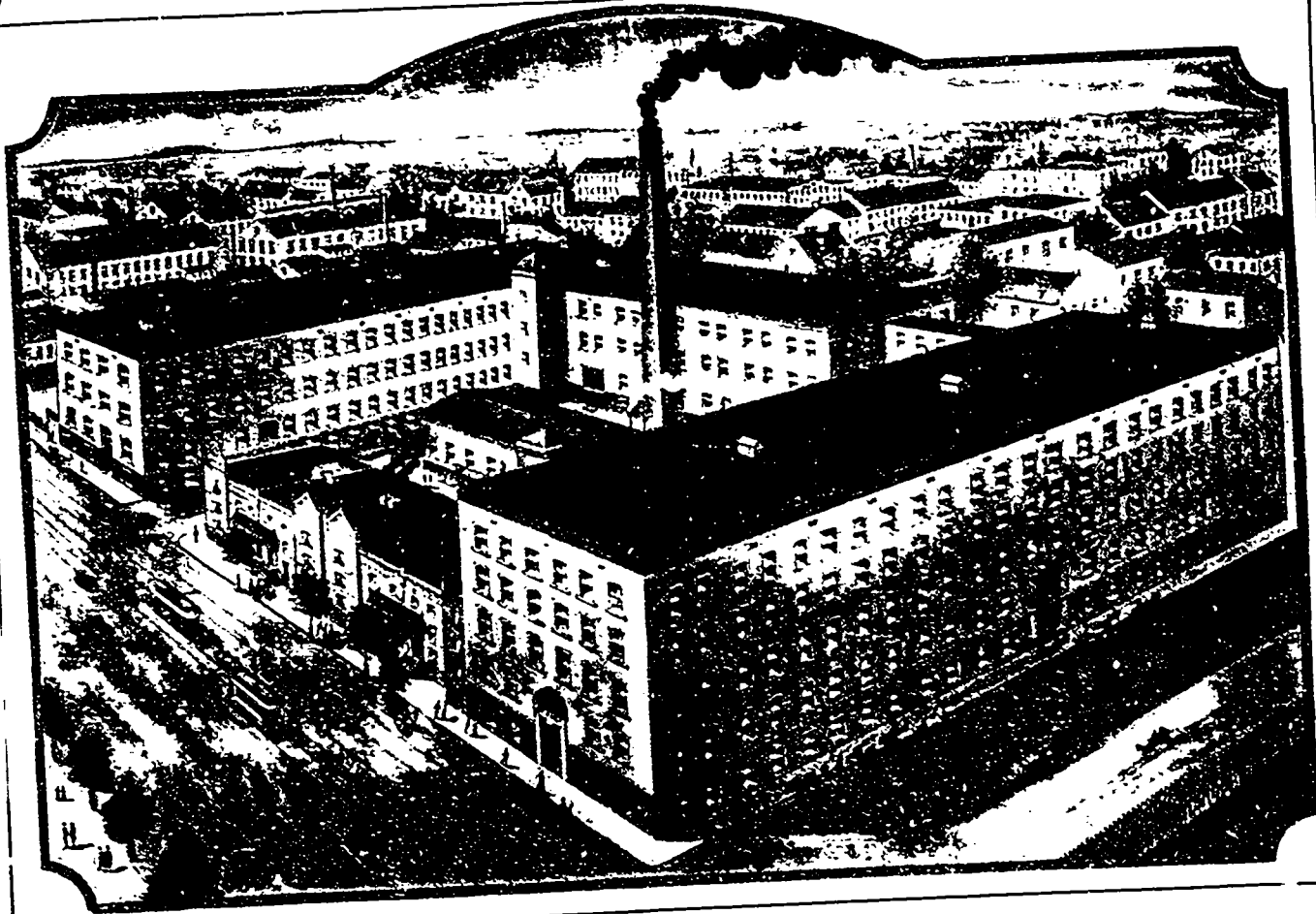
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STANDARD BRAND

Shirts, Collars and Cuffs

Undressed White Shirts, Etc.



OVERALLS = PANTS = SMOCKS

Above lines carried in stock. We are now preparing a large line of
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NEGLIGEE SHIRTS = LADIES' WAISTS

FOR SPRING, 1897.

Wholesale Trade Only

LADIES
ALL RECOMMEND
THE B & C CORSETS



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