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PRIZE ESSAY NUMBER--PORTRAIT OF PRIZE WINNER.

1891

THE CANADIAN DRY GOODS REVIEW.

HATS

CAPS & FURS.

MAR.

MILLINERY

& CLOTHING.



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The Montreal Silk Mills Co.

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MONTREAL

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TRADE JOURNAL PUBLISHERS
TORONTO, ONT.

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Deep.



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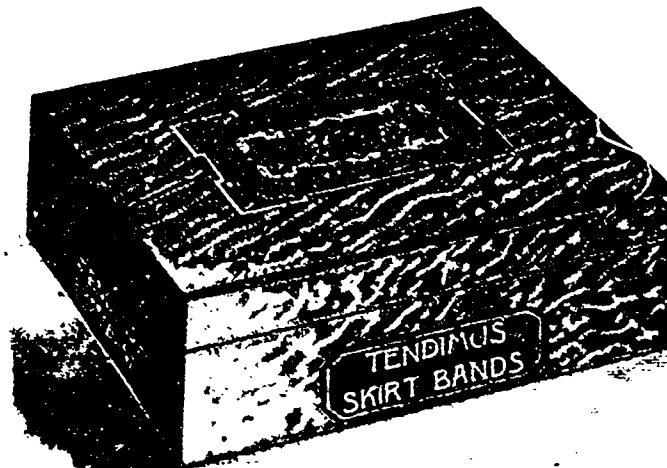
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Comfortable in
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being specially
Protected in
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its Durability is
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Cheviots
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IN GREAT VARIETY.
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Rain-proof Dress
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FAST DYE by Samuel Smith & Co., Ltd.

Stamped "IMPERVANAS"

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MANUFACTURERS OF

Ingrain Carpets

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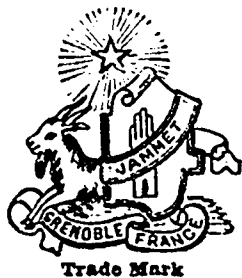
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"Andrec," 4 button, gussets 9.50

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The Worsted Weaving Co.

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Carry a Stock of

DRESS GOODS AND WOOLENS

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GEO. H. WILSON, Manager.

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HAVE special values and large assortments in the following lines of goods just opened and will be pleased to show them in the warehouse, or by travellers' samples, or by cuttings mailed to any part of Canada on application :

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Laces
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Towels
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Table Linens
Fancy Linens
Canadian Woollens
Imported Woollens
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Ask our Travellers to show you their samples of

No. T. S. A. BLEACHED COTTONS
 No. 400 GREY COTTONS
 AMERICAN COTTON WORSTEDS

We beg to make special mention of our Letter Order Department, a marked feature of our business. All orders by this channel are given the greatest care and despatch.

W. R. BROCK & CO. Cor. Bay and Wellington ^{Streets} Toronto.

Caldecott, Burton & Spence

1894 will be a great year for **SILKS**

OUR CONTRACTS are very heavy and will enable us to show an immense range of **UP-TO-DATE GOODS** in

Pongees, Surahs,
Merveilleux, Satins,
Silkalines, Mbires,
Failles, Kaikis,
Crepes, Etc., Etc.

A LARGE SELECTION OF

Printed Silks

in choice designs.

These goods are **Business Builders** and **Money Makers** for Progressive Traders

ORDERS AND BUYERS RECEIVE BEST ATTENTION

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TORONTO

THE REVIEW OF DRY GOODS

VOL. IV.

TORONTO AND MONTREAL, MARCH, 1894.

No. 3.

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THE PRIZE ESSAY COMPETITION.

EXACTLY twenty-two essays were received in THE REVIEW'S Prize Competition on the subject of "The Pitfalls of the Retail Trade." Fifteen of the twenty-two were first-class essays in every respect, and the examiners found it exceedingly difficult to make their decisions. The points most considered were: breadth, pointedness, practicalness as opposed to theory; perspicuity, brevity, and arrangement. For example, one essay contained more common sense and wisdom than any one of the three prize essays, yet its verbosity and digressions threw it out of the prize rank. Some of the essays were too pedantic, and not sufficiently practical. Some were written by men who had not been taught to think properly—their thoughts not running in natural sequence. The awards and the First Prize Essay will be found elsewhere in this issue. The other prize essays will be published next month.

Feeling certain that the retail trade will appreciate THE REVIEW'S effort to bring before them, in readable form, the experience and crystallized wisdom of their fellows, and being also desirous to promote the study of business methods among retailers, the publishers have decided to open a second competition, full particulars of which will appear in the April issue of this journal. Any person who desires to write should not hesi-

tate. The writing in itself is beneficial to even the best merchant or clerk. All need training in thinking, and in the manner of expressing their thoughts.

THE REVIEW is pleased that such prominent dry goods merchants as Messrs. Caldecott and Anderson were willing to act as examiners. Mr. Caldecott is head of the firm of Caldecott, Burton & Spence, and is past-chairman of the dry goods section of the Toronto Board of Trade. Mr. T. O. Anderson, of Alexander & Anderson, is the present chairman of the dry goods section. Both gentlemen have a wide experience, extensive literary attainments, and those abilities which particularly fit them to be excellent judges of business methods and theories.

THE COMMERCIAL UNION.

SHOULD Mr. Huddart, the manager of the Canadian-Australian line of steamships, succeed in realizing his dreams of a fast Atlantic line of steamships from Quebec to Liverpool, connected by fast C.P.R. trains from Quebec to Victoria, with a fast Pacific line of steamships from Sydney to Victoria, he will have performed for the British Empire one of the greatest services her commercial commoners ever attempted. This service will also be of inestimable benefit to Canada. Already by the enterprise of our citizens we have secured a great deal of the carrying trade from the Western States to the Atlantic seaboard, and the addition of much of the carrying trade between Australia and Great Britain would induce a commercial activity which would tend to develop Canada's latent resources at a much greater speed than at present.

Mr. Huddart is likely to succeed in forming his companies. The subsidies on which he calculates are much larger than have been previously offered, while other circumstances should lead British capital in this direction. Canada's growing trade with Great Britain and Australia shows clearly what greater things might be expected under more favorable circumstances.

One thing is certain, a fast Atlantic service would be liberally and patriotically supported by Canadian merchants. They have long wished for such a boon, and know its value too well to ignore it when it becomes a reality.

The projected Canada-Australian cable, it is stated, would be 6,244 miles long and cost \$7,000,000, if it did not touch the Fiji Islands or New Zealand. The total cost is put at \$8,725,000, which, at 3 per cent., would make an annual interest charge of \$261,750. Counting depreciation at \$160,000, and the operating expenses at \$300,000 per year, the total annual amount to be met would be \$721,750.

CANADIAN TRADE IN 1893.



SEVERAL times it has been remarked in these columns that Canada's trade in 1893 has shown very clearly the stability of her commercial structure. We have almost paraded the fact, because we are proud of Canada, and because up to the present Canada has not been

viewed in the proper light in the great money markets of the world.

Foreign merchants and manufacturers who will study the accompanying statistics will be confident of the future greatness of their Canadian trade if they have any. Those who have not, are losing their share of the honey. Canada stands foremost among the young nations of the earth in point of stability. Responsible government, a scientific banking system, excellent municipal organization, an absence of the extravagant speculative spirit, good roads, excellent inland rail and water communication, an unsurpassed educational system, scientific farming - these are a few of the features which constitute Canada's elements of greatness.

The total trade of Canada for 1893 increased 2 1/2 per cent. as compared with 1892. That this increase was almost wholly in exports intensifies the value of this increase, and shows that Canadians are producing wealth and accumulating in their own country.

The values of the respective divisions of our foreign trade were in 1892 and 1893 as follows :

	1892.	1893.
Exports of Canadian produce	\$99,118,911	\$105,728,257
Exports of foreign produce	14,624,462	12,766,095
Imports	\$113,963,175	\$118,564,352
	127,406,268	129,074,268
Aggregate trade	\$227,269,443	\$227,638,620

There was, therefore, in 1893, as compared with the previous year, an increase in exports of home produce of \$6,269,177; in imports of \$1,668,200, and a decrease in exports of foreign produce of \$1,858,367.

This increase is not a spurt by any means, and the universal commercial depression will rebut any such idea. But to make the gradual and steady increase of trade more apparent the tables for the past five years are quoted -

1889	\$204,414,000
1890	218,617,000
1891	218,124,000
1892	241,189,000
1893	227,638,000

The trade of 1893 is 22 per cent. larger than the trade of 1889 - a result which is exceedingly gratifying.

To compare: The United States trade in 1892 amounted to \$1,764,168,270 and in 1893 it was \$1,630,986,041 - a decrease of about 8 per cent., as compared with Canada's increase of 2 1/2 per cent. The trade per head of the population for 1893 is instructive -

Canada	\$12.52 per head.
United States	25.09 " "

This assumes that the population of the United States is 65,000,000 and that of Canada 5,000,000; whereas the exact figures would throw the comparison still more in favor of Canada. Of course, the United States had a serious financial panic and resultant depression; but we must never lose sight of the

fact that if Canada had not possessed such a stable banking system, and the other elements necessary to prevent such panics, her trade would also have shown the effects of rotten institutions and business methods.

The following table shows the condition of our trade in 1893 and 1892 with the principal countries with which Canada does business :

	1893.	1892.
Great Britain.	\$107,391,170	\$106,551,688
United States.	108,984,978	109,957,064
Germany.	4,515,451	6,114,080
Spanish West Indies	3,676,697	4,258,228
Newfoundland	3,246,913	3,675,770
France...	3,111,142	2,816,741
British West Indies	3,109,233	2,888,667
Spanish possessions in Pacific Ocean	2,204,584	1,949,945
Japan	1,531,861	1,047,097
China	1,279,403	1,385,013
Dutch East Indies	1,041,244	444,474
Belgium	1,270,745	572,501
Holland	682,276	852,206
British Guiana	625,705	650,284
Australasia	571,325	728,613
Brazil	548,479	502,912
Italy	504,431	487,443

Canada has also increased her carrying trade, much to the chagrin of the stockholders of United States railroads. No more proof of this is necessary than the fact that the New York Sun, the Philadelphia Press, and other papers have written long editorials demanding the abolition of the bonding system, so that the C.P.R. and G.T.R. would not be able to maintain their carrying trade. The matter has also been brought up in the U.S. Congress, but no action has been taken.

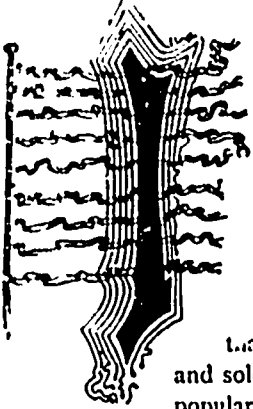
Canada's shipping is also making progress. The number and tonnage of sea-going vessels entered and cleared at the principal ports of the Dominion are as follows :

	Tons.
Montreal	1,580,159
Halifax	1,338,866
Victoria	1,247,532
St. John, N.B.	1,126,336
Quebec	984,399
Nanaimo	788,022
Vancouver	579,101
Yarmouth	271,251
Sydney	226,241
St. Andrews, N.B.	218,862
N. Sydney	141,717
Chatham, N.B.	137,401
Windsor, N.S.	115,364
Charlottetown	88,563

There was an increase of 35 in the number of vessels built last year, but a decrease in the tonnage of 5,800 tons. The average selling price has declined from \$37 per ton in 1868 to about \$11.50 per ton in 1893. The actual number of vessels built in Canada was 313, and of Canadian vessels sold, 42.

Hope beats eternal in the human breast, and Canadians can be excused if a few extra beats are felt at this particular time. Commercially Canada is making rapid progress. Politically she is making progress too; for Erastus Wiman has declared that the "annexationist" couldn't be elected as pound-keeper, as such. With the elevation of Lord Rosebery to the position of Prime Minister of the Empire, the "colonists" hope to be treated with more consideration and to have their interests more sympathetically considered. If Canada has not made the rapid strides in the past that her competitor on this continent has, it is because she has had less of foreign capital. The payment of a large amount of interest to foreign capitalists is not a thing which Canadians need anxiously desire. Better to have slow progress, and retain all the elements of success in our own control.

CANADIAN MANUFACTURING—A FARCE.



IT IS a huge farce to give protection to Canadian textile manufacturers so that they can produce Canadian goods, and then have them spend thousands of dollars every year in disguising these goods so that they can be sold as foreign productions. Protection is a price paid for something; but if you do not get that "something," then you are paying for "nothing." The "something" is

that Canadian goods will be manufactured and sold, and that these goods will become so popular with the people that they will buy them in preference to foreign goods of a like price. That alone is the method of establishing Canadian manufacturers on a stable basis, and that alone is what the protectionists desire and expect.

But, in the name of common sense, what is the use of continuing the farce? The manufacturers of knit underwear mark their plain goods "Scotch underwear" in order to sell them for what they are not. This is a contemptible mercantile trick. Why, these goods have to be folded even after the Scotch fashion, so that the imitation will be complete! What an elegant independence the tariff is creating!

The Canadian cotton mills have grown under protection, and yet how do they stand? They, too, spend thousands of dollars every year in marking their webs and pieces with foreign labels. If they cannot sell their goods except under foreign brands, what are they going to do when protection is removed? They will not have a stay to their mainsail, and it will drop overboard and drag them to a watery grave. If they expect to be protected always, they are living in an illusion; and the sooner they discover the truth the better. Protection is too costly for any country to keep up for any length of time. It brings about certain premature growths, the removal of which causes the industrial trunk to lose much blood. It has its benefits; but it also has its evils.

That many Canadian manufacturers are ignoramuses was never better illustrated than during the past month, when woolen underwear dropped in the face of a firm wool market and a very probable rise if wool is admitted free into the United States market. Prices were down to rock bottom last year; and as wool was stiffer this year nobody imagined that a lower price would be obtained on woolen underwear. But some Canadian manufacturers, who come to Toronto or Montreal markets once a month, came in and found orders slow—trade generally being slow. The buyers for wholesale houses, having nothing better to do, began to play with them, and persuaded them prices of woolen goods were down. One man weakened, and his fall brought down a dozen others. The wholesalers are laughing up their sleeves, and they will make a few hundreds extra next fall on knit underwear.

If the Government is going to protect the woolen manufacturers, then let it establish a textile and mercantile course of training for them, and force them to read *The Textile World*, *THE DRY GOODS REVIEW*, or some other trade paper. Teach them to think; teach them to study market phases and changes; teach them to look farther ahead than to-morrow when laying their plans; teach them to make a special study of their own business. Manufacturers are too conservative altogether. The

country is becoming big, and their ideas should grow with the country.

Last August we had assurance enough to tell the woolen manufacturers that we could offer them a panacea. But it is not likely that any of them ever read it, in fact, they do not even seem to read the common ordinary city dailies. If they did, they would have known that wool was going to be stiff in price this summer. But, our panacea—it was, that each manufacturer should adopt a brand and popularize that brand. Then, as the brand grew in favor his pockets would grow with wealth, and his peace of mind with contentment, while his trade would be continuous, not precarious. It has been done in Canada in the case of the "Health" brand; it has been done in gloves, suspenders, collars, linen goods, etc. It has been done in canned goods, pickled goods, cereal foods, etc.; it has been done in patent medicines and pills. It is done the wide world over, and we would like to hear of a single case of a manufacture running for fifty years successfully unless it has its own and singular reputation.

The manufacturer says: "The wholesalers would not sell our brands." Then sell them yourself. That's simple enough, isn't it? You can get a good traveler for \$1,500 a year and expenses, and he will sell them for you. It will be hard work the first year, and you will have to pay the newspapers a great deal to advertise your brand; the second year it will be just as hard; the third year will find your eyes opening with pleasurable astonishment, and the fourth year will bring assured success. Get a good commission agent, and he will sell your goods. If he cannot sell them to the wholesaler, he will sell them to the retailer, where the higher price will repay extra expense, and extra trouble.

What Canada needs is a Canadian nomenclature on its manufactures. Canadian honesty is known and bought in other countries, and why shouldn't Canadian goods bring a good price? Much more should they bring a good price at home. Methods must be revolutionized. The manufacturers of cotton and woolen goods must be known as makers of certain classes or brands of goods, before the future of that manufacturer is assured.

The manufacturer who is making goods to suit some particular jobber has a precarious tenure on his customer. He makes what that wholesaler wants, and is under his thumb when once the season is commenced. He is not free to choose his own styles, to work out his own plans, or ask his own prices. He is merely a workman for the wholesaler. Canada needs more independent and more aggressive manufacturers, so that there may be no ground for saying that Canadian manufacturing is a deception and a farce.

A CUT IN PRINTS.

IT may be astonishing that any wholesale house could afford to make a cut in prints, on which the profit ranges from 1-16 to 1/2 cent per yard. Nevertheless W. R. Brock & Co. claim to have secured a manufacturer's stock of prints at a price which enables first grade goods to be sold as low as seconds or jobs. The stock comprises all new designs, and nothing but the best grades, no seconds being in the shipment. Buying these goods en bloc, they are enabled to make some tempting offers to their customers. The goods retail all the way from 5 to 10 cents per yard. Merchants who cannot inspect this offer personally will no doubt be able to secure samples by application.



TARIFF AND TARIFF CHANGES.

A Reduction Necessary and Likely. Specific vs. Ad Valorem Duties. A Broader Classification. A Comparison of United States and Canadian Duties.

CANADIAN importers and retailers of dry goods have been remarkably and inexcusably slow in stating what changes they desire in the tariff; remarkably slow, because they are not usually slow at anything; inexcusably slow, because not only would the advice not be harmful, but it would be positively beneficial to the trade and helpful to the ministers of the Government on whom lies the task of regenerating the tariff. About May 1st, 1893, the dry goods men of Toronto and Montreal stated their views as to tariff remodelling in so far as it pertained to dry goods, but since then nothing has been done, beyond one or two formal resolutions from Boards of Trade. The manufacturers have been busy in trying to induce the Government to maintain the present schedules; the cotton men, the cuff and collar men, the woolen men and others have interviewed the committee and laid down their views amid a multitude of figures.

No dry goods dealer desires the duties entirely removed, and his desire would be unfulfilled for if he had such a one. A tariff is necessary, but it must be moderate and it must be scientific—more moderate and more scientific than it is at present. For this reason reductions may be expected this season and are absolutely necessary.

The first desirable change is the almost entire abolition of specific duties. When the dry goods men interviewed the ministers last May they advanced examples showing that on some cheap grades of woolens the duty was 130 per cent., while on expensive woolens it ran from 30 to 40 per cent. They showed that a mantle costing 5s. in England paid 67 per cent. duty, while one that cost 75s. paid only 26 per cent. Take the duty on colored cottons; everybody admits that the present duty of 15 per cent. and 2 cents per sq. yard is too high. An all-round ad valorem duty of 30 per cent. would be exceedingly ample, for both protective and revenue purposes. At the present rate, when the

Foreign cost in sq. yd.	per sq. yard duty will be	per cent.
10	15	150
20	15	75
30	15	50
40	15	37.5
50	15	30
60	15	25
70	15	21.4
80	15	18.75
90	15	16.6
100	15	15

On many cheap lines of cottons the consumer would buy fifty per cent. cheaper had we no tariff, where 30 per cent. would be a sufficiently heavy tax. The tax of 65 per cent. may never be paid; but the tariff should not be so arranged that simple arithmetic will show that such a tax is within the bounds of possibility.

In the United States they have waged heavy war on the specific duties and have succeeded in doing away with them to a great extent. They press unfairly on the poor man, and although the arguments advanced in their favor are plausible, they are not practical. Let the people have the cheap grades

of goods if they want them and are willing to pay their hard-earned money for them. In the final tariff bill submitted by the United States Senate sub-committee to the Senate on March 3rd, we find the following change:

"Schedule 1, cotton manufactures, paragraphs 250 to 263, are all stricken out, and in place of the varying duties on cotton thread, yarns, spool thread, etc., therein imposed, which are some of them specific and some of them ad valorem, a uniform duty of 30 per cent. ad valorem is provided." This is an express denunciation of specific duties. Any one who has watched the changes in the U. S. tariff will agree that specific duties are considered unfair.

A BROADER CLASSIFICATION.

Another demand made last year by the dry goods men was a broader classification, with a uniform duty on each class. Then there would be no ambiguity, and all ports would be levying the same rates. It would obviate all embarrassing and harassing rulings and readings. The tariff has been made in pieces or sections and is not one harmonious whole. The classification desired is something like this:

- (1) All piece grey cottons, white cottons, denims, prints, etc.
- (2) All piece woolens, suitings, trouserings, overcoatings, mantle cloths, etc.
- (3) All dress fabrics, whether cotton, woolen or union.
- (4) All piece silk and ribbons.
- (5) All parasols and umbrellas.
- (6) All hosiery, gloves, underwear, etc.

This principle has also been adopted by the framers of the Wilson Bill, as the above quotation from the sub-committee's bill shows. Cotton goods are classified:

- (1) Printed Cotton Cloths.
- (2) Bleached Cotton Cloths.
- (3) Sized or Colored Cotton Cloths.
- (4) Manufactures of Cotton, N.E.S.

While the classification of the Wilson Bill is much simpler than that of the existing U. S. tariff; and the Canadian tariff should be much simpler still, as the advantages of it are obvious.

If there must be classification let there be no duty on raw materials, and let the duty increase according as the manufacture becomes more complete or elaborate. For example:

- (1) Cotton, raw—free.
- (2) Cotton, spun—10 per cent.
- (3) Cotton, spun and woven—15 per cent.
- (4) Cotton, spun, woven and bleached—20 per cent.
- (5) Cotton, spun, woven, bleached and dyed—25 per cent.

That is, the more work is done outside the country on the goods imported into the said country, the higher should be the

tax. Tax the product of foreign labor, and give home labor every opportunity. If taxing must be done, let it be done judiciously and scientifically. Such a scheme as this would encourage spinning, weaving and dyeing, and tend to increase textile manufacturing in Canada. Grey cottons do not need so much protection as shirtings, although when the rate is low uniformity may be desirable. Tax the most artistic productions the highest rate. Specific duties are the opposite; they cause the highest tax to be paid on the least artistic. Everybody says: "Let raw materials come in free, by all means." But they never think they are inconsistent when they say tax the raw material, which has undergone two of the manufacturing processes, 10 per cent. more than the raw material which has undergone four. If the raw material is free, the nearer the goods approach to raw material the less should be the duty. This is a vital principle in tariff making which our legislators have nearly always ignored.

WINNIPEG'S STATEMENT.

Winnipeggers are looking into the tariff. Here are some of the items they object to:

Horse clothing, woolen, 10c. per lb. and 25 per cent.

Gloves and mitts, 35 per cent.

Hats and caps, 30 per cent

Cotton clothing, 35 per cent.

Woolen clothing, 10c. per lb. and 25 per cent.

Cotton shirts, \$1 per doz. and 30 per cent. On goods costing \$8.52 per dozen the duty equals 41 $\frac{7}{8}$ per cent., whereas on goods costing \$1.64 per dozen the duty equals 90 $\frac{7}{8}$ per cent.

Woolen cloth overcoating, 10c. per pound and 20 per cent. On goods costing \$1.95 per yard the duty equals 29 $\frac{1}{2}$ per cent., while on goods costing 39c. per yard the duty equals 83 $\frac{1}{2}$ per cent.

Hosiery, 10c. per pound and 30 per cent. On fine goods costing \$2.92 per dozen the duty equals 37 per cent., whereas on goods costing 49c. per dozen the duty equals 70 $\frac{3}{4}$ per cent.

Woolen hosiery, 10c. per pound and 30 per cent. On goods costing \$4.87 per dozen the duty equals 31 $\frac{1}{8}$ per cent., but on goods costing \$1.22 per dozen the duty equals 50 $\frac{1}{2}$ per cent. Any priced silk hosiery pays only 30 per cent.

Grey or unbleached cotton, 1c. per square yard and 15 per cent. On goods costing 6c. the duty equals 31 $\frac{2}{3}$ per cent. On goods costing 3c. the duty equals 48 $\frac{1}{3}$ per cent.

Flannelettes, 2c. per square yard and 15 per cent. On stuffs printed or dyed, 25 inches wide, costing 10c. per yard, the duty equals 30 per cent. On stuffs costing 4 $\frac{1}{2}$ c. per yard the duty equals 48 $\frac{1}{2}$ per cent.

Cotton quilts, 35 per cent.

Blankets, 10c. per pound and 20 per cent. On blankets costing 49c. per pound the duty equals 40 2-5 per cent., while on goods at 16c. per pound it equals 82 $\frac{1}{2}$ per cent. Such a duty as this makes importation of low grade blankets entirely prohibitive, and leaves the market for this class of goods altogether in the hands of a few Canadian manufacturers, with the result that the Government gets no return in duties, and the consumer pays more than is necessary for an article he is compelled to buy.

ST. JOHN BOARD OF TRADE.

The St. John, N.B., Board of Trade met on February 7th, and decided that none of the duties ought to come into effect until June 1st. This is too early. When parliament meets

they should pass a resolution declaring that no change shall come into force until six months after its becoming law. Goods are ordered from foreign countries now that will not be delivered until August, and no duty should be changed so as to put merchants who buy early at a disadvantage. This is an exceedingly important point, and one which the Government should not lose sight of. The date should be settled as speedily as possible after the opening of parliament, and the date for the enforcing of changes should not be earlier than September 1st, as far as dry goods are concerned.

CANADIAN TARIFF VS. WILSON BILL.

Owing to the difference in terms and classifications, it is not easy to compare the duties on manufactured goods in the proposed new Wilson bill and the Canadian tariff. The Montreal Gazette gives the following instructive list showing that the Wilson bill duties are still far higher in many respects than those in force in Canada:

	Canadian Duty p.c.	Wilson Duty p.c.
Grey cotton.....	24	25
Gingham and plaids.....	30	30
Prints.....	32 $\frac{1}{2}$	30 to 40
Handkerchiefs.....	25	40
Thread.....	25	35
Velveteens.....	20	35
Towels.....	25	35
Clothing.....	35	40
Unenumerated Woolens.....	20	35
Blankets.....	50	25 to 35
Cloths.....	33	40
Coatings.....	36	40
Tweeds.....	32	40
Shawls.....	25	40
Cloaks, jackets, etc.....	31	45
Flannels.....	33	25 to 40
Shirts and drawers.....	30	40
Clothing.....	33	45
Piece silk goods.....	30	45
Hosiery.....	30	45
Ribbons.....	30	45
Shawls.....	30	45
Clothing.....	30	50

J. H. PARKS' VIEWS.

According to the Journal of Fabrics, John H. Parks, president of Wm. Parks & Son (Ltd.), operating the two large cotton mills in St. John, expressed views on the tariff question which are rather divergent from those known to be held by many others interested in cotton manufacturing in Canada. Mr. Parks takes the broad ground that a duty put sufficient to prevent the Americans from making a common slaughter ground of the Canadian market is ample, and that any duty which does more is excessive. He thinks that an ad valorem duty of 35 per cent. on any line of goods now made in Canada is enough, and is willing to admit that in some lines there is now more duty than is needed in the home manufacturers' own interests. By improved methods the home manufacturers ought to be prepared for a gradual reduction in the tariff, and those manufacturers who could exist on a low scale of duty have a better foundation for future prosperity than if they depended for their existence simply on a high rate of protection.



PITFALLS OF THE RETAIL TRADE.

Sixteen Pitfalls Into Which The Retailer May Fall,
Unless He Is Watchful and Vigilant.

FIRST PRIZE ESSAY.

By THOMAS R. BERTHOE, BRACEBRIDGE, ONT.

IN dealing with this question of the pitfalls of the retail trade, the wideness of the field is recognized, the magnitude of the scope is apparent.

NO. 1—INSUFFICIENT CAPITAL.

It is comparatively safe to affirm that one of the greatest of the pitfalls into which retail merchants stumble is that of "insufficient capital." While there are cases where men have started business on a very limited amount of money and have made a decided success, the cases that prove the contrary are in the vast majority, and more particularly is this so at the present day. In years gone by, when competition was not as keen as it is to-day, men began in a very small way and in a few years had a very healthy bank account to their credit. The man of limited capital to-day finds himself confronted not only with keen competition but with well filled stores, and, in order to compete with his neighbors and supply the demands of his customers, he takes the false step of "overstocking"; his capital is too small for the stock he carries; the turnover is not active enough, and consequently when notes and drafts fall thick and fast he has not the necessary funds to redeem them, and the result is, in many instances, failure.

NO. 2—TOO LARGE PLACING ORDERS.

Another error, and one which is exceedingly prevalent, is the placing of "large spring and fall orders." The past year is not always a safe criterion upon which to base the expectations or hopes of the present year. With few exceptions seasonable and saleable goods can be had at almost any time, and it is not an essential to success to give large placing orders, but rather the reverse. Smaller spring and fall orders, except in the cases of the larger houses which import direct, and then frequent assorting orders will keep the stock cleaner and fresher, will distribute the liabilities more evenly and ensure greater success. Goods can be had from any of the wholesale centres within a few days after ordering, and if the freight and express charges are a little more frequent, and perhaps a little higher than a large shipment would amount to, at the end of the season the store shelves will not contain a lot of unseasonable and unsaleable goods which will have to be sacrificed in order to dispose of them, which means a loss to the merchant, in that the money that has to be paid for unsold and slaughtered goods could be used to discount the smaller assorting bills. This is a very important point with every successful merchant.

NO. 3—LACK OF SELECTIVE JUDGMENT.

The third pitfall is the lack of good judgment in selecting goods for his trade, and for the community in which he lives. Some lines of goods that sell rapidly in one part of the country

would be regular stickers in another part. It therefore behooves him to be cautious, to study well his trade, and to touch novelties lightly unless he has a regular trade for them.

NO. 4—INSUFFICIENT TRAINING.

Insufficient training on the part of the merchant very often leads to failure. The farmer, who perhaps knows all there is to know about his business, and is shrewd and sharp as a farmer, conceives the idea that there is a fortune in the retail trade for him. He sells his farm, buys a general stock about which he knows comparatively nothing, puts up his sign, and then waits. He has not the experience that teaches him that he must push and keep a strict watch over his business; and the result is that in a year or two the money realized from the farm is gone, the stock is in the hands of a receiver, and he goes home a poorer but a wiser man. The same can be said about the school teacher who leaves his literary pursuits and embarks in the mercantile business; he is not able to compete with more experienced men, and therefore falls a victim through inexperience to the pressure of keen competition, and he is finally compelled to step down and out. The office man, the mechanic, and other inexperienced men all follow in the same trail. Sometimes the clerk, who is a good man as a clerk, but who does not possess in his physical and mental make-up the ability to control and manage a business for himself, makes the attempt, only to find, in a very short time, failure staring him in the face; and unless help arrives from some quarter he has to succumb to the inevitable.

NO. 5—LONG CREDITS.

Long credits, especially where the capital is limited, is a serious barrier to success. If merchants were only a little more just before they are generous in this respect, if they were more careful to whom credit is given, and when credit is given, insist upon settlement of account within a certain time, or discontinue the credit, how many, instead of battling with adverse winds and waves, would find themselves in comparatively easy circumstances, with money at their command to take advantage of the markets, and climbing to success instead of sinking to failure.

NO. 6—LACK OF FIRMNESS.

Firmness is an essential quality in every business man's life. The lack of it is often a hindrance to him and his business. To be true to himself and the best interests of his business, even at the risk of a slight offense, will in the end prove to be to his advantage.

NO. 7—NEGLIGENCE.

Negligence, or forgetfulness, especially where a large credit business is done, is a great source of shrinkage. Goods are ordered and sent out without any entry being made, and if the purchaser is dishonest—and dishonest purchasers are not all dead yet—the goods will never be paid for, and if they are not entered on his account when rendered he will never say anything about it; and he feels justified in doing so, for, as he says, he is getting even with the merchant. How many dollars are lost annually in this way! The customer is no richer, but the profits of the merchant are materially smaller. It pays to be accurate, even if it does take a minute or two to make an entry while another customer is waiting.

NO. 8—LACK OF COMMERCIAL HONESTY.

A lack of commercial honesty is often a serious barrier in the retail trade. The merchant who seeks to build up a trade with an inferior quality of goods may appear for a while to be

fairly successful. The prices will catch the customers for a time, but by-and-by the customers will catch the merchant, for, as a rule, such goods are represented to be just as good as Mr. Smith's, who is selling his for a little more money; but the difference soon becomes known, the inferior goods do not give the satisfaction that the purchaser expects, no matter what the price was, and consequently he soon begins to try some other place. Thus a customer is lost and with him his influence. Good goods at a reasonable profit will ensure success, while inferior goods in the majority of cases will bring failure.

NO. 9—INATTENTION.

Inattention to business is another pitfall into which some men drift. They begin with all the vim and push that is necessary to make a business a success in this day of keen competition, and while these last business is successful. But they cannot stand prosperity; their hold begins to relax; they go in for a good time outside of their business and during business hours—but for all this they have to pay dearly, and soon the business, which might have continued to prosper, goes down through the inattention of the principal.

NO. 10—INDIFFERENT CLERKS.

Indifferent clerks, or those who have not the interests of their employers at heart, and are merely eye servants, are a positive detriment to any business, large or small. All they are looking for is their salary at the end of the week, without a thought of trying to increase the volume of business or of making their presence felt in the business for good. The clerk who is thus minded will often assist his employer on the road to failure, and if an attempt is ever made by him in a business of his own, he will in a very short time be found in the list of insolvents.

NO. 11—THE DISHONEST CLERK.

The dishonest clerk is to be dreaded even more than the former one, for while the one appropriates that which does not belong to him—his employer's time—the other goes a step farther, and he appropriates that which belongs to somebody else and is in a more tangible form. Beware of the dishonest man, for any business upon which he operates, if time be given, will surely fall.

NO. 12—BAD STOCK KEEPING.

It always pays to keep the stock neat and clean, as "bad stock keeping" is one of the loopholes which serve as an exit for profit, but never as an entrance for gain. It cannot be considered an advantage to have a stock so mixed up that when a customer asks for an article it takes the salesman perhaps five minutes to find where it is; but, on the other hand, if the stock is kept trim and bright and free from dust and dirt, well assorted, and everything in its place, a great deal of time can be saved both for the customer and the salesman. A well kept stock will always commend itself to the public, whereas a badly kept stock will depreciate in value, will always present an unsightly appearance, and will never act in the capacity of a loadstone for business.

NO. 13—LARGE EXPENSE ACCOUNT.

Watch the expense account. This thought should never be lost sight of by the merchant. But how often are the expenses of a comparatively small business equal to that of a much larger one! This is due to mismanagement on the part of some one, and if great care be not taken, the expense account will exceed the profits, and the result is too well known.

NO. 14—EXTRAVAGANT LIVING.

Extravagant living in the home and family of the merchant will never assist him on the road to success. His family expenses should be governed by the volume of business done, and by the net gains accruing therefrom.

NO. 15—NEGLECT TO HAVE COPIES OF ORDERS.

It is quite a necessary thing for a merchant to ask for and insist upon getting a copy of all spring, fall, and sorting orders, for by so doing he has before him a memorandum of what he has bought. It keeps him from overlapping orders, and having the same goods coming in from different houses, and if the whole order is not shipped at once, the copy is there as a reference for what is to follow, and, knowing what he has bought, he can govern himself accordingly. It is also a check on stuffing, which is not entirely done away with yet, and which, in many instances, does the retail merchant more harm than good.

NO. 16—LACK OF A TRADE JOURNAL.

Frequent consultation with a good trade journal brushes away the cobwebs from the mind of the merchant, furnishes good food for thought, and gives him an intelligent idea of what is going on in the commercial world.

Merchants who disregard these principles will, as a rule, be found among those who do not make a success of the retail trade.

MUSKOKA TOMMY.

THE AWARDS.

THE results of the Prize Essay Competition, which closed on February 15th, are shown in the following letter:

Editor, DRY GOODS REVIEW:

Sir,—We have examined the twenty-two essays submitted to us by you, on the subject of "The Pitfalls of the Retail Trade," and make the following awards, in accordance with the regulations laid down in your journal. We would also state that all *nom de plumes* were handed us in sealed envelopes, and that we are confident that the competition was carried on impartially and according to agreement. The five essays ranked next after the three prize essays were almost as good as the first three, falling short only by a few points.

First prize, \$20.—"Muskoka Tommy,"

Thomas R. Boothby, Bracebridge, Ont.

Second prize, \$10.—"Tact, Push and Principle,"

R. E. Cooper, Victoria, B.C.

Third prize, \$5.—"Yardstick,"

Walter H. Lindsay, Milton, Ont.

HONORABLE MENTION.

"The Deacon"—N. Hockin, Aurora, Ont.

"Frontier"—J. T. James, International Bridge, Ont.

"Lady Elgin"—A. A. Doupe, Alymer, Ont.

"Fergus McAwl"—Wm. McGiffin, Ottawa, Ont.

"Tam O'Shanter"—Wm. Macklin, Stratford, Ont.

Yours truly,

STAPLETON CALDECOTT,

T. O. ANDERSON.

Quite a number of the essays were from subscribers in the Northwest and Maritime provinces, showing that THE REVIEW visits every town in the Dominion. The second prize goes to Victoria, British Columbia.

TRADE IN MONTREAL.



THE volume of trade in dry goods has been subject to some fluctuation during the past month, with occasional dull spells, but, taking matters as a whole, business in dry goods has been satisfactory. The early part of the month witnessed a fair degree of activity, which was followed by a brief period of quietness. This rest, so to speak, seemed to be beneficial, for trade opened up, if anything, more active after the brief respite, and the closing weeks of the month witnessed a genuinely brisk business in all branches, a feature of the demand being that it was for good assortments of all kinds of spring supplies.

The demand for domestic staples has been brisk throughout the month, more especially for white cottons. Colored goods were rather quiet early in the month, but later a better enquiry sprung up. A drawback in this connection in domestic goods is the limited variety of patterns, which compels many buyers to take hold of imported lines from force of necessity. It is satisfactory to note, however, that the Canadian mills are steadily advancing in this respect, as the range of goods they offer each succeeding season attests.

Recent reports from many points state that owing to the very mild weather recently, there has been more than the average activity in retail circles, and that for this reason spring stocks have already been well broken into. It is expected, therefore, that the sorting demand will commence earlier than usual.

Mill agents claim to be well booked ahead for white cotton, while there are no large accumulations of colored goods, as was the case in former seasons.

With regard to payments on the 4th of March, there is considerable diversity of opinion. On the one hand many houses complain that the renewals were larger than last year. It may be admitted that there is some possible ground for complaint, but it would seem that many who are complaining are more pessimistic than the actual circumstances warrant. It may be interesting to note that three of the largest houses in the trade, whose connections extend from the Atlantic to the Pacific, and whose experience therefore should be a good criterion, report that fully 65 per cent. of their maturing paper on the 4th was met. This is certainly a pretty fair showing considering the circumstances which have ruled this season.

The question of long credits is, thanks to the article in THE DRY GOODS REVIEW, attracting more attention down here, and several of the local trade papers here have taken up the cue given them and made use of the facts so kindly supplied them in the columns of this paper on which to base their arguments why credit should be shortened.

There was a very interesting occurrence during the past month here in connection with the difficulties of a St. Catherine street retail dry goods firm who, for certain reasons, shall be nameless. It was a pleasing demonstration of that very attractive sentiment, the love of one brother for another and what stretches it will lead to. The firm in difficulties which shall be A, for convenience, had been cutting into B's trade. B is a down-town merchant, and does a pretty big trade, so he could stand it. Now A is a brother of B, yet when the former was compelled by circumstances to call a meeting of his creditors B did not allow the competition which he had been subjected to,

to have any weight in preventing him from stepping to his brother's assistance. Several meetings of the creditors were held and the affairs of the firm investigated by B, and finally at a meeting of creditors, held on the 3rd of the month, he quietly asked them to present him with the amounts which were now due and they would be paid, while the other payments would be met as they matured. This offer naturally was accepted and A, through his brother's kind action, was enabled to carry on business. The obligations which B assumed were not light by any means, as the indebtedness of A amounted to a tidy sum. Incidental to this some other interesting developments have sprung up. It appears that A, previous to his venture in Montreal, did business as a buyer in England for Canadian houses. When he left England he appointed a representative of the Hebraic persuasion and of German extraction as his representative, giving him power to purchase goods in his name. The follower of the old dispensation rewarded A for this confidence by purchasing goods to a considerable extent, selling them and pocketing the proceeds, and then vanished. Now the sellers of the goods, who are mostly French and German, are trying through the instrumentality of a Montreal lawyer to make A pay for his agent's peculiar business methods. A says he never received the goods or even an invoice, and has determined to contest the matter in the English courts.

The agents of the woolen mills report that they have so far received orders from wholesalers for supplies quite equal to those for the corresponding period last year.

S. Greenshields, Son & Co. have been very busy during the month. Their staff have been back three nights out of every week since the 5th of the month, and they report that their sales for every week since the 1st December, when their year opens, have been larger than last year, despite the fact also that trade last season was remarkably good.

Jas. Johnston & Co. report a great run on their extensive assortment of narrow velvet ribbons in colors and blacks, narrow watered, narrow satin and narrow moire ribbons. For every piece sold last season they are selling twenty this.

Hodgson, Sumner & Co.'s fine assortment of silks has received the attention it deserved. Both orders from travelers and letter returns have been very satisfactory in this respect.

Wm. Agnew & Co. are doing a big trade in serges and chevots, estamene and wide wale. In fact their trade in all kinds of dress goods has been quite satisfactory, and the same is to remark regarding their line of Peau de Soie and Merveilleux silks.

Wm. Agnew & Co. note a return in the demand to crepe trimmings. They hold Courtold's make of this line.

Jas. Johnston & Co. have been turning over quite a large quantity of their art muslins. This is a large line with them.

Peter Schneider's Sons are showing a beautiful range of furniture coverings and trimmings. The new season's goods are very artistic and tasty.

The extensive line of spring neckwear offered by Glover & Brais has received due attention. Their line of four-in-hand ties in polka dots is a very handsome one.

Cables to S. Greenshields, Son & Co. note an advance of 3d. to 6d. in the price of Wilton carpets. This is equivalent to a rise of from 10c. to 15c. duty paid on spot.

Mr. Matthews, of Matthews, Towers & Co., pays a high compliment to the merits of THE DRY GOODS REVIEW as an

advertising medium. He attributes numbers of orders for the firm's patent Towers brace, the merits of which we have dwelt upon, to this cause.

Brophy, Cains & Co. had a good run on their extensive assortment of high-class dress goods, both in fancies and blacks. Their line of trimmings also sold very well right through the list.

Thouret, Fitzgibbon & Co. are getting in their supplies of spring gloves. Their stock comprises a complete assortment of French gloves. They are prepared to execute promptly orders for any description of these goods now.

Thibaudeau Bros. have greatly extended their trade in corsets and oilcloths during the past season. It has grown to such an extent that they have been compelled to enlarge their premises by leasing Nos. 34 and 36 St. Paul street, next to their old warehouse. This extra space will be devoted solely to their carpet and oilcloth department.

The demand for Priestley's dress fabrics keeps growing all the time. S. Greenshields, Son & Co.'s turnover of these goods has been a very large one during the month. They note also that buyers this spring don't seem inclined to stock up far ahead on domestic staples, but take them as they are wanted and much oftener.

Matthews, Towers & Co. have been pushing their line of negligé shirts. An advantage which they offer buyers is that they send out no stock goods, but every order of these goods is shipped out according to the requirements specified by the individual customer.

The question of the dry goods championship in hockey has occasioned considerable interest in Montreal. The two teams which have tied were those of Gault Bros., and Jas. Johnston & Co. Thursday, the 8th, the Victoria rink was the scene of the final struggle between the two teams. The game was a fast one considering the state of the ice, both teams showing what they were made of. The result was one to nothing in favor of Gault Bros. & Co. Previous to this game both teams had played a tie game, one to one.

INTERESTING TO RETAILERS.

JUSTICE BAIN delivered judgment this morning, says the Winnipeg Free Press, in a suit of Robinson v. Taylor, which involved the question of the liability of a man for goods ordered by a wife after she had left him. The plaintiffs, Jerry Robinson & Co., sued the defendant, Edward Taylor, of St. Norbert, to recover \$137, for goods supplied to defendant's wife. At the time of the purchase the wife was not living with the defendant, but had left him and gone home to her mother's. Defendant denied his indebtedness, and claimed that the goods were never delivered to him or to anyone by his order, and that he was not responsible for the amount. The bill was never rendered to him, and the first he knew of it was upon being served with the writ in the suit. Defendant is well able to pay, having several farms and a large herd of cattle and horses. At the trial before Judge Walker a verdict was entered for the plaintiffs for the full amount claimed. Defendant appealed, denying his liability, but plaintiff claimed all the articles were necessaries supplied his wife, therefore he was liable.

His lordship allowed the appeal, with costs, the verdict to be set aside and a verdict of non-suit entered, with costs. His lordship held that the evidence showed that Mrs. Taylor left her husband without his consent, and the separation did not take place by mutual consent. It also failed to justify the con-

tention that it was on account of defendant's neglect to provide for his wife that she was compelled to leave him. She had no implied authority to pledge his credit for even necessaries, and even if she had authority to purchase necessaries for herself, it had not been shown that the goods were necessaries. The circumstances under which Mrs. Taylor bought so large a bill of goods should have made the plaintiffs cautious.

THE WRITER OF THE PRIZE ESSAY.

THOMAS R. BOOTHBY, who was the fortunate winner of the First Prize in THE REVIEW'S Prize Competition, is a man who, though but 31 years of age, has seen a great variety of mercantile life. Although born in Newmarket, he has spent most of his life in Collingwood, where he attended school, acted as clerk, and for three years engaged in the dry goods business under the firm name of Smith & Boothby. He is well educated, having spent two years at the Northwestern University at Evanston, Ill. He has clerked at various times with Telfer Bros., Collingwood; Bernard Callery, of the same town; Schlesinger & Meyer, Chicago, and Spencer Bros., Collingwood. He has for the past eight months been



THOMAS R. BOOTHBY.

with R. J. Vincent, dry goods merchants, Bracebridge.

The characteristics of Mr. Boothby's essay are a broad view, a sticking close to his subject, an avoidance of verbosity and grandiloquent effect, a straightforwardness of argument, and a good arrangement. What Mr. Boothby had to say, he said, and then quit, a point which inexperienced writers—and experienced ones too—often forget.

MONTREAL PERSONALS.

WM. AGNEW, of Wm. Agnew & Co., left on the Lucania for his spring trip to Great Britain and the continent.

Mr. Matthews, of Matthews, Tower & Co., who probably knows Manitoba and the Northwest as well as any man in the trade, is at headquarters at present.

Duncan McNaughton, of Jas. Johnston & Co., was in off the road the other week.

W. B. Foster, of Thouret, Fitzgibbon & Co., is detained from the road through the serious illness of his mother.

On the evening of the 4th the employées of Messrs. Caverhill & Kissock, wholesale millinery merchants, St. Peter street, assembled in full force at the St. Elmo restaurant, McGill street, the occasion being the presentation of a handsome gold watch and chain to their bookkeeper and financier, R. J. Cooke, as a token of the esteem in which he is held by all of them.

The Merchants' Manufacturing Co. have built a magnificent addition to their already capacious buildings. The new part is 100 feet wide and 200 feet long. They have put in 300 new looms and a large compound engine. When everything is in good order and all arrangements realized, they expect to employ over 600 hands.

ONTARIO'S ASSIGNMENT ACT.

FROM time to time we have shown the various decisions on this act. It was passed to prevent unsatisfied judgments being satisfied after assignment, as the common law allowed. But the judges thought it ultra vires of the Ontario Legislature, because "bankruptcy and insolvency" were reserved to the Dominion. But the British Privy Council is supposed to know more about the Canadian constitution than Canadian judges, and they have recently decided that the act is intra vires.

The Toronto News puts it nicely when it says: "In every case of recent assignment where the estates had not been distributed the execution creditors have been knocked out. There is no more rushing to Osgoode Hall to get judgment against a business man when he shows signs of weakening, as was the custom formerly. The law as now established gives no preference to those who get judgment immediately before a man as signs.

"The custom that prevailed during the past year was one of inequality toward creditors. Those who happened to learn first of the probable assignment got the legal machine in operation, and in a few hours had judgment at Osgoode Hall. If obtained before the assignment was made the holder of the judgment would gobble all the estate and leave little or nothing for other creditors.

"A case in point is that of Thomas Robertson, brickmaker, of Carlton West, who assigned last December to G. M. Gardner. The Bank of Toronto got judgment just before for \$1,400 which covered the assets, and nothing could be done for the other creditors. Now the bank is knocked out, and will rank as an ordinary creditor."

CUSTOMS FRAUDS.

CUSTOMS frauds are becoming very common on this continent. A huge swindle has been discovered in New York. For the past eight months merchandise has been arriving in Quebec addressed to Charles Hartmann, and in Montreal consigned to George Carter. But neither men have put in a claim for their goods. About 60 cases are in Quebec, and 68 in Montreal. Pitt & Scott, forwarding agents, New York, seem to have sent most of the cases.

The trick was this: Goods were shipped to New York in cases. While in bond there, the goods were taken out, and rubbish or export goods put in, and the cases reconsigned in bond to Canada. Some that came to Quebec contained only rubbish, old paper, and bricks. Some that came to Montreal were re-shipped to Hamburg. The object was to get goods into the United States duty free, and it succeeded—for a time.

DECEIT IN PRINTS.

WHOLESALEERS and retailers have become so used to deceit in goods that in many ways they are unable to state what part of their business methods would, to an unprejudiced critic, seem to be unjust. The little tricks of the trade are, seemingly, necessary; in many cases these tricks are merely the suppression of something which it would do the consumer no benefit to know. Still, there are such cases as the breaking of moral and business principles—and both classes should be exactly alike—by mere omissions. It is said that large quantities of print seconds have been sold this year as firsts. They may not have been called firsts, but the buyers undoubtedly

bought them as firsts, and the deceit is equally as great as if it had been active instead of passive.

Such practices as these cannot be too strongly condemned. A wholesaler or jobber has no right to degrade himself or his salesman—especially the latter—for the sake of a paltry gain to himself. The consequences of such acts are stupendous.

RAW WOOL NEWS.

UNSETTLED is the tariff in the U. S., but the Senate's committee on finance left raw wool on the free list, where it will undoubtedly remain. The U. S. market does not offer much encouragement to Canadian exporters, and U. S. wool is still coming into Canada. It is said that an Ontario mill bought 30 tons recently at 19½ cents. Prices are as follows: Greasy Cape, 13½ to 16c.; Canadian fleece, 18 to 19c.; B. A. scoured 28 to 34c. In pulled wool, 20 to 21½c. is quoted for supers; extra 23 to 26c.; Northwest wool, 11 to 14c. as to grade; and British Columbia, 11 to 12½c.

THE U. S. WOOL CLIP.

To the wool clip of 301,538,138 pounds must be added the annual product of pulled wool, regarding which definite statistics have never been secured. The Department of Agriculture "estimates" the pulled wool for 1893 at 47,000,000 pounds, which points to a total product of 348,538,138 pounds of wool, an increase of 15,519,733 pounds over the clip of 1892, or 4.66 per cent. This total represents the largest production of wool in the history of the United States, exceeding that of the year 1883, hitherto the year of largest growth, by about 10,000,000 pounds. Totals for the past eight years have been as follows:

PRODUCT OF FLEECE AND PULLED WOOL IN GREASE.

	Pounds.	Decrease.	Increase.
1886.....	323,031,026
1887.....	302,169,950	20,861,076
1888.....	301,876,121	293,829
1889.....	295,779,479	6,096,642
1890.....	309,474,856	13,695,377
1891.....	307,401,507	2,073,349
1892.....	333,018,405	25,606,898
1893.....	348,538,138	15,519,733

LONDON WOOL SALES.

At the wool sales in London on March 5th, 6,000 bales were offered. There was a moderate showing of cross-breds, and the competition was spirited, especially for the better grown fleeces. Inferior merinos sold slowly, the tendency being slightly in buyers' favor. Cross-breds were in keen demand by the home trade, and brought full prices. American buyers operated moderately. Following are the sales and prices obtained: New South Wales, 2,500 bales, greasy, 4¾ to 10d.; Queensland, 1,000 bales, greasy 5¼ to 9½d.; Victoria, 1,500 bales, greasy, 7¼d. to 1s.; South Australia, 1,200 bales, greasy, 4¾ to 7½d.; West Australia, 100 bales, greasy, 4½ to 7d.; New Zealand, 500 bales, greasy, 7½ to 10½d.

Robert Fair, a well-known dry goods merchant of Peterboro', Ont., has been president of the Board of Trade there for some time. He recently delivered his annual address, which showed a broad grasp of trade matters. He has been re-elected for a third term, showing that his fellow merchants respect his ability.

BOARD OF TRADE ELECTIONS.

SARNIA.—President, James King; first vice-president, R. Kenny; second vice-president, R. Wanless; treasurer, T. W. Nisbet, secretary, C. S. Ellis. Council—W. J. Proctor, T. Symington, E. Wood, A. C. Clark, D. Milne, D. Barr, Dr. Poussette, J. Cowan, H. Gorman, Dr. Vail.

COLLINGWOOD.—President, H. Y. Telfer; vice-president, W. T. Toner; treasurer, E. R. Carpenter; secretary, W. J. Slean. Council—J. J. Long, J. Brydon, W. A. Copeland, James Guilfoyle, John Wilson, W. A. Hogg, C. Cameron, B. Callary.

St. HYACINTHE.—President, P. F. Payan; vice-president, C. Pagnuelo; secretary, Dr. Ostigny. Council—Fremont St. Jacques, J. B. Brousseau, E. H. Richer, E. R. Blanchard, H. T. Chalifoux, J. Seguin, G. W. Henshaw, jr., O. Gendron.

EDMONTON.—President, John Cameron; vice-president, J. A. McDougall; secretary, Isaac Cowie; treasurer, James McDonald. Council—M. McCauley, James Ross, C. F. Strang, W. Johnstone Walker, T. W. Lines, G. R. F. Kirkpatrick, T. Bellamy, J. T. Blowey.

WOODSTOCK.—President, D. W. Karn; vice-president, J. McIntosh; secretary-treasurer, J. G. Wallace. Council—John White, John F. Stewart, John M. Grant, J. J. Hall, R. Whitelaw, A. Pattullo, James Sutherland, M.P., M. Douglass, J. Scott, T. H. Parker, W. G. Clarke, J. R. Huggart. Arbitrators—T. W. Gray, C. M. McCuaig, R. T. Crawford, J. Morrison, Dr. A. M. Clark, Dr. McLurg, G. Clarkson, Dr. A. Mackay, F. W. MacQueen, J. Brady, A. Gardner, J. Mitchell. Auditors—C. M. McCuaig, Dr. Rice.

LINDSAY.—President, D. Ray; vice-president, A. F. D. Macgachen; secretary-treasurer, J. H. Sootheran. Board of Directors—E. Flood, Richard Sylvester, S. Hughes, M.P., G. W. Beall, A. Campbell, W. Flavelle, R. Ross, J. Kennedy, Col. Deacon, J. B. Knowlson, S. D. Flavelle, Richard Touchburn. Arbitration Committee—G. H. Wilson, T. Armstrong, S. Hughes, M.P., Hon. John Dobson, Col. Deacon, George Ingle, J. D. Flavelle. Railway Committee—Col. Deacon, A. F. D. Macgachen, John Kennedy, F. C. Taylor, S. Hughes, M.P.

TRURO, N.S.—President, G. Clish; first vice-president, C. E. Bentley; second vice-president, E. E. McNutt; secretary-treasurer, G. A. Hall. Executive Committee—R. T. Craig, J. E. Bigelow, W. H. Snook, R. F. Black, R. J. Turner, F. McClure, T. M. King, S. M. Bentley, A. J. Walker, H. R. Ryan.

CHATHAM.—President, P. D. McKellar; vice-president, A. Lamont. Council—Messrs. Rispin, Malcolmson, Scholfield, Stone, Piggott, Sheldon, Ross, Stevens, McIntosh, Marx, Sutherland. Board of Arbitration—Messrs. Stevens, Martin, Malcolmson, Morton, Van Allan, Stringer, J. A. Walker, A. Lamont, Thomas Stone, J. Piggott, M. Campbell, A. St. L. Mackintosh.

PORT ARTHUR.—President, W. C. Dobie; vice-president, James A. Fraser; secretary-treasurer, H. A. McKibbin. Council—George T. Marks, D. F. Burk, J. J. O'Connor, S. W. Ray, F. S. Wiley, George W. Brown, Joseph Brimson, W. J. Bawlf, Joseph G. King, George Hodder, W. W. Russell, J. F. Meikle.

NEWCASTLE, N.S.—President, James Brown; first vice-president, P. Hennessy; second vice-president, W. A. Hickson; secretary-treasurer, D. Morrison. Board of Management—J. D. Creaghan, C. E. Fish, T. W. Crocker.

NEW WESTMINSTER.—President, John Wilson; vice-president, T. J. Trapp; secretary-treasurer, D. Robson. Council—D. S. Curtis, C. G. Major, Mayor Hoy, A. J. McColl, D. J.

Munn, G. D. Brymner, J. W. Creighton, W. A. Duncan. Board of Arbitrators—The above council and J. G. Scott, W. H. Keary, C. E. Woods, James Johnston.

BRAMPTON.—President, E. O. Runions; vice-president, G. R. Anderson, secretary-treasurer, Henry Roberts. Executive—W. A. McCulla, James Golding, Luther Cheyne, M. E. Holden, A. F. Campbell, M.P.P., and the President.

MR. SUMNER AND A TECHNICAL SCHOOL.

THE Montreal dry goods trade was given a reception in the Y.M.C.A. hall recently. An excellent programme of readings, songs, and recitations had been arranged, but the feature of the evening was the address of George Sumner. Dry goods was the subject of his talk. In the first place he sketched the growth of the cotton and woolen industry in Canada. The first cotton mill was opened in 1869, with eighty looms. In 1873 the big Hochelaga mill was erected. To-day about fifteen millions of dollars were invested in cotton manufacturing. In woolen mills and their plant there were invested about ten million dollars. Then Mr. Sumner turned to the practical side of his subject. The cry was for better men and more of them. A special course of training had been arranged for the engineer, the physician, the electrician, but the salesman had to learn his business in the old way. Mr. Sumner suggested that a textile technical school should be established here. In this school clerks could be taught the nature of goods, the manner in which they were constructed, so as to be able to distinguish good cloth from bad, to tell how they were woven, the manner of dyeing, and all other matters connected with the qualities of different fabrics. Lectures should be given regularly, samples kept, microscopic examinations held, mills could be visited, and then at the end of each session, say in the spring, the pupils should be examined by the dry goods section of the Board of Trade. A first-class certificate should only be given at the end of a three years' course, and then these certificates would be recognized by the trade. The result would be that a class of men would be trained up who would thoroughly understand the goods they were selling. He said that already steps were being taken to organize such a school. The attendance at the reception was large, and all enjoyed it thoroughly.

THE BOOK OF THE FAIR.

NUMBER Four of the Book of the Fair has arrived, and the Bancroft Publishing Co., Chicago, show that they have spared no pains in producing a most excellent and thorough record of the greatest of the century's fairs. This number contains an account of the naval exhibit, and of other American manufactures, the most striking being the silver exhibit of Tiffany & Co. and the Gorham Mfg. Co. The cuts showing the silverware are most natural and distinct.

Number Five shows the cut glass exhibit, and incidentally shows the Columbus pipe. Then opens the ninth chapter, showing the foreign manufactures, and among these are illustrations of the Canadian section.

Number Six has a full page illustration of the Lion Fountain and Obelisk on the Grand Basin, and continues the foreign manufactures. Krupp's gun works are a feature of this. Chapter ten, on the liberal arts, opens with educational and similar exhibits.

This work is expected to reach 25 numbers, and sells at a dollar a number.

CLOAKS AND MANTLES.

CLOAKS are selling well for spring, but mantles are selling even better. The developed shoulders and sleeves of the season's dresses makes jackets at times extremely unsuitable, and consequently capes are coming more to the front. Spring mantles have sold well considering the state of trade.

Winter mantle samples are coming forward; the styles are not strikingly new, but values are better than last season.

The leading feature of the fine jackets for spring is the braid trimming—row after row of narrow braid being placed on the small shoulder or butterfly capes. Rows of braid are also run around the waist or around the skirt.

S. F. MCKINNON & CO.

S. F. McKinnon & Co. have eight special travelers out with samples of fall and winter capes, and report first orders to be very encouraging. They have a larger range than ever, and claim to have some striking values.

Their stock of spring mantles is yet well assorted, despite the fact that they have all placing orders filled. They have tried to anticipate the sorting orders and have made considerable effort to have this part of their trade a success.

ALEXANDER & ANDERSON.

Alexander & Anderson are busy filling orders for spring capes of which they have manufactured large quantities this season. Although this is their first season as designers and manufacturers, they have undoubtedly done the largest volume of business ever done by a Canadian house. They are still filling sorting orders, although they have been busy getting their fall samples ready. Their New York designer is producing an exceedingly natty line of graceful cut style and trimming, which will be able to successfully withstand the competition of foreign made goods. Their range for fall will be one of the largest on the road, and will certainly be inspected by live merchants before their orders are completely placed. There is no reason why jackets made in Canada, by skilled labor and from Canadian and imported cloths, should not be sold below all other similar goods on the market at the present rate of duty. This firm claim to be doing this, and at the same time producing superior goods. While capes ran in the spring, jackets will be strong for fall and winter. Jet, fur and braid trimmings will predominate, and some very special features in backs and collars will be introduced.

THE LONDON FUR SALE.

IN the catalogue of sale, a volume of narrow folio of 200 pages, the quality of each "lot" is marked with scrupulous care, with notes, when needed, stating that the skins, are damaged by shot, unusually large or small, dark of pale, woolly or rough, or "cubs," in the case of bears, dyed or stained, choice, poor, middling, or specimen skins. It is the fairest sale in the world, a model of lucid order. It seems at first that no one looks at the skins at all except the porters, who are packing them and pressing them into bales.

Men come staggering down the stairs under shaggy piles of wolf skins, with the grinning heads clustered round their ears, or stamp on piles of bear hides between upright columns of steel; but no one scans the shelves where the furs lie double stacked, like books in a warehoused library. Then, of all incongruous jumbles of thought, the mind travels back to Lord's cricket ground. Figures in long white linen coats and tall silk

hats, the traditional costume of the cricket umpire, are standing at tables piled with furs, but instead of the batsman's "blazer" under their arms are tucked bundles of sable, marten and beaver.

They are buyers and merchants, inspecting samples, and guarding their broadcloth in white smocks. Judgment is passed, not only by the quality of the fur, to which the catalogue is almost a sufficient guide, but by the soundness and texture of the skin itself; and the dry, yet still oily skins, hide outward, are fingered, scanned, and criticised with the deftness and certainty born of long experience.

These raw skins often bear curious marks from the hands that first stripped them from the mink or musquash in the fur countries. Laconic Indian letters are found scratched or painted on the skins, sometimes in picture writing, like the Indian letter transcribed by Marryat in his "Settlers in Canada"; more often the Indian message is written in Roman characters, and occasionally words of old French, the legacy of the days of Montcalm, are recognised among the greetings sent by the Indian hunter to the trader or the tribe.—The Spectator.

SHORTER CREDITS.

THE DRY GOODS REVIEW has been harping on the strain of shorter credits for some time, until perhaps our readers are getting weary. But in spite of all that has been said we cannot forbear to quote the Trade Bulletin of Montreal. In a recent issue it says: "If the long credit system which for many years has been associated with this line of business could be curtailed, all departments would be benefitted by it. The idea of allowing fall goods to be delivered before the notes given for spring goods become due, and vice versa, is a wrong that certainly calls for a remedy, as it is admitted by dry goods men themselves that drastic measures should be applied if need be to put a stop to the unwarranted long credit that is being given."

Again, it says: "Regarding the long credits referred to in our last issue, we are informed that notes for goods sold in January last have been dated April 1st at six months. This bears out our repeated assertions of the long credit system in the dry goods trade. In all probability some of this paper will be renewed next October."

These are quoted to show that all the wisdom of the country is not bound up between the covers of the REVIEW, and also for the purpose of confirming the doctrines we preach.

THE JUTE AND JUTE GOODS MARKETS.

THE imports of jute yarns into the United States from Dundee for five years past were as follows. In 1889, 13,994,500 pounds; 1890, 12,220,600 pounds; 1891, 3,449,600 pounds; 1892, 3,415,500 pounds; 1893, 3,121,200 pounds.

The U. S. consul at Dundee reports that the jute trade there is in bad condition, the price of the raw material having risen without a corresponding increase in the values of yarn and cloth. The reasons for the rise in jute are a shortage in the crop, and speculators' tactics, while dull business keeps down the price of the manufactured article. In cheap goods the competition of the Indian jute mills is another disadvantage to the Dundee trade. In 1889, 372,480 tons of jute were imported into Great Britain. In 1893 the imports were 278,634 tons. A large part of this decrease is probably to be accounted for by the increase in the number of jute mills in India.

THE SILK SITUATION.

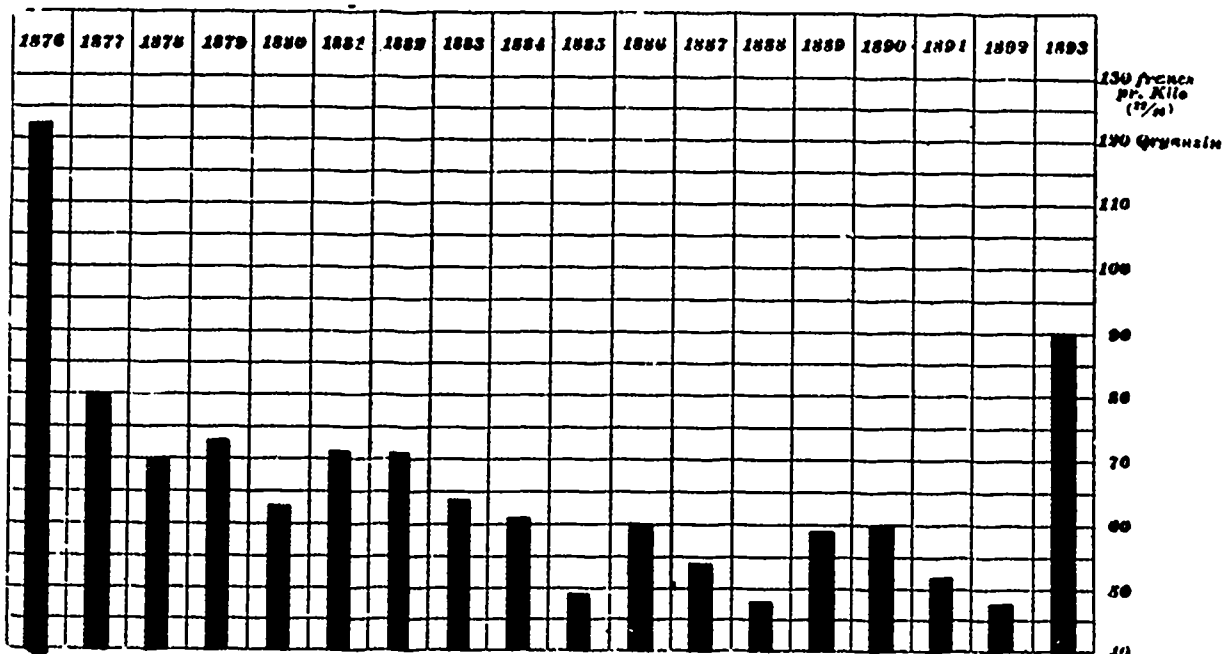
THE accompanying chart shows the fluctuations of raw silk since 1876. It will be seen that since raw silk touched 122 in 1876, it has since been very low, and in 1892 was extremely low. In 1893 it rose until it went past 90, but has since fallen a few points owing to the decreased demands from the United States and other countries. It was a boom in raw silk, which seriously affected prices of manufactured goods, which advanced from 15 to 25 per cent. A number of buyers were caught, among them being some Canadians.

The latest advices from Lyons says: There is no increase of activity for the looms, and the manufacturing situation generally does not show much of an improvement, the low prices of the raw material not being sufficient inducement for manufacturers to make goods which they are not certain to sell. Some prepara-

same cannot be said of the export trade and the absence of orders from countries outside of the continent is felt. There are some buyers in the market, but they are making only moderate purchases. While nearly all the lines of goods made in this district are in some movement, taffetas, striped and checked, merveilleux and surahs finding buyers, there is only one article in which the business is satisfactory, and which gives employment to the looms adapted for it to their fullest capacity. This article is moire. In colored, plain, and changeable surahs some important transactions are reported at low prices.

MAKING PAPER YARNS.

A BRIEF description of the making of the new paper yarns is given in The Boston Commercial Bulletin as follows: "In the machine for making them is a tank containing



CHART, SHOWING FLUCTUATIONS OF RAW SILK SINCE 1876.

tions have been made for fall, but, so far, the orders for next season have not materialized, the uncertainty as to what will be worn being too great for buyers to order at such early stages.

Consuming markets, while they are improving, are not in a temper to facilitate the early development of the demand on advance orders, and until these are placed the manufacturing activity cannot increase much.

The latest from Crefeld is that: The manufacturing situation shows some improvement, but not sufficient to be worthy of comment. As wholesale houses are not selling much, their re-assortment orders with manufacturers are not heavy. In some lines also existing stocks, while not too heavy, are sufficiently abundant to meet all demands. This is the case for cheap piece-dyed goods. But in the better grades the activity of the looms is increasing.

From Zurich despatches to the Dry Goods Economist we learn that: The demand for silk fabrics keeps up fairly, but the weeks follow without resembling each other, and some give less satisfactory results than others. As far as the European continent is concerned, there is little to complain of in the general consumptive demand for silk fabrics, retailers having operated rather freely in making their purchases for the spring. But the

paper pulp and gauges for regulating the supply of pulp as it drops through tubes down to rollers. The thickness of the pulp is sufficient to hold it intact. As the attendant turns a wheel, a shaft communicates power to gears, and those in turn revolve a cam which gives an eccentric motion to the set of rollers. Hence there is a continual rubbing motion on the strands of pulp as they pass through a heating cylinder. A steam pipe admits steam to a gauge, then into this cylinder. Thus the yarns are dried. Next the yarns pass down to the spinning apparatus. The cylinder turns a belt which revolves spindles. The spindles rest in bearings. There are rings like in regular frames. The winding is done as in common frame.

"The texture is the regular plain weave. Eight harnesses are needed, and the drawing in is made in such way that blocks or unwoven threads are made. Between each block comes the plain weave by which the sets are held together. In the completed mat there would be sufficient sets to give full size for floor use. Each square is about one inch in size. Of course they can vary. Next comes the cutting out. This consists in cutting out the unwoven threads of both warp and filling. Now the mat is tossed into the fulling mill and fullled. This closes up the loose ends which were cut and makes an even edge."



BUSINESS CHANGES AND FIRES.

FIRES during the month were as follows: L. R. Short, tailor, Tilsonburg, loss \$2,000, insurance \$4,000; F. B. Horner & Co., Sault Ste. Marie; Syndicate Block, Brandon, occupied by Wilson & Rankin, loss \$25,000; in Kaslo, B.C., J. Almore, general merchant; H. Giegerich, general merchant; Green Bros., general merchant; W. J. Parbain, men's furnishings, and J. B. Wilson, general merchant.

During the month the following sales took place, every one of which is the result of the reckless credit system now indulged in by wholesale merchants. Twenty-four were given in last issue, to which add: A. Rolfe's, London, \$12,730, to Hodgens Bros., of Clinton, at 60c.; J. M. Doeple's, of Chatham, to R. H. Clemmie, of London, at 51½c.; Mrs. H. M. Melross, Galt, amounting to \$16,000, to Botsford & Mutchmore, at 70c.; J. Little & Co.'s, Guelph, at 40c.; R. B. Morison's, at Morrison, at 56c.; John Murphy's, Wallaceburg, \$2,463, to J. S. Gilfillan, of Lucan, at 65c.; Arthur Gibb's, Montreal, at 46c.; C. A. Gillespie's, London, \$9,618.48, comprising clothing, men's furnishings, to Mrs. Gillespie, at 48½c.; Holinrake, Son & Co.'s, Toronto, to McKendry & Co., at 50c.; Hamilton's, Toronto, \$16,340, at 48½c.; H. Gillespie & Co.'s to J. McPherson, Hamilton, at 69¾c.; C. A. Gillespie's, Woodstock, \$5,497, to J. Stanley, Brantford, at 59¾c.; Mansfield & Gold, Uxbridge, at 70c.; J. H. Galraneau & Co., furnishings, Montreal, at 58½c.; D. Schwersenski's, Montreal, at 40c.; Geo. Forest's, Laurentides, Que., at 58c.

Then the compromises: J. D. Williamson & Co., Guelph, at 60c.; Francoeur & St. Marie, hats and furs, Montreal, at 50c.; P. Dickson, general merchant, Alexander, Man., at 60c.; A. W. Dalton, Carberry, Man., at 50c.; Allan Bros., general storekeepers, of Essex Centre, at 60c., at three, six, nine, twelve, and fifteen months, secured by A. A. Allan; Simmons & Co., Barrie, at 50c.; Thos. Youngelaus, St. John, N.B., offering at 25c.; C. E. Gagnon & Co., Montreal, at 50c. cash; H. W. Wilson & Co., Ottawa, at 57c.

Ontario assignments: A. J. Little & Co., dry goods, Guelph; J. D. Williamson & Co., dry goods, Guelph; J. C. Lawrence, dry goods, Stratford; D. J. Gallinger, dry goods, Cornwall; Spittal, Burn & Gentleman, dry goods, London; Mansfield & Gold, Uxbridge; R. Corrigan & Co., tailors, Cornwall; L. Cooper & Co., mfrs. caps, London.

Quebec assignments: J. O. Bedard, carpets, Montreal; J. E. Desjardins, tailor, Montreal, Matte & Garneau, dry goods, Quebec; Gougeon & Michaud, dry goods, Lachine; Gustave Daoust, hats, Montreal.

Maritime assignments: Robt. Grant & Co., tailors, New Glasgow, N. S.; John S. Magee, dry goods, St. Andrews, N. B.

Western assignments: Paisley & Morton, Brandon, Man.; Bower & Co., Brandon, Man.; Geo. Wood, dry goods and tailor, Brandon; W. H. Maulson & Co., Moosomin.

E. Gear, tailor, Norwood, Ont., is advertising his business for sale.

John Haslin is closing his dry goods business at Fredericton, N.B.

The wholesale dry goods stock of Daniel & Boyd, St. John, N.B., has been sold en bloc to A. Miller & Co.

It is understood that the firm of Lang & McKeichan, of Winnipeg, is undergoing a change. Mr. McKeichan and Mr. Switzer (a silent partner) are retiring, and Mr. Strachan, traveler for Messrs. Bryce & Co., will become a partner, and the style of the firm will be Lang, Strachan & Co. Mr. and Mrs. Switzer are leaving for Kansas.

Ogle, Campbell & Freeman, dry goods and carpets, New Westminster, B.C., are offering to compromise at 70c.

G. Labelle & Co., dry goods, Montreal, have sold out to G. Marsolais.

Johnson & Dyson, woolen mfrs., Way's Mills, Que., have dissolved and are succeeded by Johnson & Son, composed of Henry J. Johnson and Lorenzo H. Johnson.

Faguy & Lepinay, dry goods, Quebec, have dissolved and a new partnership registered, composed of Henri Cyrille Faguy, Elzar Lepinay and Felix Lepinay, style Faguy, Lepinay & Frere.

G. E. Norman, merchant tailor, Shedden, Ont., has admitted W. H. Norman, under style of G. & W. Norman.

Annie Dingman, millinery, Bowmanville, has been burnt out.

Hugh McAdam, tailor, Antigonishe, N. S., has been burnt out.

J. & P. Kelly, men's furnishings, Montreal, are selling out by auction.

Frederica Mandelbaum, dry goods, Hamilton, is dead.

Morgan & Comerford, tailors, Nanaimo, B.C., have dissolved, and former continues.

John Lewis, clothing, Halifax, is burned out; insurance, \$2,500.

G. & E. Maguire, dry goods merchants, Tilsonburg, Ont., have dissolved partnership, G. Maguire retaining the business.

The mantle and general dry goods firm of Carsley Bros., Montreal, having west and east end branches, are reported in some embarrassment, and have called their creditors together to lay the state of their affairs before them.

DRESS GOODS FORECASTS.

AS regards the prospects of next spring's fabrics, "the less said, the soonest mended." But, according to all appearances, brown and green will be the most favorite colors for ladies' dress goods. It is also worthy of mention that the so-called "curls" are seen on a large number of fancy goods, and to judge from this, they may be worthy of attention next spring. As is known, curls are those loops on the surface of the weave, which are produced by falling. There are three kinds: Those produced by the warp, the filling, and the two conjointly.

Not the less important is the ornamentation produced by the effect or fancy thread. Beside these curls and thread lines, the well known ombre or shaded weaves will doubtless run another season. Beside the diagonals, whip cords, tweeds and chevots, I regularly encountered the hopsacking.

Curls and effect threads are frequently used at the same time. Thus, for instance, I saw a piece in which the former were located in groups of four double lines, were distant from the other about six millimeters; these single groups of lines were about 30 millimeters one from the other. But the fond was crossed in both directions by effect threads with small white and dark red knots. A similar stuff, with dark fond (black and green mix), was closely covered with bright green curls, and had a number

of deep red and violet effect threads. It appeared to me that the curls as well as those threads had by teasing contributed a few fibres toward the formation of a lustrous napped face. In the same style, I saw a piece of goods of black and ruby red mixed with lustrous green curls and effect thread wrapped with red; in this case, however, it had no knots. The so-called frieze is covered all over with the customary small loops. Either a full dark or else a light fond is used for this kind; if, for instance, it is beige-colored, the curls are often light and dark brown, but if black, or a shade bordering on it, the designer's fancy has great play.—Dry Goods Chronicle.

The rubber industry of the Congo Free State has during the last few years grown to a marked extent. The rubber is obtained in the usual way, by making incisions in the Landolphia florida vines, which are found in every part of the country, but which flourish most in the districts of Ubanga, Oulle, Mangalla and Kassai.

The friends of the Torrey bankruptcy bill are still hopeful of its passage by the present Congress, but admit that it is not likely to get before the House again before April. The ridiculous Bailey bankruptcy bill, intended as a substitute for the Torrey bill, has no chance for passage, but it is doubtful if the number of honest and intelligent men in the present Congress is sufficiently large to insure the passage of Judge Torrey's measure.

LATEST.

LOUIS COOPER, the cap manufacturer, who left London, it was said, under a financial cloud, has been in Montreal and wires that he will return to the city. He denies any intention of absconding, a fact his friends will be pleased to hear.

The firm of Boughner & Beal, clothiers, dissolved partnership to-day, the business being carried on by W. F. Boughner.

The firm of James B. Williamson & Co., dry goods merchants, of Guelph, are offering to compromise at 60 cents on the dollar at 3, 6, 9, 12 and 15 months secured. The liabilities are estimated at \$53,000.

The owners of the Kingston cotton mill do not intend to close it up. On Tuesday fourteen large cases of improved machinery arrived at the mill. The machinery will replace some machinery now in use that is not modern.

Dyson & Gillespie's arcade store in Penetanguishene took fire last Thursday. The stock of dry goods was damaged by smoke and water. Loss covered by insurance.

The dry goods firm of Kaufman, Wildfang & Co., of Elmwood, Ont., have assigned. The firm has done an extensive business for a number of years, and their embarrassment is regretted.

W. H. Jago & Son, the well-known glove manufacturers, of Rockwood, are desirous of moving the tannery department of their business to Guelph. If the tannery is located there, it will only be a question of time when the glove works will follow suit.

The Toronto wholesale trade is much pleased with the prompt adjustment of the little matter they recently complained of to the Comptroller of Customs. As a result of the conference between the wholesale millinery merchants and Mr. Wallace over the duty on bonnet shapes, etc., in which the importers claimed, owing to the misinterpretation of the tariff, they have been paying duty on straw braids, a complaint was laid before the Customs Department. Last week the local authorities were notified that straw braids should be on the free lists.

In These Trying Times

Many retailers hesitate to place bulk orders, but prefer to keep up their stocks with small but frequent purchases. To such buyers the chief consideration is **prompt shipment**. They don't want much, but they want it often and in a hurry, and to these we would say that our

**Stock of Laces, Embroidery, Haberdashery, Dress Fabrics, Gents' Furnishings,
Tweeds and Worsteds, Pants, Shirtings, Cottonades and Cottons**

of all kinds, is complete at all times, and ready for **instant demands**. In short, we are carrying the stock for you, and we are not taking reckless chances either, because we have a **steady trade** with reliable customers, and everything points to a satisfactory business this season.

KNOX, MORGAN & CO.

Wholesale Dry Goods.

Hamilton, Ont.

IDEAS OF ADVERTISING.



S Mark Twain would say, "It's only my opinion, and I'm only one man, and, therefore, it's worth no more than any other man's—nor any less, for that matter."

But, being asked my opinion of how advertising should be done, I would answer, first of all, let it be truthful. A business statement that is true will have the ring of truth about it, and will convince the reader of its honesty. That is the first object to be

attained. When your customer visits your store and finds the goods just as they have been described, a favorable impression is made which it will be found as difficult to obliterate as it would be to restore confidence after disappointment.

I do not believe it is good policy always to claim extra value for goods. That is apt to provoke doubt, which is the one thing to be avoided. There is no need to fret and fume continually over a cent's difference in price. I would rather go out of my way on occasion and underrate some article—show it up in its true colors, if it deserved it—in order to convince my readers that my every statement was founded on fact, and could be relied upon absolutely.

One of the main objects to be accomplished is to get people to come to your store, not for one article, but as regular customers. If what you have to sell has merit, let the good points be brought out clearly, and a desire will be created in the reader's mind which will not be satisfied until the store has been visited and the goods examined. It is human nature to wish to possess that which we admire.

Let the advertisement writer inform himself as to the points of merit in each article to be advertised, in order that he may sell it through the advertisement, on the self-same principle that he would behind the counter dispose of it to a customer. He should appreciate the goods himself, if he expects to interest others in them. A salesman will more readily dispose of an article he admires than one he dislikes.

The sculptor stands before the block of virgin marble and beholds therein the beautiful image of the angel his handicraft is destined to fashion; the poet draws from the storehouse of his mind the inspiration that gives life and vigor to his work. How do they do it? They were born with that gift from nature. It is even so with the advertisement writer. The ability to construct an advertisement possessing the elements of success depends upon the natural knack of the writer, and no amount of cultivation can develop it unless the latent talent is there.

It is necessary that the advertisement writer should be practical and business wise; nevertheless, the practical business man himself is seldom a successful advertisement writer. The lesson learned from this is that the writer's mind should be free from every other care; fresh and free as the morning lark, in order that his work at all times may be his best. And let me say right here, the sooner merchants realize that fact the greater gain will be theirs. The old-fashioned congregation that purchased a horse and saddle for their minister, in order that they might be sure of one fresh sermon each Sunday, showed wisdom of a high order.

The modern writer must keep abreast of the times, be the connecting link between the store and the people, keep posted on all public and social events, and advertise the right goods at

the proper time. If he cannot do all this he is not the kind of advertisement writer in demand to-day. There is no room now-a-days for the merchant who changes his ad. once a week. He is a landmark of the past. Change your advertisement daily, advertise constantly, keep "everlastingly at it," and push goods in their season.

To sum up: Advertising should be a truthful history of the store's daily doings couched in simple, interesting English—ideas, woven into bright phrases that go right into the mind and stay there. Advertising of that character cannot fail to bring satisfactory and permanent results, because it is founded on truth. A store that seeks to live by untruthful advertising would better never advertise at all. Advertising will only serve to make its doubtful methods more conspicuous, and the very means adopted to attract trade will tend to drive customers away. Such a store may prosper for a time, but the continued cry of "Wolf! Wolf!" will surely land its victim in the coyote's jaws at last.—A. S. Cullen, in *Dry Goods Economist*.

THE LACE FURORE.

THE selection of lace as the trimming par excellence of the season is the result of merit and fashion combined. The universal interest that this trimming at present excites cannot be overlooked, and, says *The Economist*, in accordance with these views our correspondent in Paris has furnished this week an interesting resume of this subject from the standpoints of history and fashion. It is a noteworthy fact that lace is never worn in limited quantities; it is either the object of a craze, as at present, or is severely neglected. Present indications point to lace reigning supreme for some time to come as a garniture for millinery, costumes, and wraps, until the kaleidoscope of fashion takes another turn and a new combination is hailed as the queen of the hour.


Continued improvement in the producing power and the greater perfection to which the St. Gall and Plauen machines have been brought, especially the latter, are the principal factors in awarding to the products of those centres the favor they now enjoy. It is no longer necessary to sigh for "real" laces that are the exclusive property of the wealthy, since the progress made in the development of this industry has given us laces that are beautiful in design and superior in workmanship at values within the reach of the masses.

Lace is becoming to all ages and complexions, and by its delicate beauty imparts a richness to every material to which it is applied. The creamy tints so pronounced this season add to the softness and delicacy which are its chief characteristics. An expert alone can correctly gauge the intrinsic value of goods of this class; hence the possibility of making a satisfactory profit is the greater, and retailers will find that lace will be an unusually profitable stock this season. Lace will figure prominently as a trimming for silk, wool, and cotton. Venetian and old guipure and point de Venise, in cream and beurre colors and in heavy open patterns, have been lines to which public favor has been extended, while a noticeable feature of this season's importations is the prominence given to inserting and band effects. The extensive use of lace verifies the predictions made for some time past by the *Dry Goods Economist*. We may further prophesy with safety that by midsummer there will be as great a furore for lace in this country as is now seen in Paris.

"The Distingue"

IS ADMITTEDLY

THE BEST SELLING **WATERPROOF**

in the market, as proved by the
experience of years. : : : : 

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:

S. GREENSHIELDS, SON & CO., Montreal,
say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,
say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,
say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,
say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,
"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,
"After examining waterproof garments from several manufacturers, we cannot but admit that, "The Distingue" leads them all in style and finish."

Reliable Proofing!
Choicest Designs!
Reasonable Prices!
Newest Styles!

ASK TO SEE SAMPLES.

The manufacturer has in his possession a large number of unsolicited testimonials, similar in character to the above, from leading British and Colonial houses.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses. In ordering, please quote the Registered Title, "The Distingue."

MILLINERY IN MONTREAL.

THE millinery openings of the principal millinery houses in Montreal took place on the 28th February, and were largely attended. In fact, it is generally admitted that the attendance was quite up to, if not in excess of last year. Three houses held openings, the remaining house not having any opening this year.

D. McCall & Co., Notre Dame street, said they were exceedingly busy. According to Messrs. McCall's stock, during



No. 1. Reid, Taylor & Hayne.

the coming season Leghorn and English straws will be worn freely; plaques, especially with fancy straw insertion, hold their own, while oblong plaques are to be greatly worn. Straw hats with fancy straw lace brims requiring very little trimming, will be largely worn, as also will two-tone straws, and the old-time hat with a five or six inch crown.

Here are some of the hats and bonnets on view:

A turban with strawtufts, tinsel crown, trimmed with lace, jet, and double satin ribbons.

A large hat in cream color downslap feathers, moire ribbons, with roses set in lace, spangles and baby linen with velvet ties.

A turban with spangle crown, circled with blue forget-me-nots, moire ribbons, and jet ornaments.

A straw hat gathered in at back with cream moire ribbons, and bows at back and front, a broad band of white forget-me-nots fastened by a pin with brilliants and a cream ostrich mount at back, and running under the hat.

A jet crown on tulle with a large bow of green double satin ribbon back and front, a mount of osprey, with a band of cow-slips.

A bonnet of shaded Parthenia brown velvet trimmed with moire and satin ribbons, with Irish point lace with forget-me-nots, shaded strawtufts and ornaments to suit.

A three-cornered friar's hat of black chip, with black and white osprey mounts, cream flowers, black and white ribbons, black tips, and jet ornaments.

Some idea may be gathered of the popularity of lace by the fact that 50 per cent. more lace has been imported this season than has been for the past fifteen years.

Very handsome ladies' capes will be worn of crimped silk with lace trimmings, as will shirt silk collerets with lace insertion.

Caverhill, Kissock & Co.'s handsome show room lighted with electricity was a very busy sight on the opening night. In ribbons, according to the firm's samples, the chief colors will be serpentine and marcothe in greens, Roseau, glaneuse a delicious yellow, Sumatra and cafeine tints of the rich gold brown, and Brouille. Feathers, singly and in plumes, will be largely in demand and in every possible and impossible shade and color, whilst flowers of every description will be worn most extensively. The modest violet has become the fashionable flower, and is already having an enormous sale, which promises to increase as the season comes in. The violet naturally is worn in sprays, and, as Mr. Kissock says, is worn everywhere. Other flowers are in the hussar shape, small at the bottom and



No. 2. J. D. Ivey & Co.

large at the top, like the brush of a busby; stand up picquets, small thick tufts at the bottom, rising into tall, widespread, but compact sprays, and Prince of Wales shape. Jet will be in very great demand, both as ornaments and as small bonnets lined

with net. In fact, this favorite material for ornamentation is more popular than ever, and promises to remain so. Amongst the shapes in which it is to be used most largely are sequence trimmings. These are deep borders of jet set on net, and hanging either in fringe, scallops or vandykes from the net. Other most fashionable ornaments will be made of oxidized silver set with brilliants, which will give very solid, rich, and handsome effects. Small gilt pieces set with gems will be worn in profusion and in vast variety of design. Buckles in oxidized silver, enamel, and aluminum will also be very largely worn as ornaments for hats. The old plaque hat will still hold its place in popular favor, and will continue to be twisted with every possible shape the milliner can devise. For hats the favorite color will be gold brown, as indeed it will be for bonnets also. Laces in all shades, but especially in black, and in the new shade of Beurre, or butter color, will be in very great demand. Immense quantities of rich Irish point laces will be used for dress trimmings.

Messrs. Thomas May & Co. did not hold their opening until the 29th. Their display of millinery was equally attractive. The head milliner vouchsafed some information as to colors, etc., as this firm makes up and trims the bulk of its goods right in Montreal. In styles and shapes any corruption of the continental four-cornered hat will be correct. A striking novelty in the sailor hat is the Lady Lennox Gordon. In this the crown is made of black tarpaulin, with a brown chip brim bound with

black tarpaulin. This is trimmed with a large Alsace bow of cream moire and satin reversible ribbon, two long jetted quills rise one on each side of the front, and are fastened by a jet button. In ribbons the prevailing novelty will be the moire antique, moire and satin reversible, whilst peau de soie, two-toned shot ribbons, colored sequin embroidered ribbons and plain corded, double faced, very wide ribbons, for large hats, will be greatly worn, as will rosette effects in narrow ribbons. Sequin jet lace

MILLINERY ILLUSTRATIONS.

NUMBER 1 is a Leghorn plaque, crownless, and rolled up at the back; it is covered softly with black French lace, 12 in. wide, the outer edge falling over the edge of the plaque; with blush roses and buds playing hide and seek in the folds, their long stems drawn to the centre with the inside edge of the lace, and bound with a cut steel band forming an aigrette. The back is trimmed with a long steel buckle across the band, with two shades of ribbon, Leghorn and cream, knotted through with two upright fish tails at each end of the buckle. This is shown by Reid, Taylor & Bayne.

No. 2 is a fine chip shape, designated Madga, by J. D. Ivey & Co., is faced with velvet and decorated with rhinestone ornaments and wheat mounts. A small bunch of flowers adds to the beauty of the back view of the hat.

No. 3 is a large Leghorn with "floppy" brim, bent to shape by plaiting the crown. The brim is draped with wide black lace,

John D. Ivey & Co.

53 Yonge Street

... TORONTO.

We have just received and
passed into stock

New Hats, New Laces, New Veilings
New Ribbons, New Flowers

New Novelties

Which will again make our stock complete, after two weeks of the biggest selling in the history of our house. All orders, either by letters or through travelers, will receive best attention.

John D. Ivey & Co.



held around the crown by a long cut steel buckle which almost forms a band. A large bow of peau de soie ribbon, butter shade, from the back over the crown, with clusters of cowslips in each curve under the brim complete a pretty hat shown by Reid, Taylor & Bayne.

No. 4 is the "Incrorable" bow, which is one of the latest fads; it is made of black moire Francaise, trimmed with Point d'Irlande lace, antelope shade, with insertion to match.

No. 5 is a Guipure lace with insertion to match. This is a sample from a handsome range shown by Reid, Taylor & Bayne.

Nos. 6, 7 and 8 are three shapes shown in blacks and colors by J. D. Ivey & Co., and can be ordered at any time by letter. No. 6 is the Madga, which is shown trimmed in Figure 2. No. 7 is the Chatterton, which is shown trimmed in No. 9. No. 8 is a very pretty shape known as Zella.

No. 9, to be found in J. D. Ivey & Co.'s advertisement, is a close fitting straw turban, faced with jet sequence and trimmed with flowers and plumes, daintily arranged.

J. D. IVEY & CO.

SPEAKING with J. D. Ivey, he remarked that had the weather been cloudy and cold, trade at openings would have been draggy; but owing to the fortunate fine weather trade exceeded expectations. The number of buyers was increased. The number of parcels was correspondingly increased, but they were less bulky than usual. Mr. Ivey anticipates a good millinery season.

Flowers have been strong with this house, especially in unmounted roses and other unmounted varieties. But while pre-



No. 3 Reid, Taylor & Bayne.

ThibaudEAU Bros. & Co.

Importers of ———

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN | **DRY GOODS**

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

"Pitfalls of the Dry Goods Trade."

*The Successful Essays in THE DRY GOODS
REVIEW'S Prize Essay Contest.*

WE will issue in neat booklet form next month the three winning essays on "The Pitfalls of the Dry Goods Trade." Retailers should send in their orders at once; they will then receive the book as soon as published.

SENT BY MAIL, POSTPAID TO ANY ADDRESS, ON
RECEIPT OF PRICE

25 CENTS.

**THE DRY GOODS REVIEW
TORONTO.**

pared for this they are also prepared for a run on ostrich goods later on in the season. A large shipment of fancy plaques was received last week, but city milliners picked them up quickly.

In nearly everything there is a tendency to introduce straw braids, by either making the entire crown of it, with lace brims, or using it as a trimming. Five-inch ribbons are in good demand. Jets in all forms—ornaments, laces, crowns, etc.—are holding well. Fringes of jet sequences are used as facings. In some cases facings of black silk flowers take the place of velvet facings. Black silk flowers are, in fact, being used on all colored hats.

Laces are shown by J. D. Ivey & Co. in abundance. A heavy make of Venetian lace in black, beige and cream is much used as a trimming and covering.

S. F. MCKINNON & CO.'S NOVELTIES.

AFTER the millinery openings are over, the trade in millinery goods has but begun. No matter how enterprising a millinery firm may be, they cannot show all the season's novelties at the openings. They can do a great deal, but the early date prevents everything being secured in time. THE REVIEW will accordingly do its best to tell its readers of the new things as they appear.

S. F. McKinnon & Co. are showing some pretty iridescent chip shapes. These are not large, but the crown is broad and the rim turned and twisted into all sorts of shapes. The braid effect, of course, is rough, and the colors bright and mixed, as explained by the word "iridescent." Their buyer has just returned from New York, and brought some pretty novelties. Rough fancy plaques and all-round fancy shapes are undoubtedly lead-

ing at present. Amour braid is strong. Crowns are coming in slowly, although plaques are selling, and next season crowns of all heights will again prevail. At present everything is selling—with and without crowns, and in all styles.

In ribbons the leading ideas for the moment are burnt



No. 4. Reid, Taylor & Hayne.

WYLD, GRASETT & DARLING

Stock throughout the warehouse
is well assorted with

NEW SPRING GOODS

Latest designs in all the leading shades in Prints, Sateens, Delainettes, Cretonnes, Art Muslins, etc.

In Dress Goods, extra value in All Wool Delaines, Dress Serges, Cashmeres, etc.

Fine assortment of Hosiery, Gloves and Small Wares of all kinds.

Imported and Canadian Woolens and Tailors' Trimmings, very complete.

Neckwear, English Collars, "Grandee" and "Glendowe," and Men's Furnishings a specialty.



Wyld, Grasett & Darling . .
TORONTO

LADIES' CLOAKS and CAPES

FOR . . .

Spring and
Summer

.. 1894 ..

WE take pleasure in announcing that our range of *New Spring Cloaks* is complete, samples of which are now in the hands of our special Mantle travelers. Our designer is an artist in his trade. He has just returned from New York with the very latest Spring Novelties, and we feel confident in stating that we are showing the most saleable and stylish line of New Spring Garments that has been submitted to the trade this season, and which we are offering at popular prices. It will be to the advantage of every Mantle buyer to examine our beautiful collection of Americanized garments before placing their orders. We therefore ask that our productions be inspected and measured by the high standard which we have already established. Our line of Cloaks and Capes embraces the very latest New York designs and the workmanship cannot be surpassed. Inspection respectfully solicited.

Alexander & Anderson

MANTLE MANUFACTURERS TORONTO

shades, including Siam, Melita, Sumatra, Pygmalion and Cafeine; Van Dyck, a bright copper color, and Reine, a bright pink, are extreme shades, but very prominent in the best millinery Moires, of course, are a leading line in blacks and colors, and in all widths, with the emphasis on the wide numbers. This house show an enormous range of plain ribbons, including faille, gros grains, double-faced satins, etc., at prices that are lower than last season. They have undoubtedly the largest stock of plains in Canada.

The new thing in fancy ribbons is a plain silk or satin with a half-inch moire stripe or edging. This promises to be the leading fancy for the whole season. In colors creams, tuscans and other light shades are leading, with a sprinkling of black and white combinations.

In laces they show an immense range, too large to admit of detailed description. The insertion effect is a leading thing, both for dress and millinery trimmings. Butter or deep tuscan, cream, two-tone and black and whites are good. Among the leading makes are: Indian Point, Confetti, Point d'Esprit, Dentelle de Siam, Duchesse Insertions, Bourdon, Valenciennes, Point d'Irlande, Guipure, Chantilly, etc. They are seemingly fully prepared for the lace season.

Crepe silks for trimming purposes are shown in a pretty range of new colorings. Aerophane is a low line of this light silk trimming.

In veilings nothing more than was shown last month is seen. Black and white combinations in chenille spots are confirmed as good. Jetted veilings are O. K. Veilings and veils with lace edgings of a differer. shade make a novelty that has been mentioned before as being very popular in New York. Double width veilings are being handled this season.

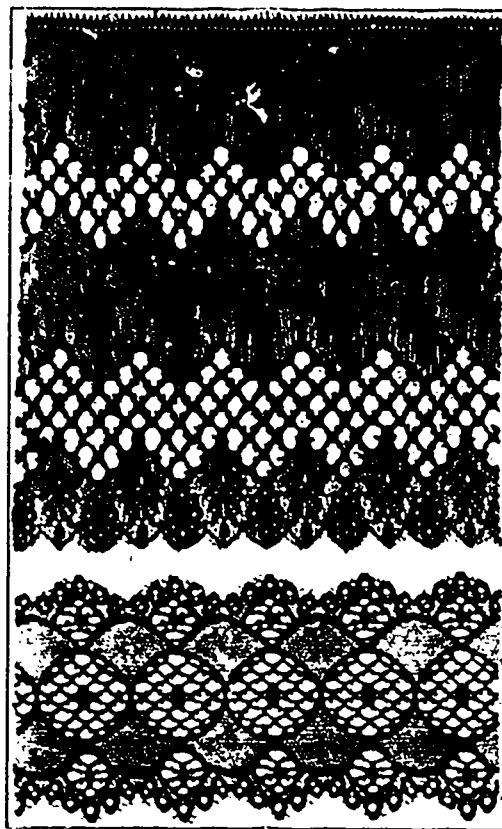
In piece silks moires in black and colors are good. Plain and shot brocades are active. C otelle Duchesse is the newest cord, while Satin Duchesse is still a favorite. Braganze cords are new and very handsome. Plain and shot surahs in uniform and spot effects are still finding many admirers. The newest thing for blouses is a printed India silk with very pretty designs. Black silks are shown by this firm in Surahs, Gros Grains, Bengalines, Faille, Peau de Soie, Broche, Moire, and Satin.

There is little to be said about ornaments. Flowers have led so far, although tips and plumes are expected to run later on in the season. Jet and other fancy ornaments are shown in abundance.

REID, TAYLOR & BAYNE.

AMONG the novelties now being pushed by Reid, Taylor & Bayne is a new flesh-colored veiling with black chenille spots. The color of the net makes it almost invisible, and the effect is very pleasing. It is shown in low-priced goods in three qualities of net.

Small bonnets are being shown in profusion, in fancy straw and jet. The new jet bonnets are entirely different from the



No. 5. Reid, Taylor & Bayne.

beaded bonnets of some years ago, as the jet is shown in larger discs, some being very large to cover the crown of the bonnet. Some handsome designs of this kind are seen.

In laces, the New Venice in black, cream and white, Guipures and Irish pointes in butter color, Pointe Milan in cream and white, and black and whites of different makes, are the leading lines. Irish, Guipure, Bourdon, and Chantilly laces are

"KANTOPEN"

Made in sizes 2, 4 and 6 (also 8) corresponds with Nos. 1, 2 and 3. For Dresses Only. The ball of the hook is spread out on a spring, the eye being narrower. It is smooth and easy to fasten. It is springy so little that the spring will never completely weaken as with those hooks that have the spring inside, under the point. With the latter the spring being forced all the way is displaced much more and becomes bent and useless. We already supply about three-fourths of the hooks and eyes sold in Canada, thought has been on this market less than a year. Costs 37 cents per card of two dozen, and has to read higher than ordinary hooks, but meets more business than that. Any one will pay the difference for a hook that will stay fastened. Considering the quantity of hooks and eyes a woman uses the additional outlay is very slight.

The Canadian Needle Co.

Manufacturers of Needles and Pins of all kinds, Knives, Buttons and Eyes, Crochet Hooks, Knitters and Darning, etc., etc.

Office and Sample Room
15 Victoria Square

... MONTREAL.

Menzie, Turner & Co.

Successors to

A. R. McKinlay & Co.

WINDOW SHADES

*Curtain Poles and Brass Pole Trimmings,
Spring Rollers, Laces and Fringes.*

24 BAY STREET

Send for Color Book
and Price List. . . .

Toronto, Ont.

S. F. McKinnon & Co.

Our Travelers are again on their respective routes, thoroughly equipped for the assorting trade. We have received large **Supplementary Shipments** of new goods which puts our stock on a high plane of excellence. Commit to memory the next few lines and repeat them over carefully when you have any of the following articles on your list: **Hats, Flowers, Feathers, Tips, Mounts, Laces, Veilings, Ribbons, Dress Silks, Silk Velvets, Summer Cloths, and Jackets.** These are a few of our specialties in which we excel. No house can show you a larger range or offer better values. We invite every buyer visiting this market to call and see what we are doing. You will receive a hearty welcome whether you are prepared to buy or not.

S. F. McKinnon & Co.

35 Milk St.,
LONDON, ENG.

and 16 and 18 Wellington Street West

— TORONTO

running in a general race, while insertions of every kind are quick. A number of insertions will be found in their advertisement on page 29.

Light shades in velveteens—creams, tuscans, whites, pales,



No. 6. MADRA—J. D. Ivey & Co.

pinks, and blues are good. Ivory, andalouse, beiges, and browns are also in demand.

In mourning goods their stock is full of black and white combinations. Silk grenadine veils and veilings are in good display at various prices. Their stock of veilings comprises various widths from 22 to 42 inches.

Jet goods are strong in piquets and aigrettes. The combinations are black and gold, and black and steel; although all



No. 7. CHARLETON—J. D. Ivey & Co.

steel ornaments are good. Velvet violets and silk velvet violets have had an enormous sale, as have wheat, lilacs and roses.

Some new baby ribbons have recently been passed into stock, Nos. 1 and 1½. In faille moire, satin and satin backed



No. 8. ZELLA—J. D. Ivey & Co.

ribbons they now show a full range of numbers and colors. Black moire ribbons and piece silks are in full stock.

Reid, Taylor & Bayne's travelers are again on the road and carry many new novelties not shown at the openings.

THE LYONS SILK MARKET.

LATEST advices from Lyons show that the conditions now ruling in the silk industry are far from satisfactory. Compared with 1893 and with previous years, the exports of silk fabrics so far in 1894 have been exceptionally small and are following the precedent established by the low export figures of the second half of 1893.

Under these circumstances a steady employment of the looms is out of the question, and work is not easy to find to keep the looms going, either in piece-dyed goods or in yard-dyed fabrics.

The Lyons industry is now feeling the accumulation of stocks in consuming markets. These were only partly consumed during the fall, and the presence of what is left of them, combined with the unsatisfactory condition of business generally, has interfered with the placing of orders for this spring in the usual volume.

This condition, although not desirable, is fortunately only transitory. It is due more to the poor sales of the past than to

a disfavor for silks in the present or future, and is likely to be corrected with the opening of the order season for all goods.

The advices from consuming markets are more encouraging. From New York an improvement is reported. In London, also, the demand is more active and likely to increase with the opening of the season, but the clearing of old stocks is proceeding slowly, and is attended by sacrifices on the part of holders. From Paris reports have been throughout unsatisfactory.

Moire is reported in good favor in all markets, moire antique holding its ground well. Moire Francaise in black and in colors has been gaining ground. Orders for moire are still being placed in Lyons, and of this article manufacturers have little to complain.

The movement of goods for ready delivery is fair, and buyers are operating. Colored and black gros grains and failles have been taken out of the market in many small lots for reassortment. All-silk surahs find regular consumption for some markets, but at low figures. Satin duchesse is not very active. Black satins are rather quiet.

In colored satins, in medium and cheap grades, the movement is fair. Some business has been done in taffetas, but the movement of these is not heavy. Serges and catins for livings have sold for home, as well as for export.

Damasks find takers in the better and medium grades. A fair business has been done in crepes, crepe Francaise especially having been in fair movement.

In velvets business is slow and the demand has steadily decreased for all grades. The ribbon market is not active, but some business is being done in velvet ribbons, and in satin and gros grain ribbons.

STORE FURNITURE For Sale

1 Taylor Combination Safe, inside measurement 12½x18x13 inches, outside measurement 26x26x31 inches. 2 Large Mantle Racks, each will hold from 40 to 50 mantles and ulsters, both are well finished and solidly made. 125 Feet of Shelving, 4 shelves above and one below ledge, painted white, could be taken down and moved without disfiguring. 4 Blue Window Blinds with spring rollers, in good working order, 54x120 inches; 1 door blind to match, 35x72 inches. 1 White Duck Awning. 2 Mantle Forms. 1 Letter Press, 10x12 inches. 3 Large Signs. 1 10-Foot Show Case, oval front. 2 Solid Oak Tables, 10 ft. x 2 ft. 6 inches. 4 Good Counters, 14 feet long. 2 Plate Glass Mirrors, bevel edge, glass measures 4x5 feet. 1 Plate Glass Mirror, glass measures 4x7 feet. 1 Eclipse and 1 Shannon Letter File. 14 Shop Stools. 1 Large Royal Base Burner Coal Stove. 1 Coal Heater, suitable for tailor, mantle or dressmaker.

The above are practically new, having been in use but a short time. Any person in need of any of the above articles can secure a bargain, as we want them sold by April 1st.

Hodgens Bros.

202 Dundas St., London

MILLINERY



Wavy Insertions

LACES.

LACES.

WE show a very large and fine range of *Laces* of all kinds, *Chantillys*, *Gulpures*, *Plauens*, *Oriental*s, *Point D'Irlande*, *Cotton Novelty Laces* in *blacks*, *whites*, *creams* and the *new butter* shade, which is meeting with great favor. Our values unsurpassed and assortment unequalled in the trade.

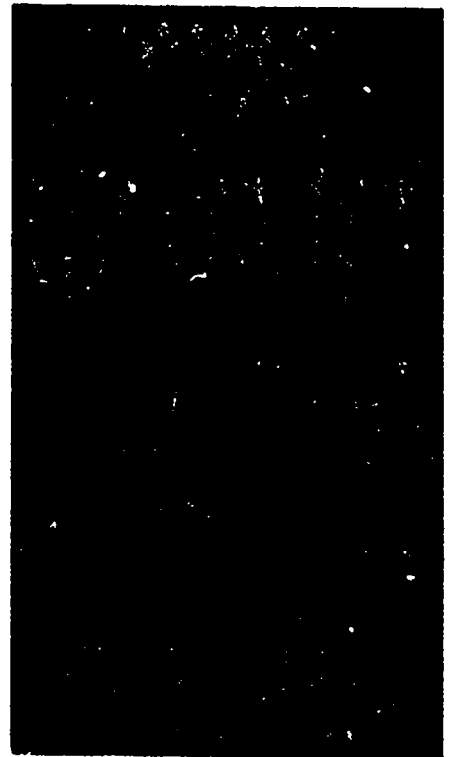


VEILINGS.

VEILINGS of all kinds, blacks and colors; grand assortment of low priced goods. The *Novelty* of the season is the *New Flesh Colored Velling* with black spots. It is to be found with us. *Mourning Vellings* and *Veils*, *Mourning Requisites*.

WE MAKE A SPECIALTY OF THIS DEPARTMENT.

Flowers, Feathers, Ribbons,
Pins and Ornaments, Trimming Novelties,
Velvets, Silks, Satins, Crapes, Straw Hats.



Cotton Fancy Lace and Insertions.

REID, TAYLOR & BAYNE

9 & 11 WELLINGTON STREET EAST, TORONTO.
210 to 214 ST. JAMES STREET, MONTREAL.

MEN'S FURNISHINGS.

HATS are moderately active these days, Fedoras being strong in the outlying districts and stiff hats in the cities. Travelers and tourists will still demand Fedoras for special use, and hence their sale promises to remain stable. Stiff hats are selling in fuller crowns and heavier rims than last season. Crowns are less tapering and higher. The colors for midsummer will probably be coffee, cigar and tan.

Summer neckwear, negligee shirts, light suitings, white and tan vests, tan hose, etc., are especially active, as furnishers do



MADRID.

not seem to be at all afraid of the spring demand for fashionable goods.

A. A. ALLAN & CO.'S HATS.

The Madrid is a new stiff hat with an open roll brim, fairly high crown and slightly tapering.

The Melville is one of the latest American blocks with an open roll brim and full crown. It is shown in Pecan and black.

WYLD, GRASSETT & DARLING.

Another shipment of novelty knots has been received by Wyld, Grasset & Darling, and includes many medium and light patterns. In washing goods they have an assortment of piques, muslins and Bedford cords, all white grounds, but some having spots and fancy figures. Derby's and puff shapes are both included.

In negligee shirts they show a greater variety of open fronts. All have colored bosoms and cuffs, but only some have white bodies. Vests are shown strongly in cotton and linen, which have displaced cashmere. Tan ducks are in good demand to match tan hosiery and shoes. Hopsacking patterns in whites and combinations are leading. In collars the roll point promises to be strong during the spring and summer for the best trade.

E. & S. CURRIE.

E. & S. Currie have made a happy hit with their new tie the "Ava," which was illustrated in the February issue of this journal. They are selling it in silk at \$2.25, \$4, \$6 and \$9, and in washing goods at \$2.25. It is undoubtedly the most servicable and handsome tie on the market to-day. In summer four-in-hands they show a large range of delicate tints and also fancy piques and whites. Woven and printed fancies of all kinds are abundant in widths ranging from 2¼ to 2¾ inches. This manufacturing firm has made a strong attack on the Canadian tie trade, and seem to be securing their share of it, their factory being very busy.

LONDON FUR SALES.

At the Hudson Bay Co. sales on March 5th, white fox advanced 5 per cent. higher than last March; silver fox advanced 10 per cent. higher than last March; cross fox declined 5 per cent. lower than last March; fisher declined 5 per cent. lower than last March; otter declined 5 per cent. lower than last March. Lamson's sales on March 5th, blue fox declined 22 per cent. lower than last March; cross fox advanced 5 per cent. higher than last March. Hudson Bay Co. Sales on March 6th, martin declined 35 per cent. lower than last March; red fox declined 5 per cent. lower than last March. Lamson's sales on March 6th, silver fox advanced 15 per cent. higher than last March. Hudson Bay Co. sales on March 7th, mink declined 50 per cent. lower than last March; lynx declined 35 per cent. lower than last March; wolf declined 15 per cent. lower than last March; skunk declined 15 per cent. lower than last March.

W. R. BROCK & CO.

W. R. Brock & Co. are showing a large range of ladies' and men's waterproof mantles and coats. Two special lines of men's goods, with 26-inch capes, sewn seams, pockets and latest improvements, called Edinburgh and Aberdeen respectively, can be retailed from \$7.50 to \$9, and are better than ordinary value at these prices. They have experienced, during the past two years, a much greater demand for unlaundried shirts than formerly. They attribute this to the value they have been showing, which is far ahead of any lines previously on the market. They carry five lines which can be retailed all the way from 35 cents to \$1 each.

MARTIN & CO., MONTREAL.

The trade in general will no doubt regret to hear of the failure of the well known fur establishment of Messrs. John Martin & Co., which has been brought about by the very unsatisfactory condition of the fur market during the past season. As they find themselves overstocked, and unable therefore to meet the demands of some of their English creditors, they have made a voluntary abandonment of their estate to the Bank of Toronto. Their liabilities are almost entirely European. The assets of the firm are placed at \$80,000, and the liabilities \$50,000. The



MELVILLE.

following are the principal creditors: Simpson & Rook, London Eng., £950; Salmon & Keller, £450; Blatsford, Stamp & Heacock, £1,100; Isaac Levy, £1,700; Holland & Shoney, £700; C. W. Martin, £221; Morris Tube Co., £180. The principal local creditors are: Bank of Toronto, \$14,117; H. S. Sheyer, \$2,022; Gault Bros., \$1,361, and E. W. Martin, \$3,500.

... We are showing

THE

“AVA”

— SCARF

In a very large range of
LIGHT AND DARK SILKS

In popular prices, running from
\$2.25 to \$9.00 per dozen

Also staple lines of

New Knots, Four-in-Hand, Bows, Puffs, etc.

All Prices and Styles.

SPECIAL ATTENTION PAID TO LETTER ORDERS

E. & S. CURRIE

64 Bay St., TORONTO

T.B.

THEY HAVE NO
SECRET TO CONCEAL

EXAMINE THEM

ASK FOR THEM

WEAR THEM

A Big Difference

In politics, the great, the indispensable,
the clever thing is to conceal all you can.

The chief glory of . .

. . Tooke Bros.' Shirts, Collars and Cuffs

Is that they court investigation of ma-
terial, make, fit, and finish.

For sale by the leading Wholesale Houses
throughout the Dominion.

To Buyers
of .

Men's Furnishings

OUR SPECIAL SPRING GOODS are now on hand.

They surpass any that we have ever before been able to offer, and we think we have good cause to be proud of our selection.

WE KNOW that we are offering better inducements, both as to selection and price, than ever before in **Men's Underwear, Scarves** of all styles, **Scotch and English Rubber Garments, Umbrellas**, etc.

WE KNOW that we can sell you the right goods at the right price, and **feel sure** that an enquiry (which will be promptly and cheerfully answered) will result in mutual profit.

GLOVER & BRAIS

Men's Furnishings

— Montreal.

AMONG TORONTO WHOLESALERS.

THE past ten days has seen an increased activity in dress goods. Buyers are not placing large orders, but they are placing orders, and that means that a considerable volume of trade is being done. Confidence is increasing rapidly, and the prospects for a good sorting season are much improved. Dress goods are especially active in nearly all lines. Tweeds and trouserings are given much attention by merchant tailors. Staples are somewhat quiet. Such lines as crinkles, chambrays, sateens, gingham, etc., are in moderate demand. Veilings, ribbons, and laces are quite active.

The feature of the month has been the increased demand for black and white goods of all descriptions. Fashion has settled on these colors for early spring, and everything in this line goes. Black and white dress goods, silks, laces, veilings, ribbons, parasols—all are good.

Another feature is that most of the visiting buyers are declaring that their winter trade has been equal to former seasons; a declaration which does not coincide with the settled conviction of trade critics. But, nevertheless, it must be believed that the critics have been too prone to look on the dark side of the sun disc, and the retail trade may be in really better shape than was anticipated. British Columbia merchants make the worst reports. Those from the Territories are of a like mind. Those from the other provinces are quite hopeful.

The Worsted and Weaving Co., of Bradford, Eng., have a branch in Toronto under the management of one of the partners, Geo. H. Wilson. They carry a full stock of wooleens and dress goods for supplying the Canadian trade, every line being their own manufacture. Four travelers keep pouring the orders into the office, and quite a neat trade is being done.

The growth of the hosiery and glove departments of W. R. Brock & Co., has been very striking, which indicates that values and assortment are sure to secure patronage. They have this season paid special attention to tan and fancy hosiery and gloves, combined with their well known brands of Louis Hermsdorf's absolutely stainless black goods.

Caldecott, Burton & Spence claim to have a superb line of laces. They show cotton Guipure in white, cream, beige and two-tone. Silk Guipure is shown in black and cream. Silk laces of all kinds and makes are extensively displayed. Black Bourdons are striking goods. So are insertions of which they have an immense variety.

Scotch crinkles in a variety of pretty patterns, sateens and chambrays in fashionable shades, gingham in a variety of checks, and twelve special lines of roller towellings at one price are the leaders for the week in John Macdonald & Co.'s staple department.

Caldecott, Burton & Spence have nearly exhausted their second shipment of the two-tone Jacquard or crocodile effects which have been so prominent in their range of dress goods this season. They have sold better than was expected in this dull season, showing that their buyer has excellent judgment in selections.

Some new frillings are shown by Samson, Kennedy & Co., including Hypatia, Utopia, Lucania, and others. Moss, coral, maize, cream, black and white, and white and black predominate. Chenille in combinations is neat, and so is some chintz effects. They have just received a shipment of the leading novelty in ladies' neckwear, the "Incroyable" scarf. It is illus-

trated on another page. Moire ribbons and piece silks are in full stock, in anticipation of the season's demand. In veilings a full range is displayed, including the 27 inch chenille spot veilings. A repeat of black ground delaines is to hand; these are in 30 and 33 inch widths, and at prices ranging from 27½ to 37½ cents. They have an immense stock of narrow and medium braids in plumed, waved, and Van Dyck. In fact, they are well prepared for what promises to be a huge trimming season, which will include even the neglected buttons.

Mr. Dewar, carpet buyer for John Macdonald & Co., has returned from foreign markets, and as a consequence is offering some specials in tapestries, table cloths, and lace curtains, being manufacturers' stock lots which were bought at reduced prices. Commenting on the retail carpet trade, Mr. Dewar sagely remarked that carpets were the first thing a community will cease to buy in hard times, and the last they will commence to buy with a return of better times. For this reason he thought retailers of carpets would not have any great reason to be proud of their spring trade.

NEW JOINT STOCK COMPANIES.

APPLICATION has been made to the Lieutenant-Governor in Council for a grant of a charter of incorporation by the following:

T. Thompson & Son (Limited), Toronto, to buy, sell, manufacture and deal in ladies' and gents' clothing, boots and shoes, dry goods, furniture, groceries and provisions, crockery and general merchandise, wholesale and retail, and to purchase and take over the business now carried on by the applicant, Boyce Thompson, under the name of "Thomas Thompson & Son" and the "New Mammoth House," and "The Bell."

The operations of the said company are to be carried on in the city of Toronto, and also in such other places as may be from time to time deemed best.

The capital stock is to be \$95,000; the number of shares 3,800; amount of each share \$25. The applicants are: Boyce Thompson, merchant and manufacturer; Thomas Thompson, Thomas Carbert Thompson, merchant; William Alfred Thompson, merchant; Thomas Bell, manager, all of Toronto. Boyce Thompson, Thomas Carbert Thompson and William Alfred Thompson are the first directors of the company.

The Army and Navy Company of Toronto, to buy, sell manufacture, and deal in ladies' and gents' clothing, boots and shoes, dry goods, furniture, groceries and provisions, crockery, and general merchandise, wholesale and retail, and to purchase and take over the business now carried on by the applicant, William Alfred Thompson, under the names of the Army and Navy Stores and the Liverpool and London Stores.

The operations of the said company are to be carried on in the city of Toronto and in such other places as may be from time to time deemed best.

The capital stock of the said company is to be \$95,000.

The number of shares is to be 3,800 and the amount of each share shall be \$25.

The applicants are William Alfred Thompson, merchant and manufacturer; Richard Baker, salesman; Elizabeth Thompson, bookkeeper; Arthur Raymond Thompson, merchant; Augustus Husband, salesman, and Edgar Finch, salesman, all of Toronto. The said William Alfred Thompson, Richard Baker, and Arthur Raymond Thompson are to be the first directors of the company.

Hoskin & Ogden are the solicitors for the applicants in both cases.



TRADE'S AWAKENING.

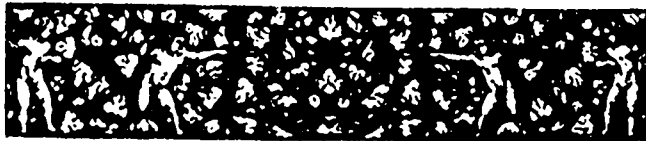
Confidence in the Future

IS ALL that is required to make trade boom, and this confidence has now been restored by the publication of the Trade and Navigation Returns for the fiscal year ending 30th June last, which

shows that the aggregate trade for the year was the largest ever known in the history of the Dominion. At last the tide has turned. Already Canada's sons of toil are returning from the United States in droves. Long trains of settlers' effects are passing the border northward daily. The United States free lands are gone, but the richest natural meadow and mineral lands of the world remain. We are on the eve of a glorious future. What it holds for this country is too grand to be fully realized. Our unlimited resources practically remain undeveloped. What are you going to do about it?

THE DRY GOODS REVIEW is the only journal in Canada read by the dry goods, gents' furnishing and kindred trades; its circulation extends over the whole Dominion; it is the standard paper of the trade; it carries as high a class of advertising as any other dry goods journal in the world; it has five times the circulation of any other journal in Canada; and there is no room at the top—we are there.

IF THEY SEE YOUR GOODS IN THE DRY GOODS REVIEW THEY BUY THEM.



NEWS AND PERSONAL NOTES.

H. BEATON, hatter, London, Ont., has leased the premises occupied by The Star Clothing House, and will take possession on the 15th inst.

Charles J. Catto, of J. Catto & Son, Toronto, has returned from Europe.

J. J. Messer, traveler for Knox, Morgan & Co., Hamilton, was married last week to Miss Maggie Boyes.

W. Gilroy, of the firm of Gilroy & Moag, who has been in business in Smith's Falls for over 25 years, is dead.

A popular young business man of London, P. B. Vanderlip, merchant tailor, has decided to locate in Strathroy.

A new woolen mill that will give employment to about eighty hands is being built at Campbellsford by John Routh.

The Toronto Board of Trade has formed a manufacturers' section to look after the manufacturing interests of its members.

John Sanderson, of John Macdonald & Co., sailed last week from New York on the Cunard Line steamer Aurania for Europe.

J. M. Treble and Miss Treble, of Toronto, have returned from Europe by the Teutonic, having experienced very rough weather.

The average consumption of wool in Great Britain between 1861 and 1870 was 283,000,000 lbs.; the consumption in 1893 was 485,000,000 lbs.

Messrs. Ansley & Co., dry goods merchants of Alymer, Ont. intend opening out a branch of their store in Springfield, with John E. Black manager.

The Legal and Commercial Exchange, Toronto, is going into liquidation. The business will in all probability be closed up about the first day of May.

The millinery trade in Montreal was interested in hockey this season, the two leading teams being those of John MacLean & Co. and Caverhill & Kissock.

Owing to the falling off in the demand for grey cottons, the Hochelaga (Montreal) mills have closed down, throwing a large number of hands out of employment.

About \$200 worth of cloth was stolen from Louis Villeneuve's store, 1,741 St. Catherine street, Montreal, recently, by burglars, who smashed a window to enter.

Frank Burch, a traveler for John Osborn, Son & Co., of Montreal, died at the Oriental Hotel, Peterboro, Ont., the other day, from pneumonia, after a week's illness.

Among the subscribers to the new United States bonds, it is noticed that the Bank of British North America appears on the list for \$500,000, which pay 3 per cent. net per annum. The above is the only Canadian bank to which the allotment of bonds has been made.

An interesting decision was rendered at Quebec in the case of Dame Blanche Hudon, wife of Arthur Delisle, M.P. for Portneuf, versus Delisle, Dion & Co., brokers. The decision of the lower court was reversed, and it was decided that in a commer-

cial case a husband managing the affairs of his wife could be called as a witness in her behalf. It had previously been held that he could give evidence against but not in her favor.

A large brick building, to be used as a carpet and tapestry factory, is in process of construction near the cotton manufactory at Montmorency Falls. Work will be commenced in the summer.

Mr. and Mrs. Jno. Simmons, formerly of Courtland, have decided to leave Manitoba and return to Ontario. Mr. Simmons has been in the tailoring and gents' furnishing business in Regina.

Guélfh Board of Trade is considering the advisability of the city taking over its own insurance. They claim the cost of insuring the city annually is \$75,000, while the yearly loss is about \$5,000.

Mr. and Mrs. Frederick Wyld recently returned from the south of England, having been there since November last. Mr. Wyld reports rather a rough voyage. They came by the steamship Teutonic.

A. W. Sterling, merchant tailor, Simcoe, Ont., has bought out Wm. Mather's stock and business, and will remove his present stock and trade to the Mather stand, corner of Kent and Robinson streets.

James Nosworthy, general merchant, of Bowmanville, died on Friday. He lost his stock by fire some months since and contracted a cold at the fire, which brought on a complication of diseases that terminated fatally.

A young man named Bolduc, in the employ of Messrs. Liddell, Lesperance & Co., wholesale dry goods, St. Paul street, Montreal, has left the office and not returned. Eight hundred dollars of the firm's money is also missing.

Quebec city business men say that though things are very dull there just now, they are not so bad here as in other parts of the country. Conservative methods have been adopted for some time past by retail dealers, and stocks kept at the lowest point.

A petition from 110 of Toronto's leading merchants, to the Ontario Government, prays that the Assessment Act be so amended that when a man improves his property he shall not have his taxes increased for so doing, or that municipal councils be granted the power to carry out the reform asked by the petitioners.

An early closing bill is before the Manitoba Legislature. It provides that any municipal council may, by by-law, require that, during the whole or any part of the year, all or any shops within the municipality shall be closed, and remain closed on any day of the week, during any time between 7 p.m. of any day and 5 p.m. of the next day.

A novel procession was witnessed one day last month in St. John, N.B. It consisted of ninety-two sleds, all gaily decorated with the Union Jack, and all fully laden with Canadian cottons. This represented the receipts of purely Canadian goods at Manchester, Robertson & Allison's warehouses. A large number of people turned out to witness the great display.

The transient traders, whom all good citizens seem called upon to tax, have evaded their pursuers by enrolling with the assessors and vacating the towns of their enrolment before taxation day. Mr. Mackenzie, of West Lambton, has introduced a bill in the Ontario Legislature requiring that such traders shall



1/2 size fac-simile of package.

BUTTERMILK TOILET SOAP

THE BEST SELLING TOILET SOAP IN THE WORLD.

Exceeds any 25 cent Soap on the Market. Nets the retailer a good profit. When sold at a very popular price it will not remain on your counters. Try a sample lot.

The quality of this soap is GUARANTEED. See that the name "BUTTERMILK" is printed as above "in green bronze" and the name "Cosmo Buttermilk Soap Company, Chicago," in diamond on end of package. Beware of Imitations.

Cosmo Buttermilk Soap Co.
84 ADAMS ST., CHICAGO

F. W. HUDSON & CO., Sole Agents, TORONTO.

THE BEST IS THE CHEAPEST



The Best . . .

**SILK CORDS,
BARREL BUTTONS,
TASSELS, Etc.,**

In the market, bear this Trade Mark on every box.

Toronto Fringe and Tassel Company

MANUFACTURERS OF

19 Front St. West, TORONTO

● Fringes, Cords, Pompons,
● Tassels, Dress Upholstery,
● . . . AND . . .

UNDERTAKERS' TRIMMINGS

MATTHEWS, TOWERS & CO.,

Manufacturers and Importers of

MONTREAL

Men's Furnishings

WHOLESALE

Fine Goods a Specialty

JUNG & SIMONS ; Manufacturers

BLACK AND COLORED ITALIAN CLOTHS FINEST GERMAN MAKE

SOLE AGENTS:

Dieckerhoff, Raffloer & Co.
New York, Barmen, Paris.

CANADIAN OFFICE:

22 Wellington St. West, Toronto
Sold only to the wholesale trade.

"Perfect" Hose . . . Supporter

The newest and best on the market. You will find it ahead of all other patents, and that it will sell better.

To our already full line of Braces, we have added a metal **GRIP BACK**, and we still carry the "Reliable" and other specialties.

Wait for our representative, or write us direct. We can save you money on these lines.

C. N. VROOM, St. Stephen, New Brunswick

PERRIN FRERES et CIE.

PERRIN'S

PERRIN'S

PERRIN'S

GLOVES

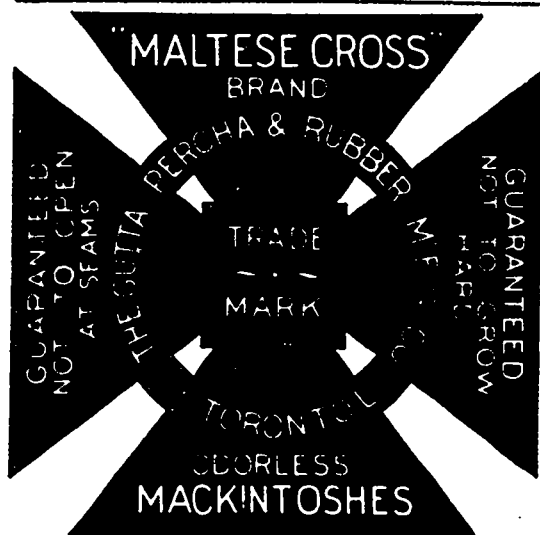
ARE THE BEST.

ARE THE CHEAPEST.

ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

MONTREAL.



DO YOU STOCK THEM?

"Maltese Cross" BRAND Mackintoshes.

Sold by all the leading wholesale houses. Will never grow hard.

ODORLESS, TAILOR FASHIONED, SEAMS SEWN.

MANUFACTURED SOLELY BY . . .

The Gutta Percha & Rubber Mfg. Co.
of TORONTO, Ltd.

61 AND 63 FRONT STREET WEST, TORONTO.

first pay the fee imposed on transients by the municipality of their sojourning, as a guarantee of good faith. If they remain until the tax collector makes his accustomed round the fee will be deducted from the amount stipulated.

The official statement of U. S. Treasury receipts issued March 1st, shows in round figures that for the eight months of the present fiscal year the expenses of the Government have exceeded the receipts by \$48,000,000, the aggregate standing: Receipts, \$199,500,000; expenses, \$247,500,000, or at the rate of \$72,000,000 for the year.

A Brantford, Ont., despatch says: "Since the Board of Trade meeting a strong agitation has sprung up for a better insurance rating in this city. For years past Brantford has had the lowest record on the continent, and unless the underwriters come to time in short order a local company will surely be formed. One well known financier to-day offered to invest \$25,000 in such a project."

About fifty of the tailoresses in the Toronto wholesale trade met on February 19, in Richmond Hall, and organized an association to be called "The Wholesale Tailoresses' Protective Association." Miss Carmichael was elected president and Miss Davis, vice-president. A committee composed of one from each shop was appointed to frame a constitution and by-laws and arrange other necessary details.

Louis Cooper, a Jew, doing business as a cap manufacturer in London, has absconded after clearing out all his stock. It is said that even the trunks at his boarding house were emptied. His employees, of whom a large number were girls, lose all their wages due, as there are not enough chattels left to pay the landlord. Two local wholesale firms and a leading house in Toronto are known to have trusted Cooper.

Owing to the fact that T. F. Livesey, ticket agent at the C. P. R. station, Galt, recently received notice that his services were no longer required by the company, several others along the line also received a similar notice. The offence that caused this action was the selling of a ticket to a commercial traveler without asking to see his certificate. Now every certificate must be shown to station agents and conductors.

McMaster v. Coventry.— Judgment was recently delivered in Toronto in this case, referred to in last issue, and an order made for delivery out of court of the bond given by the claimants in an interpleader issue, and for payment of the amount deducted by the sheriff from the proceeds of a sale of the goods seized, and for payment of the costs of this motion by the execution creditors to the claimants forthwith after taxation.

Belgian imports of woolen and worsted yarns declined last year. Exports of woollens increased compared with 1892, although in some cases the figures of 1891 were not reached. Exports of woolen yarns declined, those of worsted yarns increased from 1,686,000 kilos to 1,817,000 kilos. In 1891, however, the exports were over 3,824,000 kilos. The woolen yarn export trade of Belgium has increased greatly during the past three years.

The Montreal Gazette says: "We have just received the special issue of a very enterprising trade paper, THE DRY GOODS REVIEW. This journal issues every year an enlarged spring number giving all the fullest details about new fashions, etc., and its present issue is certainly a valuable one. Special attention is devoted to Montreal as the dry goods centre of the Dominion, and a lot of interesting news to merchants is given, not

only about the market, but on leading points of importance concerning the ethics of the trade. It is evident from the quantity of Montreal advertising that its merits are recognized. The typographical work and the general make up is excellent."

A London despatch of March 2 says: "A delegation representing the cotton spinners' society of Lancashire called upon the Earl of Kimberly yesterday to protest against the re-imposition of the duty on cotton imported from India. Lord Kimberly said the government had decided not to impose such duty. Nevertheless there is unquestionably a strong feeling that India will be favored with some duty. The opinion is prevalent that some measures will be taken that will have an important tendency towards the stability of exchange.

The following is a recent judgment in the case of Clarkson v. McMaster & Co.—" Judgment in action tried without a jury at Hamilton. Action by the assignee for the benefit of creditors of A. L. Davis of Hamilton, and by the creditors of Davis, to have it declared that a certain chattel mortgage given by Davis to the defendants is void as against the plaintiffs and for an account. Judgment for the plaintiffs as prayed with costs. Proceedings stayed until after the second day of the next sittings of the Divisional Court."

Emile Kluge, of the firm of Kluge Bros., New York, proprietors of the well-known German Artistic Weaving Co., will shortly open a Chicago branch for the better accommodation of their large western trade. This concern's product of woven labels and fancy trimmings is recognized by all prominent manufacturers of shirts, nightrobes, and clothing specialties, as the representative line of the country. Adolph Kluge is expected home from abroad this month, and he will have many striking novelties to show manufacturers who use this class of goods.

The wholesale drapery companies of London, England, have nearly all now issued their reports for the year ending 1893, and in every case, so far, they tell the same tale of a decrease in the net earnings for the year, as the following comparative table, from the Textile Mercury, will show:

	1892.	1893.
Devas, Routledge & Co., Ltd. . .	£11,183	£10,851
Fore-street Warehouse Co., Ltd. .	19,031	13,240
Foster, Porter & Co., Ltd.	19,221	17,045
John Howell & Co., Ltd.	25,982	20,142
Pawsons & Leafs, Ltd.	14,166	437
Robert Outram & Co., Ltd.	5,044	4,529

The merchant was rather blue, and his wife, noticing it, asked what the matter was. "Matter enough," he sighed, "I've been looking over my books and I find I've lost money every month for the last year." "How did you lose it?" she inquired. "Oh, I don't know," he said wearily, shaking his head. "Nor where?" "No." Then she thought a minute, and remembering what she did when she lost her pocket-book, her face brightened. "Why don't you advertise for it?" she asked, innocently. "By George!" he exclaimed, "I never thought of that," and the next day he had a big display ad. in the paper, and the next and the next, and in three months' time he was in clover up to his chin.

The Toronto Mail says: "The spring number of THE DRY GOODS REVIEW has just been issued, and is, without doubt, the most handsome issue of a trade journal ever put out in Canada. The front cover is a handsome lithograph of "Spring," repre-

TO THE CLOTHING TRADE

MANUFACTURERS
OF THE . . .

\$1 BOYS' SUIT.

WRITE FOR SAMPLES.

GLAYTON & SONS,
Halifax, N. S.

**“Just glance over
this letter”**

EMERSON, Man.,
Feb'y 28th, 1894.

MESSRS. J. & J. TAYLOR,
Toronto.

Gentlemen:—

* * * *

Your safe has passed through a fire
here, and *stood the test well.*

* * * *

I lost about \$10,000 above insur-
ance. *Your safe preserved my
books,* otherwise I should have been
financially ruined.

Yours truly,
R. A. WHITMAN.

Be wise in time!

GERMAN ARTISTIC WEAVING CO.

WOVEN LABELS, NIGHT-SHIRT TRIMMINGS, INITIALS, ETC.



120 FRANKLIN STREET, NEW YORK. ALL ORDERS.

98 MARKT STR.,
CREFELD.

24 EDMUND PLACE,
LONDON, E. C.

8 FAUB'G POISSONNIERE,
PARIS.

senting a small boy putting on his first pair of trousers. The number is well filled with interesting and instructive reading matter and striking advertisements, the whole being brightened with over fifty illustrations. Canadians are sometimes accused of lack of enterprise, but The McLean Publishing Company, Trade Journal Publishers, Toronto, show what Canadian mechanical and mental ingenuity can produce, and the production is a credit to this young country. While the number is of special importance to the dry goods trade of Canada, it is also of considerable interest to the general reader. Well written articles, on the evils of long-credit system, on the unsatisfactory condition of insolvency legislation, on advertising, on Canada's cotton and oil-cloth industries, on spring millinery, etc., are well worth perusal, and will sustain the excellent reputation which THE DRY GOODS REVIEW has already obtained."

A Vancouver despatch says: "Shoes are being sent in large numbers through the postoffice from the east. A pair of medium heavy shoes will come from Toronto for 12c., and the difference in price between the far east and far west is from \$1 to \$3. It is very hard on the shoemakers, who have to pay British Columbia wages and British Columbia rents, but men will deal in the cheapest market. Sentiment is out of the question where dollars are concerned. Many of the British Columbia tailors are contenting themselves with less than living profits in a hopeless endeavor to cut prices to an eastern standard. The lowest priced Scotch tweed suit is sold for \$35, a similar suit costs \$23 to \$25 in the east, express charges \$1. Representatives from eastern houses are heavily licensed, but two firms have shops in which orders are taken for clothes and sent east. They are constantly busy, while those who employ local labor continue to kick against the pricks. British Columbia isn't a very good province for shoemakers or tailors."

Speaking of co-operative stores, the Montreal Star says: A special Star cable the other day announced that a company had issued a prospectus in London of a scheme for the establishment in Canada of a number of retail shops on the system of the English Army and Navy stores. Stock is offered to the public for sale. Quite a number of people in Montreal will not invest in the scheme. They are the persons who went into the last co-operative store enterprise in Montreal, and have recollections of their experience then that are not of a kind to induce them to jump at this proposal. Experience is a teacher that has the rare faculty of arresting and retaining attention. After this sour dame has once undertaken to inculcate a little lesson it requires a very gaudy "prospectus," indeed, to lure most of her pupils into paths she has taught are rough and dangerous. It is one thing to draw up an attractive looking plan. It is another matter to metamorphose it into reality. Should the stock of this new British Canadian Stores Co. (Ltd.) be offered in Montreal, those who had to do with the last enterprise of the kind will be capital people to consult when one feels moved to invest.

J. B. Sorley, secretary-treasurer of the Weston Woolen Mfg. Co., died last week after a lingering illness.

PARASOLS AND UMBRELLAS.

SORTING stocks of parasols and umbrellas are now in full display, and to say what predominates in the various ranges is extremely difficult. As regards handles, crooks are good for city trade, while straight fancies in blacks, celluloids and natural woods are shown in huge variety. Caldecott, Burton

& Spence have this year introduced the paragon frame into all their lines of parasols from 37½c. up, and as a consequence they have done an increased trade. They show most of their lines in both 21½ and 23½ inch goods. In fancy parasols plain creams seem to be favorites, while fancy shots in plain and frills, or with black frills, are also active, and shown extensively.

In umbrellas they carry a large stock, and are always prepared to meet the changing demand of the wearers of these goods. During the past year or two prices of these goods have gone down somewhat, and retailers would do well to notice this.

A WOOLEN DEPARTMENT.

A WHOLE flat of John Macdonald & Co.'s immense warehouse is devoted to their woolen department. Mr. Begg, the buyer, has just returned from foreign markets, and has restocked all leading lines for spring, and added some specials. In mantlings, the prominent feature is boxcloths, nothing seeming strong enough to displace them. Blacks, browns and tans take the lead. Black and blue serges are in good range, but of course these always sell well, for the people whose tastes never vary.

In suitings, mixture serges have the run, and an extensive range is displayed. Browns, blues and greys predominate. A cheviot make of Scotch tweeds is a nobby thing, but is good only with the extreme trade. Black and blue worsteds, venterians and twills are all in good demand at present, but these are staple goods. The famous Belwarp serges are never neglected.

A. B. MITCHELL'S

RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for Travellers, Sportsmen, and Mechanics. For sale by all wholesale houses. Wholesale only. Largest and only manufacturer of these goods in Canada.

Office and Factory: 16 Sheppard St., Toronto, Ont.

Gold Medalist Dyers

All kinds of Dry Goods in the piece **RE-DYED,**
FINISHED and PUT UP.

Millinery Goods
Ostrich Feathers

Superior Garment Dyeing and Cleaning in all its branches. **French Cleaning**

BRITISH AMERICAN DYEING COMPANY

OFFICES { 221 McGill St., Montreal. 90 King Street East, Toronto.
173 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN,
Managing Partner.

Letter Address, Box 258, Montreal
or 90 King St. East, Toronto.

J. Frank Riepert

162 ST. JAMES STREET

MONTREAL

DIRECT
IMPORTER

ORIENTAL

BRANCHES:

YOKOHAMA
SHANGHAI
LYONS

SILKS

And Silk Handkerchiefs

TORONTO CARPET MFG CO

HIGHEST AWARD
 WORLDS FAIR
 CHICAGO 1893 FOR
 INGRAIN
 CARPETS

ESPLANADE & JARVIS
 TORONTO ONT.

HIGHEST AWARD
 WORLDS FAIR
 CHICAGO 1893 FOR
 AXMINSTER
 CARPETS

The Maple
 Leaf
 Brand

KENSINGTON
 ART SQUARES
 IN ALL SIZES

AXMINSTER
 SQUARES, RUGS, MATS,
 BODIES
 BORDERS
 STAIRS

INGRAIN CARPETS
 IN ALL
 QUALITIES

Received the only medal
 for Carpet at
 TORONTO EXHIBITIONS
 1892 - 1893

TORONTO CARPET MFG CO

= OILS =

Lard Oils
Wool Oils



Lubricating Oils
Cylinder Oils . .

.. SCOURING SOAP ..

AND

Belt Dressing

This dressing is the only remedy for slipping belts; it also preserves the leather.

We make a specialty of the above lines, and quote very close figures.

We guarantee all our lard oils.

Write for Prices or Samples.

W. Calvert & Co.

TORONTO - and - MONTREAL

The Worsted and Braid Co.

OF TORONTO, Ltd.

(WHOLESALE ONLY)

Solicit Trial Orders for any and



All kinds of Boot and Shoe Laces
Dress, Corset and Stay Laces
Cords of All Sizes and Kinds
Braids of any Kind or Width

The above are made in Cotton, Wool (Mohair or Worsted) or Silk.

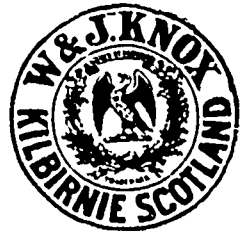
Send for Samples and get Quotations

THE WORSTED AND BRAID CO., Limited,

TORONTO JUNCTION

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

Chadwick's Spool Cotton

For Hand and Machine use.

HAS NO SUPERIOR

ASK FOR IT

Sold by leading jobbers,
among whom may be mentioned:

Robinson, Little & Co., London
W. R. Brock & Co., Toronto
Samson, Kennedy & Co., Toronto
Caldecott, Burton & Spence, Toronto
Knox, Morgan & Co., Hamilton
R. J. Whitt & Co., Winnipeg
S. Greenshields, Son & Co., Montreal
Jas. Johnston & Co., Montreal
Etc., Etc.

ROBERT HENDERSON & CO.

General Agents for Canada.

MONTREAL

WOOLENS AND
TAILORS' TRIMMINGS

John Fisher, Son & Co.,

Balmoral Buildings,
Montreal,
Canada.

Huddersfield,
England.



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



TWELVE FIRST MEDALS.

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

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

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

MILLER BROS. & CO. MONTREAL . . .

Manufacturers
for the Whole-
sale Trade of
the following
Standard Lines
of Fine Linen
Facer Collars
and Cuffs

COMET OPERA HANLAN
'76 .ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

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

CANADIAN **SPRING**
COLORED
COTTON MILLS CO. 1894

Ginghams, Zephyrs, Flannelottes, Dress
Goods, Skirtings, Oxfords, Cottonades,
Awnings, Tickings, Etc., Etc.

—: NOW READY :—

See Samples in Whole-
sale Houses. **D. MORRICE, SONS & CO. AGENTS**
MONTREAL and TORONTO



MANTELS, GRATES and TILES
OFFICE AND STORE FITTINGS
AND FURNISHINGS.

THE C. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

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

SEND FOR PRICE LIST.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles.
Sold everywhere.

THE CROWN PERFUMERY CO.

177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



ALLOA

Paton's
Make

KNITTING

Have long been CELEBRATED for
their EXCELLENCE OF QUALITY
and GREAT DURABILITY • **WOOLS**

An immense variety of Rich Colorings in Whooling,
Fingering, Vest, and Petticoat Wools to select from.

Merchants having any difficulty in procuring them will please communicate with

JOHN F. RAPHAEL or to JOHN PATON, SON & CO.
190 St. James St., Montreal • Alloa, Scotland; and 51 Mil-
Agent for Canada. ton St., London, E.C.

Only makers of the ORIGINAL ALLOA YARNS.

Thomas Mealey & Co.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.



John Macdonald & Co.

TO THE TRADE

TRUTH IS STRANGER THAN FICTION



We buy direct from manufacturers, through shrewd and expert departmental buyers, for cash.

We sell cheaply and are satisfied with small profits.

Our goods are attractive and fashionable.

We give a liberal discount for cash payments.

Every live merchant should send for a copy of our new catalogue.

... Filling letter orders a specialty ...
Orders solicited.

DEPARTMENTS

Silks and Dress Goods

Linens and Staples

Woollens

Carpets

Gents' Furnishings

Haberdashery

Hosiery and Gloves

Ribbons and Laces

JOHN MACDONALD & CO.,

Wellington and Front Sts., East

... Toronto, Ont.

No Doubt You Have Been Taking Stock

DURING the months of January and February and have come across quantities of goods which are entirely out of the fashionable shades for the Spring Trade, or have been damaged or faded. Goods such as Cashmeres, Henriettas, Serges, Twills, Hose, Wool Veilings, Ostrich Plumes, Union and Soft Silks and Ribbons, Military and Mohair Braids, etc. These cannot be disposed of except at a great sacrifice and loss, and even if sold are rarely found to give satisfaction to purchasers. Such sacrifice should not and need not be made when they can be re-dyed, re-finished and put up as originally.

By sending to us for our wholesale quotations it will be found that it pays to have the old stock re-dyed.

DRESS GOODS

Dyed and

Finished

Guaranteeing no shrinkage in the width.

R. PARKER & CO.

Dyers and Finishers

BE SURE you send your goods to Parker's, Toronto; they will be done right if done at PARKER'S.

787 to 791
Yonge Street, Toronto, Ont.