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THE CANADIAN DRY GOODS REVIEW

MARCH

THE . . .

HEALTH BRAND UNDERWEAR

For Men . .
Women and Children

Has attained the most remarkable popularity of any Underwear manufactured in Canada. . . .

The best safeguard to "Health" in our climate.
Soft and velvety to the most sensitive skin.
Made of the most luxuriant, silken-soft material

It excels all other makes on the market, and can be sold at popular prices.

Manufactured by . . .

The Montreal Silk Mills Co. - Montreal



THE
MCLEAN PUBLISHING CO.
TRADE JOURNAL PUBLISHERS.
TORONTO & MONTREAL

Lister's Silk Velvets

For

.. English Make ..

Millinery, Mantles and Dress Trimmings

Cannot be excelled for Finish and Wear.

EVERY YARD GUARANTEED

IF YOU ARE NOT USING THEM, TRY THEM, AND YOU WILL BUY NO OTHER



"ROOSTER BRAND"

Novelties in

Summer Clothing

Irish Linen Crash, White Duck, etc., etc.

BICYCLE SUITS ..

Smart Selling Lines.

Everything in Shirts

The finest one of Neglige Goods in Canada

Overalls and Jackets

For every class of mechanics

Working Pants

In great variety.

For Klondike

Sleeping Bags
Rubberized Duck Coats and Pants.
Mackinaw Garments of all kinds.
Sweater Shirts, with Knit Collar and Cuffs, etc

Manufactured by

Robert C. Wilkins

198 McGill Street

Montreal

THE LEADING

Spool

Cotton

— 15 —

CLAPPERTON'S

Superior in every respect.

Write for Samples and Prices.

WM. CLAPPERTON & CO.

165 St. James Street,

MONTREAL

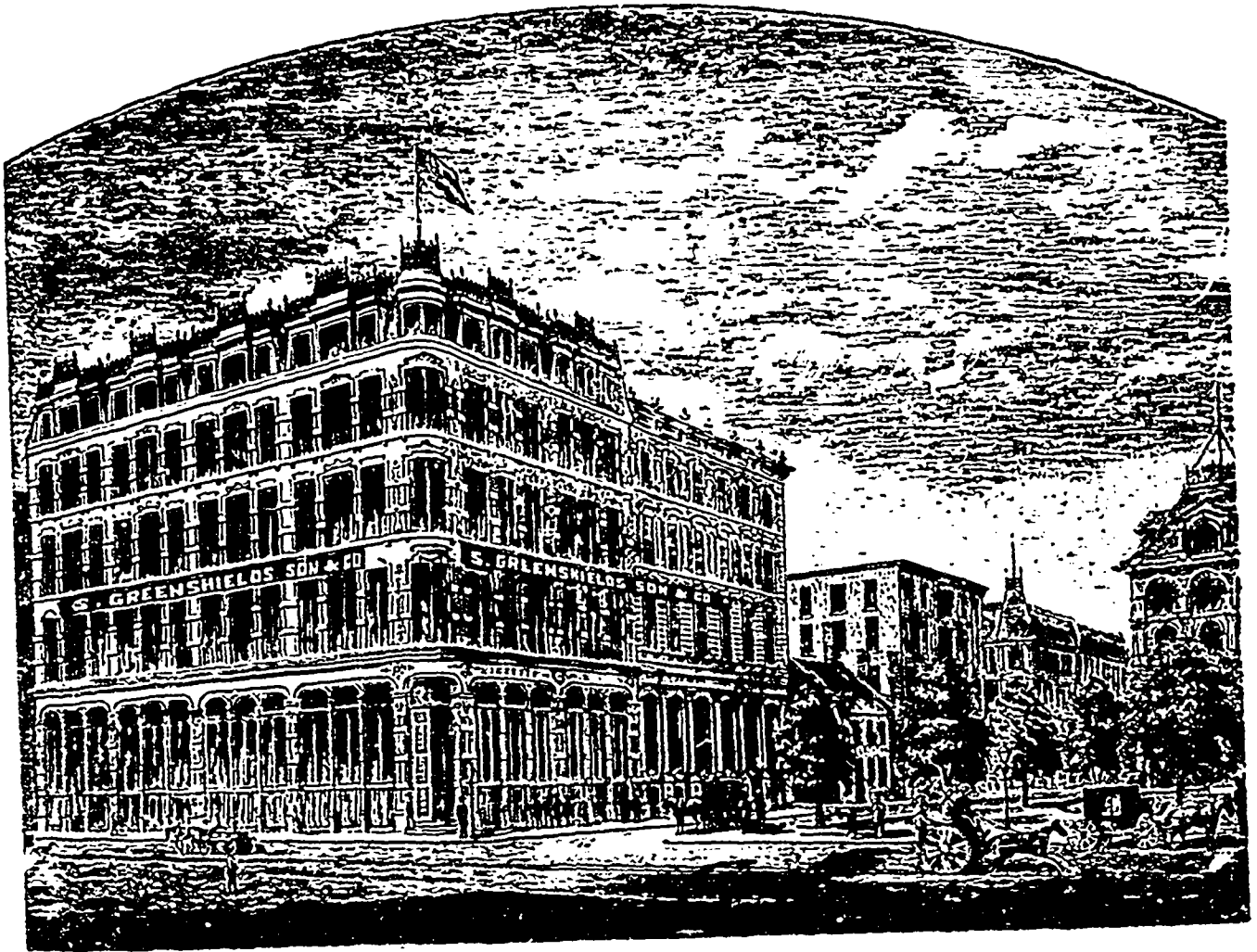
In Stock . . .

Ready for Delivery

SPRING GOODS

CHOICEST STYLES FROM

European, Canadian, and American Markets



S. GREENSHIELDS, SON & CO.

MONTREAL and VANCOUVER, B.C.

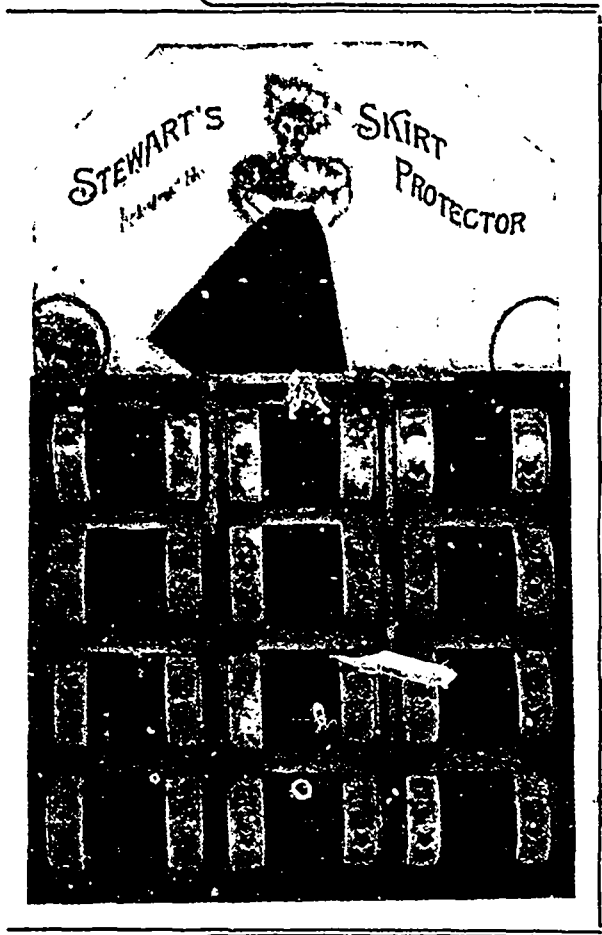
Sole Agents for Canada for:

BRIGGS PRIESTLEY & SONS, BRADFORD

E. PEWNY & CO., GRENOBLE, FRANCE

and "EVERFAST STAINLESS HOSIERY."

Many sell it; Do You?



**An Ornament to your
Dress Goods Counter.**

This handsome Cabinet **FREE** with
first purchase of 12 spools or 3 gross.

Stewart's Indestructible Dress . . . Protector

It is profitable to you and gives
complete satisfaction to every
purchaser.

AN IMPROVEMENT TO ANY DRESS.

Carried by the principal whole-
sale dry goods houses all over
Canada.

...

BAKER & BROWN

. . . Sole Agents . . .

WHOLESALE ONLY

260 St. James St., Montreal, Que.

Caught-On BUT NOT Caught-Up

THE

M. & K. SILCOTON

The trade took note of the fact that we were away behind in our orders for "SILCOTON" and have been **POURING IN** additional orders, so much so that we are further behind to-day than we were last month. **WE PREFER** having too many than too few orders, so **KEEP-IT-UP**. We will not keep you waiting longer than **WE CAN HELP**.

Self Colors, Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11.
Shaded Colors, Nos. 21, 22, 23, 24, 25, 26, 27, 28, 29, 30.

ASK YOUR JOBBER FOR

M. & K. SILCOTON.
M. & K. EMBROIDERY COTTON.
M. & K. KNITTING COTTON.
VICTORIA CROCHET THREAD.

TAYLOR'S MARLBORO DRESS STAYS.
TAYLOR'S REDFERN DRESS STAYS.
TAYLOR'S RAINBOW DRESS STAYS.
DUNBAR'S LINEN THREAD.

ROBERT HENDERSON & CO., Dry Goods Commission Merchants **323** St. James Street, **Montreal**

James Coristine & Co.

FELT HAT MANUFACTURERS and IMPORTERS

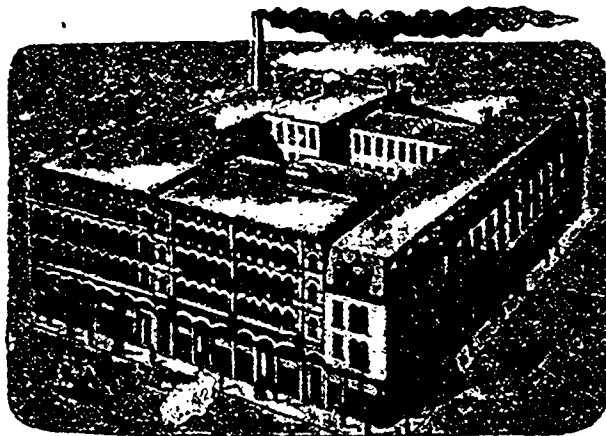
A Leader in
FUR FELT FEDORAS

... is the ...

"Underbrim"

in all colors.

Write for Sample.



Klondyke Specialties

Wolf and Wombat
Sleeping Rugs.

Alaska Coats, in all furs.

Miners' Mitts, Moc-
casins, etc.

Cowboy and Miners'
Hats and Caps.

469 to 477 St. Paul St.

MONTREAL,

CANADA.

George Armitage, Limited

Water Lane Dye Works, BRADFORD, England

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

ARE

Dyers,

Stovers, Bleachers
and Finishers of

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



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



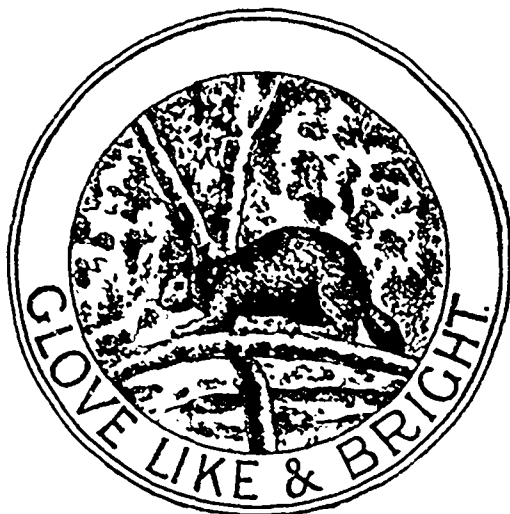
Caution and Warning

TO ALL WHOM IT MAY CONCERN:

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

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

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

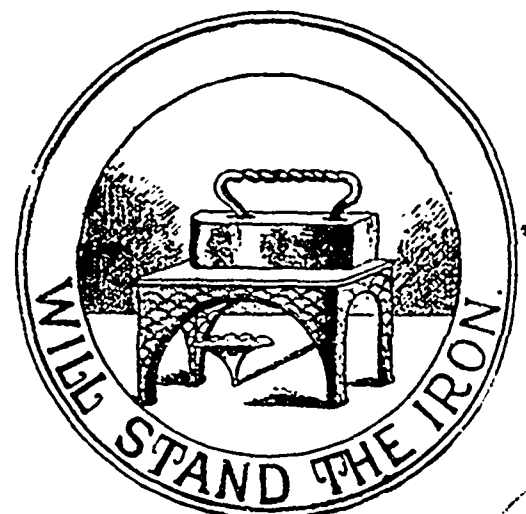


BEAVER
Permanent
FINISH.

(Registered Trademark and Title.)

Suitable for all classes of LINING
FABRICS (Mohairs, Alpacas, Wor-
sted and Cotton Italians Etc.)

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



MONEY for you here!

"The better the grade, the bigger the trade."

The great Jubilee year witnessed the introduction into the English market of a high-grade range of Corsets at popular prices, known as the



P & S CORSETS

They are the manufactures of a firm of 75 years standing---a firm always up to date with modern appliances, and sparing no expense in producing goods of the highest merit. These corsets represent the accumulated experience of this long period, and will be found unrivalled for their perfection of shape, reliable materials, and first-class workmanship.

Rustless Zairoid replaces steel

Rustless Zairoid Busks

Every pair stamped with the P & S Trade Mark as a guarantee of excellence.



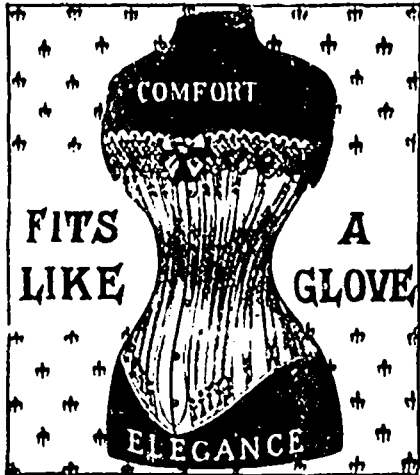
CORSETS are going to supplant the foreign made goods. You will say so when you see them.

Having now successfully coped with the British demand, Canada comes next. We invite correspondence. There is a big trade ensured for enterprising merchants. Write us.

W. PRETTY & SON, Ipswich, England

SOMETHING NEW

MADE IN ENGLAND
No connection with any American Corset House.



MADE IN ENGLAND
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

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

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

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

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

To be had of all Dealers Throughout the World.

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

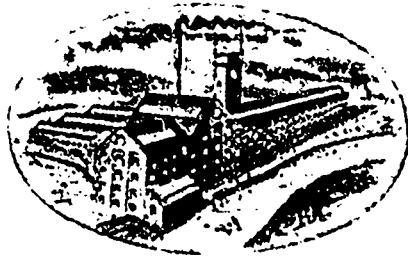
A large stock of these Corsets always on hand at **JOHN MACDONALD & CO'S, Toronto.**

APPERLY, CURTIS & CO.

WEST OF ENGLAND

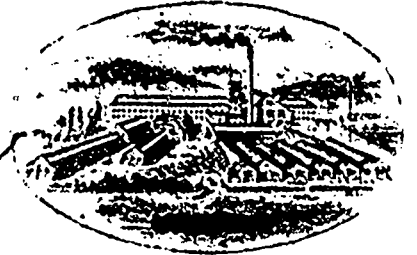
... Limited.

Woollen Manufacturers



Coatings
Vicunas
Saxonys
Serges
Trouserings

Coverts
Suitings
Evening
Dress Goods
Etc., Etc.



DUDBRIDGE MILLS, STROUD, ENGLAND

London Office: 15 Golden Square, W.

21 GOLD MEDALS for QUALITY and EXCELLENCE.

See that you have

PEWNY'S



**Kid
Gloves**

for . . .

Easter

S. GREENSHIELDS, SON & CO.

MONTREAL

Sole Agents for Canada.



Medals taken at all Exhibitions.

THOS. HEMMING & SON Ltd.

Manufacturers of

NEEDLES FISH HOOKS and FISHING TACKLE.

WINDSOR MILLS - REDDITCH, ENGLAND

Write for Samples, which will be mailed to you free on receipt of Trade Card

World Wide Popularity

The Delicious Perfumo.

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.



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

Here we are, Ready for Business.



Caulfeild, Henderson & Burns



We wish to call the attention of the Trade during this month to the following lines:

Shirts . . .

There is rightness, fitness and fashion in our style and make that the trade knows so well.

Ties

Among our very diversified lines of exclusive Spring Neckwear we lay especial stress on our Bows and Lombards.

Half-Hose and Bicycle Hose

The proper sort at the proper price. We carry complete stock in all lines.

Belts

We are showing a large and varied assortment in this line, especially in **English** and **Leather** goods.

Rubber Coats

Ask for our English Meltons in Blue, Black, Fawn and Greys, which lines are confined to us. In Rubber Coats we take the lead.

Summer Clothing

As last season we are showing exclusive novelties in Linens and Worsteds.

In addition to the above leading lines, we carry a complete range of Gloves, English and German Collars and Cuffs, Umbrellas, Bathing Suits, Sweaters, Underwear, Suspenders and Overalls.

LETTER ORDERS GIVEN PROMPT AND CAREFUL ATTENTION.

Caulfeild, Henderson & Burns

17 Front Street West, TORONTO.

JAPAN SILKS

Our Fall Collection of Fancy Silks will be ready by March 15th. It will comprise all up-to-date styles and colorings.

Bayadères
Fancy and Tartan Plaids
Satin Striped Plaid
Jacquard Blocks
Fancy Checks
Habutai Brocade
Glacé Surah

Silk buyers are respectfully requested to examine our collection before placing their fall orders.

Import orders on all grades of Plain Habutai Silks will be taken at extremely low prices. A complete range of Silk Handkerchiefs, Silk Mufflers, Ladies' and Boys' Ties, Art Embroideries, Japan Matting, etc., will also be shown by our travellers.

K. ISHIKAWA & CO.

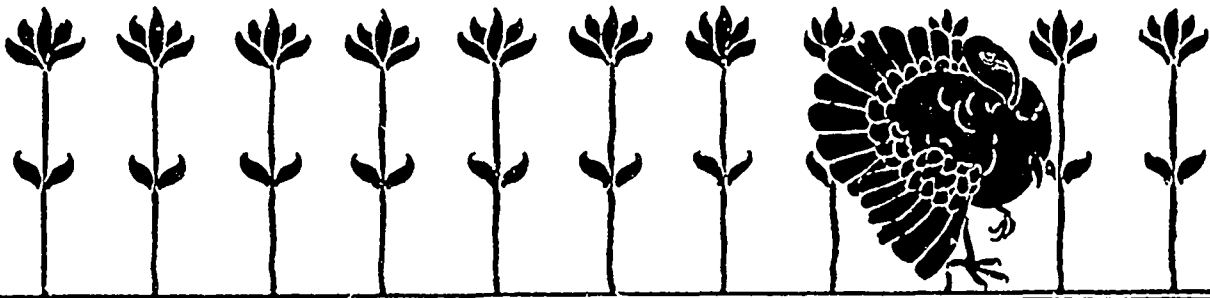
MAIN OFFICE:
Yokohama, Japan

Manufacturers and Importers

TORONTO

THE DRY GOODS REVIEW

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



Vol. VIII.

MONTREAL AND TORONTO, MARCH, 1898.

No. 3.

RECENT NEWS OF THE DRY GOODS TRADE.

MR. W. J. McKERRACHER, of Shaw & McKerracher, general merchants, Perth, Ont., paid a flying visit to Toronto and Detroit last week. He reports business in the Perth district quiet since New Years, but much better than the same months during previous years.

The Caughnawaga Indians, on the south shore of the St. Lawrence above Montreal, are enjoying the boom caused by the discovery of gold in the Yukon, and are rushed with orders for showshoes. Never before in the memory of Indians has there been such a demand for snowshoes as at present; the Montreal merchants, not contented to await delivery, are in the village continually outbidding each other; the result is that snowshoes are getting dearer. In connection with the hardships resulting from the scarcity of provisions now experienced by the Klondykers, the Caughnawagas state that intending Argonauts should take a leaf from the experience of the old Indian hunters. When the latter were in for a long hunting expedition, they were wont to take with them about 50 pounds of corn flour prepared in a certain way. The quantity was sufficient to sustain a man for three months. White corn is roasted like coffee, and ground, then mixed with maple sugar to suit the taste. This flour could be used with advantage when the miner is compelled to economize his other food.

The Kaslo, B.C., Board of Trade is asking the Underwriters' Association for a reduction in insurance rates, which are now 6 per cent.

Two blanket mills have orders that will keep them busy for six months. This is partly owing to the big demand for the Klondyke, and it is only a sample of the rush in other Canadian mills. So great has this become that it is difficult to get orders filled promptly for cotton goods, printed cottons and dyed stuffs, cottonades, grey cottons and denims. The same state of things applies to Canadian woollens and tweeds. It being difficult to secure prompt delivery. Prices are, as a result, very firmly held, and the tendency is upward. There is not a weak spot to be found anywhere in values. As a consequence of the difficulty of getting Canadian cotton goods some dealers are buying American lines, although they would take Canadian if obtainable at the moment.

Regarding the business outlook, Mr. Byron E. Walker, general manager of the Canadian Bank of Commerce, says: "There is a revival of trade all over the American continent, but I think

the greater hopefulness of feeling is more apparent than the actual results. This feeling, however, has a sure basis in the really improved condition of agriculture, seeing that farmers have passed through a period of depression and are getting much higher prices for their produce, notably pork, cheese and wheat. There is a greater amount of money in circulation and there are more people carrying about \$5 and \$10 bills in their pockets than formerly. Deposits are also increasing, though I think that this is not always a good sign, seeing that it often indicates that money is being withdrawn from investment. It would be an advantage to commerce if the Government lowered the rate of interest, for by keeping it at the present rate they compete with banks and divert money from business investments. Leaving the Klondyke out of the question, I believe there is an all-round relief from the depression of the past few years."

The Hudson's Bay Co.'s fur sales in London last month showed trade to be less depressed than was expected. Beavers fetched within 5 per cent. of last prices, and musquash $2\frac{1}{2}$ per cent. less, while seals realized the prices of December last, which is 30 per cent. more than the prices of January last year.

The town of Dundas, Ont., is about to secure a glove factory, which is to be carried on by three of the Smith Bros., who are engaged in the manufacture of gloves in Johnstown, N.Y., and Brockville. They will make a line of goods not now made in Canada, and will begin by employing 15 hands.

Alexander Macpherson, secretary-treasurer of the Alpha Rubber Co., Montreal, has resigned to accept the position of Toronto manager of the Canadian Rubber Co.

The business of the Robert Simpson Co. has changed hands, and will in future be conducted by a syndicate, the principal members of which are H. H. Fudger, J. W. Flavelle, and A. E. Ames. The papers transferring the business of the company were signed Feb. 23. The capital stock of the company is to be increased, and the business is taken over on March 1, when stocktaking, which is now going on, will be completed. Messrs. J. B. Campbell and A. R. Parsons, who have been associated with the company for a long time, have taken shares, and with the other gentlemen named will constitute the board of directors. The business will be continued under the name of the Robert Simpson Co., and it is understood that Mr. H. H. Fudger will be president of the company and assume the active management.

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

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

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

I am in receipt of the following letter from Winnipeg :

WINNIPEG, NOV. 19, 1897.

DEAR SIR,—We herewith enclose a few of our recent ads., which we would like to have you criticize and suggest any improvements. We change twice a week in daily papers. We use two papers and occasionally three, and two weekly papers. We have good spaces in most papers, next to reading matter on local page. Our city has a population of about 45,000. What amount would you think judicious to spend in advertising a stock of \$10,000? Our store is on the best corner in the city : the whole of store is glass on both streets ; we keep windows nicely dressed. If you think any of the enclosed ads. worthy your attention use them for publication if you wish. Yours truly,

HOOPER & Co.

I am much pleased with the six ads. sent by Hoover & Co. They show painstaking care and much more than the average advertising ability.

Here are the two best, reduced to single column size :

We can't
Save you
\$10.00.
On a Good Overcoat.

Now Listen!

You don't care whether a coat is made, made or made to order, if it fits you properly and suits your taste. Now do you? Certainly not, no sane man would object solely on account of the name. Well we've got coats that you can't find no other objection to. Beautiful Blue and Black Beaver Coat, single or double breasted. The long and trimmings are excellent and the way they fit is truly a marvel. These coats are fully equal to all you would see a name \$10.00 to \$15.00. We sell them at from \$12.00 to \$15.00.

Give the tailor the order and get another one in the hand.

Certainly we have more for less money. Show it you want them.

The Commonwealth.

Correct
Clothing.

Hoover & Co.
City Hall Square, 225 Main St.

For my own part I am not much of a believer in using borders in advertisements, no matter how small they are. Newspaper and magazine space is an expensive commodity, and the feeling I have is that a border takes up too much space in proportion to the good obtained from it. As much attention as is required can be secured without the use of a border at all. And, besides, borders tell no story and sell no goods. With an advertising "cut," however, it is different. A cut can be made to tell a story equally as well, if not better, than mere written words. The "point" in a cartoon is often more forcefully presented than the most eloquent orator could possibly present it. Our ancestors, before they learned the use of written characters, expressed their ideas in the form of more or less rudely drawn pictures. Savage and semi-savage tribes do the same thing at the present time. There always has been and there always will be something peculiarly attractive in a "picture." I have often noticed how a shop window filled with pictures will attract the passers-by.

We also all know how greatly children are attracted by pictures. This shows that the love of a picture is natural. It would appear then that the advertiser who is not satisfied with mere type displays, who is looking for a sure thing as a trade attractor, cannot do better than pin his faith to good illustration. Each of Hoover & Co.'s ads. has a border, and one has a border and a cut. In the latter case I suppose the border is used for the sake of uniformity. It certainly represents so much money thrown away, because the accompanying cut attracts all the attention necessary.

\$3.00.

WISDOM PANTS.

It's a good name and the name it represents are good pants. That's why we talk about them so much in our ads. Listen—here's the secret! We devote great chunks of our time and experience in making this line as near perfect as possible. We crowd all the value into them that the competitive system will allow—more so far. We are actually working under the cooperative system by dividing our profits with you and depending on a larger volume of business to make up the difference. Hence you get **Best Pants for \$3.00!** Should they not be called **WISDOM PANTS?**

The Commonwealth.

Correct
Clothing.

Hoover & Co.
City Hall Square, 225 Main St.

The best clothing advertising I know of is that of Rogers, Peet & Co., of New York. I don't remember ever seeing a border used in their advertising, but they seldom put out an ad. unaccompanied by a cut.

I herewith reproduce a typical Rogers-Peet ad.: I think that Hoover & Co. ought to change their ads., in daily papers, every day, instead of twice a week. As as rule no clothing ad. should be run oftener than once. There are so many things to be said about clothes and the goods usually sold with them, that there ought to be no difficulty in getting up fresh ads. every day.



Doubtless a position on local page next to reading is best for goods which men buy. For goods which women buy (and women buy most of the goods sold at retail) the best position is on a good "dry goods" advertising page. It is safe to say that the most interesting part of a

A cloth very loud in an ordinary suit, lends just the tone needed to a golf or bicycle suit.

Gives a distinct style that men seek long and pay much for.

Not half our bicycle clothes are loud; some are extremely quiet; many between.

For we cater to all tastes; purses too—suits, \$5 to \$18

ROGERS, PEET & CO.

Prince and Broadway,
Warren and Broadway
Thirty-second and Broadway

up to its advertising it is seriously handicapped. It would probably be better for such a store not to advertise at all.

I know a certain furniture store in a very large city which does splendid advertising. It is the best advertising of furniture done in the city referred to. It is evidently the aim of the writer of the ads. to make people feel that there will always be a hearty welcome to all callers, whether they want to buy much or little, or not at all. The artistic beauty of the goods is constantly referred to, and everyone is invited to call in a most genial and hearty manner. You go to that store for the first time with the impression in your mind that the people there are polite, obliging and "out for business"—almost with a feeling of personal friendship for the firm. All this is just as it should be, and it is a real tribute to the power of printers' ink. But when you get there you are met at the door by a sour-faced man, who asks you roughly what you want. May be you have a clear idea of what you want, and may be you haven't. Perhaps you merely went in to look around and see what the goods and prices were like. You, perhaps, tell this, or something like it, to the old man and he looks daggers at you. You are glad to make your escape as soon as possible, and, perhaps, without even looking at anything. But, suppose you really do want something, say a bedroom suite, and you have made up your mind that you would, perhaps, buy the one advertised in the papers that same day. When you say "bedroom suite" to the old man he moves his hand automatically towards what looks at a distance like an elevator. You proceed in that direction and find that it is an elevator, as you thought, but, in the meantime, half of the good effects of the advertising has gone. The elevator man looks at you contemptuously several times before he condescends to let you get on board. By this time you get angry and forget to say where you want to get off until the elevator has passed your floor. The elevator man gets angry at this and makes some semi-audible remarks of anything but a conciliatory nature. Finally you see the goods you came to look at, but the salesman is a pett young fellow who evidently has doubts of your ability to purchase such expensive furniture. He makes no effort to effect a sale, in fact he treats you in such a top-lofty, haughty manner that your patience finally gives out and you leave the place in disgust. This is no fanciful and overdrawn picture, but a few samples of what probably takes place every business day in the store I refer to. It is a fair sample also of what constantly takes place in stores all over the United States and Canada. By such things as these a large proportion of the pulling power of advertising is destroyed. The owners of such stores are naturally disappointed with the results obtained. Just as like as not they cut off the store's advertising (perhaps a sensible thing) and say that "advertising doesn't pay."

It is not always wise to blame your advertising if it doesn't "pull" as well as you think it ought to.

A good thing for either a large store or a small store is to employ local help. In nearly all the older settled districts in Canada, and especially in country places, a great many of the people are related in some way, by either blood or marriage. In many of these places this relationship is often the thing that determines the bestowal of patronage. Even if your store help are not really related to many people, it is well to remember that they are sure to have friends who may become customers if they are local people. Of course where there is not enough local talent to meet all demands, some one has to do the importing act. But always let the other fellow do it.

A good thing to do in writing an advertisement is to place yourself, as much as possible, in the position of an outsider. This is important for several reasons. If one looks at his store and its stock in a coldly critical manner; if he actually tries to find out what its faults are, it is surprising how many he will discover where

he supposed none or very few existed. His very familiarity with these abuses prevented him from seeing them. Does his stock look as bright and fresh as it ought to and as he says it does in his ads.? And so on and so on. There is no use in making claims and assertions in one's ads. which are not strictly or reasonably true. They weaken the ads. that follow and destroy confidence generally. Some merchants know their business and its technical terms so well that they usually fall into the way of using technicalities in their ads. They know so well what an 8/4 blanket is that they forget the figures are meaningless to most of the readers of their ads. In very many of the papers which I read I find expressions in the advertisements which I don't at all understand. The men who wrote the ads. understood the meaning, but they were looking at the matter as insiders and not outsiders. The average country merchant's hours are very long. This takes a great deal of the vim and "snap" of life out of him and he gets in a rut. Commercial travelers are so numerous and fascinating that he gets into the habit of doing all or most of his buying from them. So he seldom visits the wholesale markets in the large cities, and local conditions are such that he can't well be seen very much around his competitors' stores. Even when he does go to his wholesale market he confines his visits for the most part to the wholesale houses. What he ought to do is to make regular visits of inspection to the best stores within his reach. Then let him keep his eyes and ears open. I don't suggest any dishonorable spying. The better plan is for him to introduce himself to the proprietors of such stores, frankly stating the object sought after. It will probably be found that a great many good ideas can be profitably exchanged. Another good plan is to occasionally have some smart woman who knows how to shop, and who knows what other stores are doing, to come and spend a few hours in your establishment. Ask her to afterwards point out to you every fault or suggestion of a fault she has observed.

By all means get on the outside of your business. Your ads. will not only be better, but the business will improve in every way.

THE BEST OF ALL.

There's the bicycle girl with the Alpine hat,
And the girl with the sailor brim;
There's the girl who rides in a derby crown,
And the maid with a bonnet trim.
There's the girl who loves soft drab felt,
And the one with the cap of a man;
There's the belle who wears a sweeping plume,
And the lass who is clad in tan.
But of all the girls who ride their wheels,
The girls who laugh and banter,
There's none to me like the merry lass
Who wears a Tam o' Shanter.

GOING BY THE EDMONTON ROUTE.

Mr. Alex. G. Habbick, of Waterloo, Ont., who left lately for the Klondyke, wrote from Edmonton under date of Feb. 10: "We arrived OK, and, along with the rest of the party, am getting my outfit ready. There are eight in the party, and for the journey of Soo miles, which is somewhat further than Mr. Habbick had expected, each had five horses, one with saddle and the rest for sleds to carry outfit. Mr. Habbick says: 'At the end of the trip we let the horses go; they feed themselves and hang around the camp. About 80 people came in last night on their way to the Klondyke, and the streets are full of men training dogs and horses and trying rifles and revolvers before leaving for the wilds. We may be here for a week trying horses, etc. The climate here is grand. I have been around all day without an overcoat.'"

The Summer Girl

This year will dress in **WHITE**. The decree has gone forth.

WE ARE SHOWING
A FULL LINE OF
EVERYTHING SHE
WILL REQUIRE.

30/32 inch White Swiss Spot Muslins.

30 inch White Swiss Sprig Muslins.

30 inch White Open-Work Muslins.

32 inch Plain White Swiss Muslins.

Specially manufactured for us.

30 inch Black Spotted Muslins.

30 inch Black and White Spotted Muslins.

30 inch Black and Colored Muslins.

30 inch Colored Spot White Muslins.

28/29 inch White, Plain and Figured Piques, all prices.

Hair Cord Stripes, White, Black and Colors.

Checked and Stripes and Open-Work, White and Black Muslins.

The New Knotted and Corded Checks and Stripes in Lawns and Muslins.

25/36 inch Scotch Dotted and Coin Spot White Muslins, retailing from 8c. to 35c.

American and English Apron Muslins, all prices.

36/40 inch Tucked Lawn Skirtings.

India Muslins, White and Black.

White India Linens.

White and Black Egyptian Lawns, for the new fashionable ties.

White and Cream Oriental Mulls.

White Hair Cords.

Stiff and Soft White and Black Books.

Colored Books, Lenos, Tarlatans,

Etc., Etc.

LASTLY---Our 39 inch White Victoria Lawns, known everywhere.

THEY WILL NOT CURL.

TO GO WITH THE ABOVE WE HAVE A FULL RANGE OF

EMBROIDERIES

Cambrics, Lawn and Muslin, Edgings, Insertions and Setts. Tucked Lawn Edgings, Guipure and Imperishable Edgings and Insertions, Allovers and Flouncings.

LACES

Valenciennes, Torchon, Fancy Cotton, Chantilly, Duchesse, Fedora, etc. Orientals, White, Cream and Butter, our specialty this season.

LININGS

of course to match.

Brophy Cains & Co.,

23 St. Helen Street,
MONTREAL, QUE.

WINDOW DRESSING.

HINTS FOR CLOTHIERS.

FOR a clothing window, a taking design is very easy of execution. First, make two large frames, large enough to enclose, in each case, a suit of clothes. The wood for these frames may be common flooring, covered with gilt paper, or with something else, in imitation of a picture frame. A backboard, the size of the frame, should next be made. Upon this, when done, is placed a suit of clothes, on a ground of puffed cambric, either colored or of plain white. At the foot of each picture may be placed a card with the name of the firm as artists in clothing. The space between the pictures is filled by a board covered with black velveteen or cambric. Against this black background are shown shirts, vests, and, if desired, collars and cuffs. On either side of the window, brackets are draped with black, which may be silk, such as is used for linings, or if preferred, silesia; anything black and glossy will do. On this black ground, white vests are again displayed. In the foreground are a row of small frames, showing ties, cuffs and collars. The frames in this case can be omitted and the goods shown in boxes. These are the main features of the window. The detail can be carried out in the ordinary way by a display of seasonable wearing apparel. Those who try this window will find it a very striking one when complete, as the contrasts are very strong and it is altogether seasonable. If desired, a row of frames and suits may be placed in the rear, doing away with the black and white in the centre. The design is, however, of less trouble than so many frames would be. See to it that your frames are massive enough to be striking to the eye, otherwise the display will lose its force.

An original idea, which produces a good effect is this. The principal articles necessary to put it into effect are two dummies. The one should be dressed in the noblest suit in the store, with a new style of hat, gloves, and a tasty necktie, and should be placed on a pedestal in the window, with suitable wording on the pedestal. Standing near and looking up at it place another dummy, dressed in a very different style. The object is to show a marked contrast. For this purpose put on the second dummy the shabbiest suit of clothes you can get hold of, an old pair of boots, and a battered hat, dirty the face also, and, taking some curled horsehair, gum it on the face to show a beard of a week's growth, and serve the back of the head in the same manner, making up as perfect a representation of a poor fellow entering the store to get rigged up as possible. Everybody will stop to look at a show of that kind, and it is sure to draw a crowd.

The importance of showing but one class of goods at a time has already been alluded to. Many merchants who realize the necessity of adhering to the rule yet desire to display more than one kind of goods at a time adopt the following method. Two light V shaped frames are made out of rough inch boards. They are set in the window with the open part to the front, forming two separate compartments thus V V, which taper to a point in the rear of the window. This gives opportunity to display two varieties of goods in one window in the best possible manner, and at the same time have each class entirely separate and distinct. The frames are made the right width to fill the window, and are high enough to reach the top also. When the frames are covered with a tasty display of goods the effect is very pretty, as the window has the appearance of two small rooms whose walls are composed of the latest style goods. Clothiers can use one compartment for pants and the other for coats and vests, filling in and brightening the darker shades of the clothing with gents' furnishing goods. Dry goods men can use one part for dress goods and the other for prints or white goods. Other lines of trade can easily utilize this plan, as it is equally good for all.

A WINDOW TRIMMERS' EXPOSITION.

It is proposed to hold, in Chicago, from August 15 to September 1 next, a window trimmers' exposition. The plan is being worked out by Harry Harman, who has devoted much time and skill to window decoration, and who invites the co-operation of Canadian trimmers who feel that they would like to lend a hand. It is proposed to give medals for the best displays. The editor of THE DRY GOODS REVIEW will be glad to forward any communications to Mr. Harman from Canadian decorators.

THE AWNING QUESTION.

The awning question is one that demands attention every spring, for, either from carelessness or neglect, this necessary fixture often proves to be a greater nuisance and obstruction than anything the window decorator has to contend with. The ideal awning is one which can be easily raised or lowered, and is made of plain canvas or drilling, and so well constructed and put up that the cloth is always taut, with the framework solid and substantial.

In many instances the awning is not to blame for all the odium that is heaped on it, the blame should rather rest on the one whose duty it is to see that it is properly put up, in the first instance, and then correctly raised and lowered afterwards. We have seen awnings of gaudy colors, through which the sun strikes and casts a hideous shade on the goods shown in the windows. Others have advertisements painted on them, as if there were not room enough on the store front for the necessary signs, and still others which are more often raised when they should be lowered, and vice versa.

It is not expected that the window dresser should stand in the front of the store watching the awnings continually, but it is not a difficult task to gain the assistance of one of the stock boys in one of the departments nearest the entrance and coach him on the proper handling of the awnings. Perhaps the worst fault with most canvas awnings is that they are not hung properly when first put up. The edge of the awning, including the border, should never be allowed to hang less than seven feet from the sidewalk. We have seen scores of them that were barely six.

There are many more men who approach six feet in height than one would imagine, and it isn't the pleasantest sensation in the world for a well-dressed man or woman to have a dirty, soggy awning flapping about their headgear, which will be soiled if the wearer is to walk upright, or else a continual stooping is necessary in order to pass under the awning safely.

The old wooden awning, extending entirely over the sidewalk or extended by iron brackets, still remains in a good many places, helping to make good window displays impossible and casting a thick gloom over the entire store. We can't say much about them other than the quicker they are converted into kindling wood the better it will be for the store. It isn't a difficult matter to make a time card showing at what hours the sun shines strongest in the windows and have the young man who raises and lowers the awning guide himself accordingly. A little attention to these matters now will save a great deal of annoyance later on.—N.Y. Economist.

PERSONAL APPEARANCE.

No woman cares to be waited on by a clerk in his shirt sleeves or by one whose hands are so distinctly unclean—as not infrequently happens—that she does not care to have them come in contact with her own. Personal appearance counts for a good deal in business. Dudes are not wanted anywhere, but a store attendant need not spend a cent in making himself presentable, and the proprietor may lose a good many dollars when his employe fails to observe a rule that should be one of the cardinal principles in store management.

CURRENT NOTES AND NEWS OF TRADE.

COTTON CLOTHS TO LOOK LIKE WOOL.

ENGLISH wroolen cloths having been, in some lines, practically driven out of the United States market by the higher duties of the Dingley tariff, the English manufacturer has been put on his mettle to bring out cotton fabrics similar in appearance to wroolen materials. A New York paper is struck with the success and ingenuity of the Yorkshire manufacturer and says: "Nothing more interesting in this line has ever come under our observation. We have in our possession, for instance, a sample of lining. It has a soft feel and a shiny face, and the manufacturer is quite right in saying that 'no inexperienced hand would ever think that is anything else but silk or satin if he saw that lining in a garment.' And yet it is every particle cotton. Furthermore, goods of this make have already been shipped to the United States at 10½c. a yard, and this is only an average price, there having been consignments of linings at these figures.

"More interesting than this is a sample of lightweight Clay coating. This is also all cotton. An expert would not be deceived altogether regarding this fabric, though he might not suppose that it was altogether devoid of wool. The inexperienced person, however, would be led astray. Not much of this fabric has yet been shipped to this country, but large hopes are entertained in Bradford regarding the outlook. The sample in our possession is invoiced at one shilling (24 cents) per yard, eleven ounces, and the goods can be had in any shade, and also in any weight, though only lightweights have been shipped as yet.

"But most wonderful of all is a dress goods pattern. Our correspondent considers this the most 'ingeniously constructed cloth' he has ever seen. We think everyone will agree with him. The fabric has an up-to-date, attractive, and fashionable appearance; and, to indicate that we do not speak rashly, we will state that the Bradford manufacturers who make these fancies are the only people who are at all busy. And yet the pattern in our possession is made entirely of cotton, both weft and warp, with the exception of the figure, which is mohair. Eighty per cent. or more of the fabric is cotton, but, as our correspondent says, there is not one in fifty who would suspect the fact. The casual onlooker who would not suspect adulteration, would have to unravel the cloth to detect that it was made of cotton."

A PROGRESSIVE BUSINESS HOUSE.

Last month THE REVIEW reached Fredericton, New Brunswick, ("The Celestial City"), situated on the St. John river, and foremost among its business men found Mr. Fred B. Edgcombe, whose handsome dry goods establishment is known far and near, and easily takes rank among the leading houses of the maritime provinces.

The building, Nos. 192 and 194 Queen street, has a wide frontage of four large plate glass windows and double entrance, and consists of three floors and a basement. The first and second floors are used for retail departments, among which we make special mention of silks and dress goods, ladies' jackets, ladies' and gents' furs, cloths, printed cottons, hosiery, gloves, ladies' wrappers and underwear, ribbons, laces, etc., gents' furnishing and men's and boys' clothing. The carpet rooms are on the second floor, and just now Mr. Edgcombe is showing his new spring stock of carpets, rugs, oil-cloths, curtains, and all that belongs to the house furnishing department in dry goods business.

He is a large importer, paying into the Custom House more than three-quarters of the entire amount of duties collected in Fredericton and vicinity for dry goods. He is also a large purchaser of Canadian goods both for his wholesale and retail business. Established in 1850 this house has been keeping quite apace with the times, and in the wholesale department has had to do more or less with the

general store and lumber concerns of the country. Fredericton being admirably situated for a distributing centre, and this firm having always maintained a high reputation for business integrity and up-to-date ideas has enjoyed a fair share of trade.

THE REVIEW was informed that the prospects for a spring and summer trade were bright with promise.

TO MAKE FINE YARNS IN CANADA.

The annual general meeting of the Montreal Cotton Co. was held on Feb. 8, at 87 Peter street, Montreal. A number of shareholders were present, including L. H. Archambault, E. Barbeau, Henry Barbeau, E. N. Benson, C. H. Blackader, J. P. Cleghorn, James Crathern, Sellkirk Cross, D. J. M. Darling, Alphonse David, A. C. Clark, S. H. Ewing, Sam. Finley, Chas. Garth, A. F. Gault, L. H. Gault, C. E. Gault, P. W. Gault, G. Y. Gilmour, G. Greene, Jacques Grenier, J. W. Howard, F. W. Kelley, Ph.D., Abner Kingman, E. Lichtenhein, Peter Lyall, F. E. Lyman, Robertson McCullough, John MacFarlane, H. Warkland Molson, James Moore, J. H. Mudge, Edward Neild, Louis Simpson, Geo. F. C. Smith, Wm. Strachan, Hon. J. K. Ward, James Wilson.

A by-law authorizing the issue of \$300,000 worth of coupon bonds was passed. The bonds are to be secured upon the immovable property of the company. The money is to be used in building a spinning mill of some 40,000 spindles capacity, in which will be manufactured fine Egyptian yarns suitable for making linings, satines, etc., of the best quality. Heretofore these goods have been imported from Great Britain, but the Montreal Cotton Co. believe they can be made profitably on this side of the water. The new mill will give employment to about 350 hands, and will probably be located at Valleyfield, Que.

The annual report and financial statement were submitted, and both were considered satisfactory, the year's business showing a substantial increase. The old board of directors were re-elected as follows: A. F. Gault, Chas. Garth, Jacques Grenier, Hon. J. K. Ward, S. H. Ewing, R. R. Stevenson and Samuel Finley. Mr. A. F. Gault was re-elected president, Mr. Chas. Garth vice-president, and Mr. D. F. Smith secretary-treasurer.

It is nearly 22 years since the Montreal Cotton Co. commenced operations, and during that time their mill has not been closed for a single working day. Their attention has always been devoted to dyed goods, and finding sufficient scope for their energies in the manufacture of these, they have never succumbed to the temptation to make grey domestics.

AN ENJOYABLE AFFAIR.

On February 18 the employes of the Standard Shirt Co. held their annual ball. Nearly two hundred couples were present, and dancing was kept up until the early morning hours. An excellent supper was served, and all enjoyed themselves immensely.

EVIDENCES OF INTER-PROVINCIAL TRADE.

A representative of THE DRY GOODS REVIEW, while in Woodstock, N.B., recently, called at the Maritime Wrapper Co.'s factory and met Mr. Dickenson, the manager, who was kind enough to devote a short time to an inspection of the premises. The work-room, or manufacturing department, containing the latest improved machinery, operated by about one hundred employes, gave proof of the large output of their goods. Asked as to the result of last year's business, Mr. Dickenson replied that their sales, especially in the west, had largely increased, "so much so that we were compelled to increase our staff. We attribute this to two causes, the excellence of our goods and our advertisement in THE DRY GOODS REVIEW. In response to our advertisement we received direct results and effected sales in different parts of the Dominion and we consider THE REVIEW a first-class medium for our business." New designs and styles will be ready by May 15, and the company anticipate a successful season.

NOVA SCOTIA INSOLVENCY LAW.

A BILL BEFORE THE LEGISLATURE TO ABOLISH PREFERENCES—
THE ATTORNEY GENERAL EXPLAINS THE MEASURE, WHICH
SATISFIES THE ASSEMBLY IF THE COUNCIL WILL
PASS IT.

IN the Nova Scotia House of Assembly, February 8, Attorney-General Longley introduced a bill respecting assignments and preferences by insolvent persons.

He said that this bill was not entirely new to the legislature. It had been introduced twice, and adopted and carried by the house, but he had failed to receive the concurrence of the Legislative Council.

The subject of bankruptcy and insolvency, properly speaking, belonged to the Federal Government, and for some time after confederation a federal law on that subject had been in operation. After a number of amendments had been passed, it became so distasteful to the business community that pressure was brought to bear on the Government and Parliament of Canada for its repeal, with success. Therefore, in Nova Scotia, and any other province not having special legislation, the distribution of the estate of a person unable to meet his usual liabilities was determined by the old common law rules. Under this, a system of preference had grown up to a large degree, and such a thing as an equitable distribution of one's estate among all his creditors in due proportion was almost unknown in Nova Scotia.

Under the general authority to deal with property and civil rights, it had been held by the highest judicial authority, namely, the privy council, that the provincial authorities had power to pass an Act for the equitable distribution of the estates of insolvent persons and to prevent fraudulent preferences. Such an Act had been passed in Ontario, and that very Act had been held to be constitutional by the privy council. The bill which he introduced was largely on the lines of the Ontario Act. Under the Ontario Act the sheriffs of the different counties were ex-officio official assignees. This bill did not limit necessarily that office to the sheriffs, but provided for the appointment in each county of one or more official assignees by the governor-in-council.

This legislature, while having the power to deal with the estates of persons in insolvent circumstances, had no power to pass legislation by which these persons should receive acquittances. This bill did not provide for the discharge of such persons from their liability to their creditors.

It might be that the Dominion Parliament was considering the question of introducing an Insolvency Act, which would be more far reaching than that passed by the provincial legislature. If they took it in hand all the legislation introduced in the various provinces would go for nothing. It was not certain that such an Act would go through this session of the Dominion Parliament, and it had been deemed necessary that some steps should be taken by this legislature.

In the earlier stages of this class of legislation some opposition has been offered to the principle of the distribution of estates by assignees by leading members of the business communities in Nova Scotia, and especially in Halifax. It might be that it was believed that by means of preferences local wholesale dealers would get an advantage over wholesale dealers living outside of the province, but, he (Hon. Mr. Longley), thought that full consideration had led the almost universal feeling that a system of preferences could be enormously abused, and could induce a condition of things which was discreditable to the general moral tone of business in a community. Therefore he thought he was justified in believing that the method of distribution provided by the bill which he introduced would meet with the general assent of the business community.

PROGRESS OF THE MEASURE.

Since Mr. Longley introduced the bill it has been considered by

the committee on law amendments, and, after hearing a deputation from the Halifax Board of Trade consisting of Ald. Faulkner and Mr. E. G. Kenny, the committee reported the measure which is now through the House of Assembly. The general provisions of the bill are similar to the law now existing in the province of Ontario. It is not within the power of the provincial legislature to enact legislation providing for the discharge or acquittance of a bankrupt by his creditors, and therefore the present measure contains no such provision. An honest trader, however, can always rely on fair treatment by his creditors. In all respects the proposed measure is as comprehensive and complete as it is possible to make it and still keep within the scope of provincial jurisdiction.

STORE SENSE.

Look here, Mr. Employer; a few
Words with you.

Do you pay a clerk for listening to
Lectures, or for working?

Have you ever taken the young men
You employ into your confidence,

And told them just how you wanted
Your business conducted,

And just how they should do it?

Or do you just scold,

And yell, and scream?

Now your employes are the backbone
Of the business.

If any one of them does good work for you
Let him know it.

Of course, men who do not work
Willingly, never will work.

There is no use in scolding that kind of a man.
Just bounce him.

You don't want any one around you unless he is just as much
interested in the welfare of the business as you are.

But you'll never secure that interest

By scolding.

Kindness will secure it.

And once you have whole-souled, friendly help, your business
life will be worth the living.

It may cost a little more money to keep good help than it does
to keep bad help, but good help is always cheap.

And when you treat your

Men right,

They reciprocate.

Business cannot be done on a purely
Sentimental basis.

But there are some things that every human
Being requires.

One is good treatment,

Another is justice,

And another reward.

The man that has got to work for you
Because necessity compels him to,

Is an unwilling servant.

He will leave you as soon as he can.

That is what you want to avoid.

It is expensive to drill in new men.

And it is expensive to have

Dissatisfied help.

Make every man that is with you,

Work for you.

Make them all feel, as the men

in the army of Italy felt

Toward their

Napoleon.

—Haberdasher.

A FLOURISHING FIRM.

ONE of the largest business concerns in the maritime provinces is the firm of Dunlop Bros. & Co., of Amherst, N.S. This enterprising house was established in the year 1863 by Thos. and Henry Dunlop, of Truro, Colchester county, and by close attention to business and faith in the possibilities of their adopted town have developed a splendid business, until to-day they probably stand at the head of the business houses of the border town.

Last November they removed their dry goods into their new and capacious stone and brick store adjoining the old stand. This store is one of the finest, if not the finest, dry goods store in the town. It is finished and fitted up in an up-to-date manner, and the firm is to be congratulated on its attractive and handsome appearance. They claim that they are in a better position than ever to supply the wants of their customers, and expect to command a fair share of the dry goods and carpet trade of the place. Mr. Thos. Dunlop, the head of the firm, although somewhat advanced in years, is still active and energetic, keeping a keen eye over the details of the business.

They also handle hardware, and make specialties of saddlery hardware and carriage stock, and in these lines do a trade equal to any house between Halifax and St. John.

THE REVIEW called on this firm last month, and was shown over the premises.

OTTAWA RETAIL MERCHANTS.

At the last meeting of the Ottawa Retailers' Association it was announced that the Retail Association of Toronto wanted the members of the local board to affiliate with them and form a supreme body, but no action was taken. Before it was dropped, however, several of the members expressed their views on the question, for and against.

A communication was received from the Toronto and London associations asking the co-operation of the local association in petitioning the Dominion Government to appoint a salaried inspector for weights and measures, as the system now in vogue was unsatisfactory, the public deriving the benefit, while the scale owners had to pay the fees.

Mr. D. Story occupied the chair. Amongst those present were: H. H. Lang, W. H. Mills, secretary; A. Eastcott, W. E. Brown, C. Addison, George Popham, Stuart McClenaghan, J. Ashfield, S. Nicholson and H. Owens.

A HANDY PRICE LIST.

Though the "Rooster" brand factory is kept running at full blast, orders for Klondyke clothing are so numerous that it is almost impossible to keep pace with them. For the convenience of buyers Mr. Wilkins has got out a post card price list of his clothing specialties, which he will be glad to mail to anyone interested.

RECENT TRADE NOTES.

With the active demand for ribbons comes a very large demand for display cabinets. The "Practical" line manufactured by A. N. Russell & Sons, Ilion, N. Y., U.S.A., is very popular, in fact, is the leader both in the United States and Canada. These manufacturers also furnish the "Practical" glove cabinets, piece goods fixtures and a variety of small cabinets and cases. Write for catalogue of their line.

English manufacturers have been very tardy in delivery of seamless cashmere hosiery to the consequent inconvenience of Canadian retailers. This was caused by the engineers' strike, which is fortunately now settled, and advices to THE REVIEW say that the makers hope to deliver in the future with greater despatch.

KNOX, MORGAN & CO.

...Wholesale Dry Goods Importers...

Hamilton.

A LARGE SHARE OF NEW BUSINESS has come to us this Spring, and we hope to have a continuance of this by carrying a well-assorted stock in all departments throughout the ENTIRE SEASON.

WE SHALL ADD to our present large range of samples many novelties, particularly in AMERICAN GOODS, which are now being selected in that market.

— We have secured Two Special Lines of ...

Ribbed Cashmere Hose

March is a Letter Order month.

Ladies' sizes can be retailed at 25c. per pair, and Children's in proportion. — These are worthy of special attention.

The care we take in filling
LETTER ORDERS is exceptional.

... PLEASE GIVE US A TRIAL.

NEW FEATURES IN WHOLESALE TRADE

BROPHY, CAINS & CO.

THIS will be above all a belt season, so all the wholesale houses say. Brophy, Cains & Co. are showing a range that comprises about everything in leather goods. Their range of whites, plaids, black patents, crocodiles, English leathers and American fancies make a range hard to beat. They report a further receipt of their low lines by the 1st of March. In men's goods, too, they show a range that, they contend, cannot be beaten. Elastic belting they have in 2 and 2½ inch, in all prices, to retail at from 12½ to 50c. per yard. "We are paying special attention to our shelf smallware stock this season," say the firm. "Repeating early and largely, and will carry a full range of everything in this line right along. We pay special attention to letter orders in this department, and guarantee prices right."

THE W. R. BROCK CO., LIMITED.

The season so far in the dress goods department with the W. R. Brock Co., Limited, has been a most satisfactory one and they are now able to predict pretty accurately what lines are going to be on. In plain colors and blacks they specially mention their ranges of serges, velours, cashmeres, estamines, coatings, etc. In plain blacks, three special numbers in velour-finished henriettas, which cannot be repeated at the money, are being very quickly bought up. Their G208 black elastic coating is a tremendous seller, they having already this season been obliged to send six cable repeats for it. Plain black mohairs are moving well, fancy blacks in good patterns and values are undoubted, and this firm claims to have never shown a more beautiful range, and the results are most satisfactory.

The special feature in fancies is the marked success of their silk and wool tartan No. 936, which is acknowledged to be beyond a doubt the best line, with the most extensive range of patterns in the trade. They have secured another lot of this cloth, and hope to have them in stock early this month. Other fancies moving being worthy of notice are shot crepes, cycling suitings, covert coatings, whipcord suitings, tweeds, silk mixtures and small checks.

The firm's stock of silks was badly depleted early in the year, but many repeat orders, lately received, have put it once more in splendid shape. They have full ranges of their well-known standard lines of blacks and colors and a most attractive lot of fancies which are selling freely.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. report a large sale of their celebrated "Stanley" velveteen in black and colors. Shot glace silks, black broches and fancy blouse silks are specialties with their silk department. In Priestley's goods they are showing a large range of grenadines, moire figures, bayadere weaves and three special numbers in black moire skirtings and one number in colors.

JAMES JOHNSTON & CO.

The smallware and notion department of this house keeps well to the front, and new lines are added every day. A full range of black and colored military and tubular braids is to be found here, as well as a great variety of fancy braids. M. & K. silcoton is also a specialty. Veilings in all latest designs, including 15 to 16 in. and 40 in. black grenadine veilings, may be had from them; also white cambric embroidered flouncings and allovers; Nottingham, Scotch and Swiss curtains, pin spot muslin, in white, black and colors; parasols, ties, handkerchiefs, braces, etc. Plain and ribbed cashmere hosiery and cotton hosiery in exceptional values. A great variety of fabric gloves is reported, while their range of black and colored braid gimps, black and colored beaded and tin-

sel trimmings, dress fronts in braid and jet, includes all the novelties. Silk mixtures, light and dark shades, also silk and wool grenadine effects, in light shades, including cream, sky and pink Nile, suitable for blouses, may be had from them. Their assortment of fancy dress goods ranges in price from 10c. to \$1.25.

WYLD, GRASETT & DARLING.

Wyld, Grasett & Darling are showing a large and varied stock of dress goods, both plain and fancy, much larger than heretofore. Their lace curtain department has received careful attention, and their range of values will be superior in every respect to any former showing they have made in these goods. Their stock of lawns and muslins is large and well selected. In laces, veilings, ribbons, etc., as well as hosiery and ladies' underwear, their present stock is thoroughly up to the standard. In their linen department an immense stock will be found carried by them on consignment for the Messrs. Ewart & Son, Limited, Belfast, which they can sell direct to the trade. They report an active demand for table linens, bleached and unbleached, napkins and towels. In the dress goods department they are showing an exceptionally choice range of fancy fabrics in all the leading styles and colorings. Their display of plain coverts, melange corduroy coverts, plain two-toned effects, French silk mixtures and neat-figured fancies surpass anything previously offered by them. They have excellent values in fine twill and coating serges, and report an active demand for these goods. In black materials they show a large range in both plain and fancies. In the smallwares department a large and comprehensive range of new laces in black and cream silk Chantilly, white and butter colors, oriental, valenciennes and Irish point are shown, also a full line of torchon edgings in veilings (Brussels, net and mechlins), the latest effect in 18 inch, black grounds, with black, white, Nile and lilac spots. They report that next season the fashion will turn towards black moire ribbons for sashes, and have a fine line in stock. They are offering special value in taffeta and pure silk gloves, to retail at 25 to 35c. per pair. Their line of ladies' cotton hose, Hermsdorf dye, contain some very special values.

JOHN MACDONALD & CO.

Speaking of dress goods, John Macdonald & Co. pointed out that French organdies and English and American fancy muslins were in good demand. Grenadine effects are doing well, and all lines of French and German fancies hold their own. Some job lines are to be seen, suited to children's and ladies' dresses, and two lines of black material are exceptionally good. The new material, silk sublime, to retail at 85c., is very attractive stuff, the warp being of silk and the filling of wool. This is handsome material for evening wear, and comes in all fashionable colors. Silk crepons are selling well.

The millinery season suggests special reference to the valenciennes and oriental laces in medium widths, and also fancy cottons and black and cream Spanish laces. Muslin de soie is a new make of chiffon with more body to the material and suited to evening wear at no extra price. A superior line of ready-made skirts is shown, the materials being black lustrine, Sicilians, and crepons, black and navy serges. These skirts are tailor-made, fan backs, and lined double right up with no seams seen in the lining. Fancy silks are popular in blue, pink, Nile, white, black, etc., shades. In ribbons the demand is specially in black satins. The hosiery display is the largest on record, comprising French and German cottons, and English cashmeres. The summer glove trade presents a number of novelties in silks, taffetas, etc. A good deal of originality is shown in the trimmings and buttons. One line is an imitation chamois in color and feel. A bicycle glove combines a netted frame with soft leather palms. The vests are in all makes and prices in cotton, balbriggan and silk.

Woven Labels

Imported direct into Canada from Germany.

Duty paid to Her Majesty's Customs.

...and... Hangers

WOVEN LABELS for Clothing, Shirts, Hats, Caps, Neckwear, Underwear, Shoes and Waistbands, in any design and color.

PANTS BUTTONS WITH NAME STAMPED THEREON

We carry a full Stock for The Wholesale Trade and Manufacturers, in

- Pant's Buttons of every description.
- Coat, Vest and Overcoat Buttons in Composition, Covered and Soutache.
- Patent Pant's Buttons, attached by machine.
- Anchor Buttons. Pearl Buttons.
- Shirt and Underwear Buttons.
- Pant's Buckles of every description.
- Pant's Clasps and Hooks and Eyes.
- Overall Buckles. Bicycle Buckles.
- Chain and Woven Hangers. Mohair Braid.
- Rubber Tissue.
- Tailor's Chalk, Wax Crayons and Drafting Lead, etc., etc.
- Patent Snap Fasteners for Klondike clothing.

M. MARKUS

TORONTO:
73 Bay Street

MONTREAL:
30 HOSPITAL STREET

The **LEADING FEATURES** in Ladies' Print and Muslin Wrappers are:

PATTERN AND DESIGN

Our Most Popular Style for Spring is NO. 700.
Price, \$13.75 per dozen.

- Pattern.** Made in American Percales, Indigo, Grey, Black and White, and Dark Fancys.
- Design.** Frilled Bust and Yoke, Tight-fitting Strap Back, Coat Sleeve, Braid Trimming to match.

Perfect Fitting Garments at Popular Prices

WRITE FOR SAMPLES

The Maritime Wrapper Co.

LIMITED

Ontario Agent:
J. H. PARKHILL, 46 Toronto Arcade
TORONTO

WOODSTOCK, N.B.

Star Shirt

Established 1870.

WHITE SHIRTS

FANCY SHIRTS

NÉGLIGÉ SHIRTS

NIGHT SHIRTS

There is unequalled value in every number. Prompt deliveries are guaranteed.

E. Van Allen & Co.

Hamilton, Ontario.

Collars, Cuffs and Shirt Bosoms

"WATERPROOF."

THE 

Only the Best Materials Used

SUPERIOR TO ANY PRODUCED

The A. B. Mitchell Co.

16 Sheppard Street TORONTO

Agent—DUNCAN BELL, Montreal

MEN'S FURNISHINGS.

SPECIAL OPENING IN NEW PREMISES.

GLOVER & BRAIS have moved into their new premises at 198 McGill street, and are arranging for a special opening at the same time as the millinery openings. The quarters they are now occupying are handsome and spacious, and merchants visiting Montreal within the next couple of weeks will find much to interest them there. Lots of novelties will be on display, including a range of nickel display stands for the counter or window. These stands can be used for displaying scarfs, collars, shirts, and, in fact, all kinds of men's furnishings. A "bicycle pattern" umbrella stand is new, as is also a patent glove measure for which Glover & Brais have the exclusive control in Canada. This sells for \$2, and is a decided convenience at the glove counter.

Hygienic fleeced underwear is the latest addition to the many new lines which this firm are handling. Every garment is fleeced with wool and camel's hair, and will be made in all weights, up to blanket style, suitable for the Klondyke and other northern regions. All garments will bear a special tag, marked "Glover & Brais' hygienic underwear." The quality will be maintained, and it is hoped that this tag will be a help in selling. Mr. Brais leaves in a couple of weeks for Europe. He intends to visit all parts of Great Britain and the continent in search of new ideas.

Travelers representing the firm will be on the road within the next few weeks, showing samples for fall.

SUMMER CLOTHING AND NECKWEAR.

There are some nice lines in summer clothing to be seen this season. Coats made of several qualities of linen have block and other patterns that produce summer tweed effects in hot weather colors. Vests to match them are also shown, and Caulfeild, Henderson & Burns possess exclusive designs for Canada in these goods, which retail from \$1.50 upwards. Bicycle hose are also seen in very tasteful colors and designs, and will retail from 50c. upward. There is quite a demand for the lines without feet. This enables the bicyclist to wear cashmere socks, which can be changed during a long ride.

This house has a large range of neckwear in the new Japanese and other designs in all colors. THE REVIEW saw the goods made up, and they look even better than in the samples.

A NEW FEDORA HAT.

James Coristine & Co. report an increasing demand for Klondyke goods. They promise prompt delivery. The leading fedora hat, as reported by James Coristine & Co., is the "Underbrim," all colors. It is a big seller in New York, and the Canadian dealer is invited to brighten up stock with a sample dozen.

THE METROPOLE SHIRT IN CANADA.

Hogg & Mitchell, shirt manufacturers, Strand factory, Londonderry, Ireland, and of Winchester, England, who enjoy a high reputation as shirt manufacturers in the home markets, have agreed to confine for a term their marks, including their "Metropole" shirt with the patents attached, to the Canadian Underwear Co., St. James street, Montreal. The underwear company is making preparations to have these goods placed prominently before both the wholesale and retail trades, together with the article of "Selvqt." for which they has recently been appointed Canadian agents.

WOVEN LABELS, ETC.

M. Markus, of 30 Hospital street, Montreal, is making a specialty of woven labels for clothing, suits, hats, underwear, etc., in all designs and colors. He is also showing buttons of every descrip-

tion, including pant's buttons with any name desired stamped on, shirt buttons, levat, vest and overcoat buttons, etc. A line to him at the above address will bring full particulars.

SOMETHING NEW PROMISED.

During millinery week Fred. W. Picard, Western Ontario agent for Glover & Brais, will be at the Toronto agency, 52 Bay street, where visitors may see samples. Among the fall goods a surprising line is promised the trade. Samples will be ready to show shortly.

SPECIAL LINES OF PRESENT INTEREST.

The range of goods shown in the men's furnishing department of the Gault Bros. Co. is now complete and includes a number of special lines. Their line of bicycle hose in new designs for both men and boys is worth noting. Tartan and fancy stripe patterns in ladies' and men's cotton and cashmere hosiery are new, and their range of underclothing in balbriggan and natural wool contains some good values.

BACK FROM EUROPE.

The buyer of Caulfeild, Henderson & Burns has just returned from Europe with a number of the latest specialties in men's goods bought in Germany and other continental markets. Samples will be shown shortly.

IT MIGHT BE TRUE, BUT

To assist a man in keeping cool in summer there is a new hat that has a water reservoir in the crown with a small discharge orifice at the under side, below which is a piece of absorbent material, which is thus kept damp and cools the head by the circulation of air passing through it.

KLONDYKE BUSINESS IN TORONTO.

Klondyke business is good with John Macdonald & Co. They laid themselves out for this trade and have had good results, especially in men's furnishings, where they report large sales in such lines as underwear, half hose, mitts, sox, etc. Merchants catering for this trade are invited to see their lines.

A NEW FIRM BEGINS BUSINESS.

The new firm, Cookson, Louison & Co., have leased for their warehouse, 16 Lemoine street, Montreal, in the heart of the wholesale district, and their announcement as importers and manufacturers of men's furnishings appears elsewhere in this issue. For their first season the firm point specially to values in neckwear, waterproof coats, half-hose, sweaters and jerseys. The latter order trade will be well looked after.

SPECIALS IN COLLARS, ETC.

John Macdonald & Co. are showing a range of 4-ply collars in eight different styles, to retail at 10c., that they claim is extra value.

The same firm notify THE REVIEW that in half-hose the trade will be glad to know of two lines of black cashmere, 175 and 1191, which have had large sales and are put forward as good values. In waterproof coats, also, they have three lines, samples of which the dealer will find "business builders."

A LEADER IN CASHMERE HOSE.

Caulfeild, Henderson & Burns have a new leader in cashmere half-hose. Its number is 800, and the trade are now being offered samples. A shipment of 750 Champion is also reported.

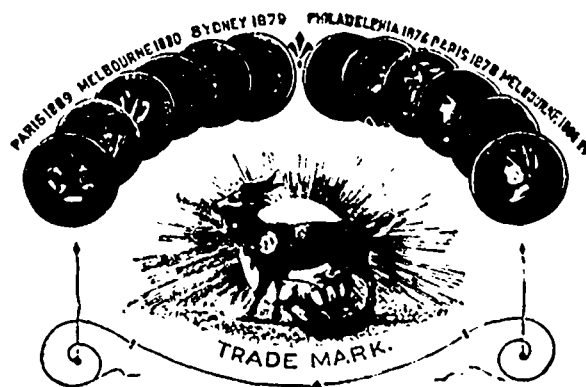
FOWNES' GLOVES IN CANADA.

Fownes, Bros. & Co. have concluded an arrangement with Mr. L. Cohn, by which they secure sole control of the well-known line of gloves manufactured by him for the United States and Canada.

Perrin's Gloves

The
Newest
Shades.

The
Latest
Styles.



The
Best
Goods
..at tho..
Most
Popular
Prices.

QUALITY GUARANTEED.

Our Travellers will be out shortly with our Fall samples, which are the most complete we have ever shown.

Perrin Frères & Cie.
Montreal ✓

Comfort in the Klondyke

is guaranteed to all who use the Improved Sleeping Bag manufactured by us. The bag is made of strong water-proof duck, with two interlinings of the warmest material and filled with Eiderdown. It has the advantage of being light and easily carried, a most important point which all miners carefully look at. This bag is an improvement on all others, and already many have testified ***There is Nothing to Beat It.***

Better Than Ever

If you want to see the finest and most complete line of **Wool, Cotton and Down Comforters** ever manufactured, ***Wait till our travellers call upon you.***

Owing to the large increase in our business last year, we were compelled to add to our plant and are therefore in a better position this year than ever to give satisfaction.

It Will Pay You to Handle Our Goods

for we have some lines that are "eye openers," both in quality and price. All goods manufactured by us will have our name on a ticket attached to article and none are genuine without it. ***Be sure you see our samples before placing your order.***

CANADA FIBRE CO., 582 William Street, **MONTREAL**

Manufacturers of Wool, Cotton and Down Comforters; Cushions and Tea Cosies of every description.
Also the celebrated Klondyke Sleeping Bag.

These gloves were formerly handled by Messrs. Werthmier & Co., of New York. The Gault Bros. Co., of Montreal, are the sole Canadian agents for Fownes, Bros. & Co., and all enquiries should be addressed to them.

MEN'S NECKTIES.

Bright colors are the correct thing for the man who follows on the heels of the latest New York fad. These are in stripes, checks, and brocades, though the quiet, neat dresser can find patterns and colors to suit him in the most up-to-date collection showing for the spring and Easter trade.

There is no business in the United States where the pace is more fierce than the neckwear trade. Styles and colors that are being jobbed to-day at half price were in great demand a month ago.

The same methods are coming to the front in Canada, with the result of a continual demand for something new, and the men's furnisher who is alive to the changed requirements of the trade, is rapidly deciding to buy the latest colorings, in the newest shapes, from those who make a specialty, in a large way, of nothing but neckwear.

ENGLISH COLLARS.

The specialty just now with Wyld, Grasset & Darling is English collars, of which they have a complete assortment in various shapes and heights. Sweaters are also receiving much attention, especially the myrtle, cardinal, black, navy and bronze colors. Boys' sweaters are selling particularly well. They have in stock some special values in rubber coats, in black, all wool paramatta, with velvet collars.

"SNAP" AND "BARGAIN."

The W. R. Brock Co.'s, Limited, men's furnishing department is at all times on the hunt for profit-producers for its customers. They are now showing two lines of braces, "Snap" and "Bargain," that have been bought for cash, and quite justify the names they bear.

JAPANESE SILKS, ETC., FOR AUTUMN.

THE REVIEW got some advance information about autumn Japanese silks from K. Ishikawa & Co. this week. The firm intend showing a large range of new fancy silks for fall. Among new effects will be the Bayadere, stripes, fancy blacks and plaids in all the the new combinations, and, for evening wear, brocaded and Jacquard taffetas. Nothing new will be omitted from the fall range, a special feature this season being Jacquard checks and plaids. Samples will be ready for March 15, and travelers will go out on that date.

Some new fancy lines for holiday and Christmas trade will also be shown by K. Ishikawa & Co., comprising new styles in scarfs, table covers, mantel drapes and other art embroideries. The largest assortment of mufflers and handkerchiefs ever shown the trade will be seen this year. Import orders for Japanese matings will also be taken, and a large demand is anticipated. The new styles in the large dark patterns now so fashionable will be shown. In plain silks, the special lines and low prices of goods for fall delivery have already resulted in good orders for August delivery. For present trade black China silks are in demand for blouse purposes, and all grades of these black silks are in stock. There is a general activity in the plain and fancy silks for spring, and demands from the smaller towns of Ontario are pouring in in such quantity that the trade has been doubled.

APPOINTED WESTERN AGENT.

The Beaver Rubber Clothing Co., 1495 Notre Dame street, Montreal, has appointed Mr. R. J. Johnston, of Toronto, as their agent for Ontario, Manitoba and British Columbia. Mr. Johnston's Toronto office is at 1 Front street east. The company are showing a Klondyke suit believed to be peculiarly well fitted to present trade, it being air-tight and as warm as fur.

W. H. Storey & Son

GLOVE MANUFACTURERS

ACTON. ONT.

To the Trade of the Dominion

Gentlemen: We are exhibiting through our representatives the largest range of **GLOVES, MITTS, MOCCASINS, SHOE PACS** and **TRAVELLING BAGS** ever shown by a single firm. Our **KLONDYKE** Goods are highly recommended by those who have seen them. See these goods before placing your orders. **QUALITY FIRST-CLASS, PRICES RIGHT.** Every customer will be waited upon in good time.

W. H. Storey & Son.

SOME OF YOUR CUSTOMERS WILL WANT A Klondyke Outfit

OF VERY WARM AND STRONG

UNDERWEAR

*Warranted
Turnbull's*

We are making a Special Line of Men's Woolen Underwear in Shirts, Drawers and Sweaters, in weight from 1 1/4 lbs. to 2 lbs. each garment. Full Fashioned, and of Fine, Soft Wool.

WRITE FOR PRICES AND SAMPLES.

GOULDING & CO.

27 Wellington St. East

TORONTO

JOS. W. WEY

6 Bastion Square

VICTORIA, B.C.

THE G. TURNBULL CO. OF GALT
LIMITED

Import Season 1898.



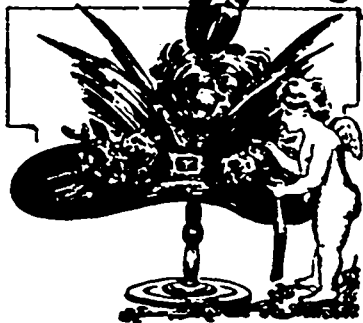
See our Special Doll announcement in April number of this journal.

Our travellers are now on the road with a complete line of Import Samples of Fine **Fancy Goods**, including Photo Albums, Frames, Celluloid Work Boxes and Manicures, Leather and Plush Goods, Bronze Ornaments, Fancy China, Fans, Purses and Wallets.

IN DOLLS we are offering special prices for import orders. We are leaders in this department, because we buy only from those manufacturers who are noted for the superiority of their goods, and while we accept none but the best of its kind, we grade prices to suit all purchasers. Our 1898 samples are now in and will be on the road in a few days.

Ask for Price List of **LADIES' BELTS** now ready. ✓

NERLICH & CO., 35 Front St. West, TORONTO



**FEATHERS ARE FASHIONABLE
THIS SPRING**

Every considerable millinery establishment has a large stock of Feathers, Plumes, Tips, Pompoms and Mounts, which would be worth as much as new stock if only they were the right color. We can make them just the same as new stock. We dye millinery supplies of all kinds in the most fashionable shades. We are not beginners. We are expert dyers of long standing, able equipment and approved methods.

We dye, clean and curl feathers.

We dye and finish union and soft silk ribbons equal to new.

Our prices are very low.

R. Parker & Co.

Head Office and Works, 787-791 Yonge Street,

TORONTO.

The W.R. Brock Company, (Limited)

Dress
Goods

Silks

Prints

Staples

We aim at having in stock suitable goods to supply the total wants of live merchants throughout the Dominion.

Woollens---

Canadian, British and German

Merchant Tailors' Supplies

House Furnishing Goods

Men's, Women's and Children's Furnishings

We invite orders--which we carefully fill.

The W. R. BROCK CO., Limited

Cor. Bay and Wellington Streets

TORONTO

REMEMBER EDMONTON AND PRINCE ALBERT.

THE necessity of capturing the Yukon trade this season was the justification in the eyes of most people for the Dominion Government's bargain with the Mackenzie-Mann syndicate. As a matter of politics, we have no interest in who gets the contract, and the terms are a second consideration compared with prompt opening of the line. We assume that, when the wrangling is over in Parliament, the events will justify the Ministers in the selection of route and the grant of mining lands to build the railway.

The average business man looks at it in this way: Let us open a route quickly and for immediate use. This will secure the outfitting trade for Canadian cities. Other questions can be settled later on.

One of these questions is the route north from Edmonton and Prince Albert by inland waters and well-known trails to the Canadian Yukon. These trails go through valuable north lands well adapted for settlement. It should be the aim of the Canadian Government to divert some of the traffic that way later on. Parliament not being asked to vote any cash subsidy to build the link of railway required on the Stickeen route may fairly be asked to do something for Edmonton and Prince Albert. Action should be taken this session.

As for the Senate, unless it can be clearly shown that there is something corrupt about the Mackenzie-Mann contract, or that public opinion loudly calls for interference, the second chamber would be wise not to prevent the creation this spring of an all-Canadian route. But the point is raised that the mouth of the Stickeen river being in territory claimed by the United States, the route chosen may not be all-Canadian, since the Washington authorities may put obstacles in the way of transshipment that will virtually close the way. On this point, the responsibility must be left to the Government. The Ministers, if they insist on going on with the contract, must have information which they cannot conveniently disclose. It is one of the privileges of a Government to demand some confidence from Parliament when international issues arise. Should the Stickeen be practically closed to Canada later on, by provisions quite within the terms of the Washington Treaty of 1871, then the Ministers would suffer terribly in public opinion. They take that risk, and are entitled to advise the country often in matters where all the facts cannot be made public.

There is so much politics in this question that one hardly likes to discuss it in a trade paper, through fear of misconception. But it is, first and last, a business question, and quick action to capture the Yukon trade for the trade centres of Canada outweighs every other consideration.

RETAILER'S COMPLAINTS.

Our friend "Retailer," whose letter appears on another page, is perfectly candid in his criticisms, and is entitled to a hearing and a reply. The attention of the "Head Clerk" is directed to the reference made to his department, and the latter will doubtless reply in due course. As regards the other point, the appearance in THE REVIEW of notices of goods handled by certain firms, it is well to say, has been a subject of enquiry before. There is point in the way "Retailer" puts it, and there exists a difference of opinion

among readers upon the question. Many of our readers are interested in new goods described as a matter of news to the trade, and when coupled with the name of the house handling them the information embodied in the items can be utilized at once by the dealer. A selection is always made from the mass of material of this kind which accumulates each month, and if the phraseology sometimes suggests a puff rather than actual news, it is due to oversight rather than intention.

CANADA EXPORTING COTTON.

FOR several years the Canadian cotton mills have been quietly exporting a few cotton goods, until last year the value of this trade nearly touched the million dollar mark. The bulk of the goods go to China, the mill at Montmorency, Que., making a specialty of supplying that market, the rate for freight over the Canadian Pacific railway and steamship lines direct from the mill at Quebec being apparently favorable to the shipments. Last year the value of the cottons exported to China reached \$628,000, the highest point yet attained. Some specialties in cotton goods also find their way into the United States, although this avenue of outlet is interfered with by tariffs.

To Great Britain we sent last year Canadian cottons valued at \$60,000, although these may have been intended for re-export to other countries with which we have no direct communication. The demand from Australia appears also to be looking up, and last year the value of cottons sent to the antipodes was \$77,000. These are probably colored goods, including prints, etc., and are the result of special efforts made by agents sent there from Canada. The French island of St. Pierre, off the coast of Newfoundland, takes some Canadian cottons, and Newfoundland itself \$15,000 worth. When the colony enters the Dominion, as some day will happen, we shall probably make all the cotton used there. A small experimental shipment made to the Sandwich Islands three years ago does not seem to have resulted in any permanent trade, nor are we ever likely to compete with United States manufacturers in that region. A tabular statement of exports for three years past may interest our readers:

EXPORTS OF CANADIAN COTTONS.			
To—	1897.	1896	1895.
China	\$628,800	\$519,211	\$319,122
United States.....	127,542	141,849	150,722
Australia.....	77,380	19,560	60,328
Great Britain.....	69,149	22,309	7,488
Newfoundland	15,427	15,790	10,948
British Africa	2,723	12,010
British West Indies.....	219	2,129	3,696
British Guiana.....	167
France.....	14	46
St. Pierre.....	2,761	3,885	1,630
Danish West Indies.....	40	76
Haiti.....	78	5
Germany.....	430
Hawaiian Islands.....	47
Holland	137
Spanish West Indies.....	67
Total.....	\$915,327	\$766,812	\$546,168

These are all goods made in Canada. In addition to these small re export takes place, chiefly of English cottons, to the United States, and vice versa, each year. The figures for this trade were In 1897, \$9,400; in 1896, \$9,800; in 1895, \$7,500. The mills

are chary of giving information relative to exports of cottons, but, judging by the expansion of the past few years, the trade may grow in time to respectable proportions. The new Canadian tariff does not seem to promise much embarrassment for Canadian cotton manufacturers, and the profits indicated at the meeting of the Montreal Cotton Co. the other day appear to show a fairly flourishing state of affairs.

OUR BUSINESS WITH NEWFOUNDLAND.

THE REVIEW'S advices from Newfoundland indicate that the Island railway is being leased to a Canadian syndicate, and that the new Government of Sir James Winter favor the appointment of an Imperial commission to make an independent enquiry into the financial and commercial position of the island. This would include a careful investigation into the French treaties which injure Newfoundland's trade, as well as her control over her own coast territories. Our readers may sometimes wonder why we insist so strongly upon a control being exercised by the commercial interests upon the politicians. The case of Newfoundland nicely illustrates the point. The English politicians of the last century signed treaties with France which have entailed upon Newfoundland endless difficulties and strife and have unquestionably retarded the development of the island. But this is not what we started out to say. The question of uniting Newfoundland to Canada is bound to come up sooner or later, and although the population is not large in numbers, it is valuable in consuming capacity. The people engage chiefly in the fishing industry, and produce neither enough food products nor manufactured goods. For that reason Newfoundland is a better market than many more thickly populated communities. Canada ought to do a much larger trade with the island than is now done. It is surprising how this business question has been neglected by all our politicians. Either by political union or by a reciprocal trade arrangement Canada ought to seek the bulk of the Newfoundland trade. Last year we exported only \$1,500,000 worth to the island. That figure should be doubled at least. The details of our principal exports to Newfoundland in 1897 were, in round numbers :

DRY GOODS, ETC.		FOOD PRODUCTS, ETC.	
Woolens	\$28,000	Flour.....	\$270,000
Cottons	15,000	Butter.....	115,000
Clothing and wearing apparel	15,000	Cheese.....	12,000
Hats and leather.....	195,000	Fruits.....	20,000
Hardware, etc.....	75,000	Oats and oatmeal.....	56,000
Drugs and medicines.....	17,000	Animals.....	81,000
Carriage	13,000	Meats.....	35,000
Wool manufactures.....	60,000		

There is no valid reason why this trade, which has an interest for every industry in Canada, should not be developed. The politicians in Parliament quarrel for hours over some post office appointment, or one accuses the other of a misstatement, and a long debate ensues. Merchants stand by, working hard themselves, and allow men who are paid \$1,000 a year to transact our business for us, to dabble and fritter away time in senseless wrangling while the commercial matters get pushed aside. We point to the deplorable or stationary position of our trade with Newfoundland as a case where Canadian Governments have not done their duty for many years past.

SMUGGLING ON A LARGE SCALE.

COMPLAINTS from well-informed private sources have been laid before the Ottawa Government that smuggling along the Essex frontier has rapidly increased during the past few months. Windsor, Sandwich and Walkerville, three towns close together, contain 20,000 inhabitants and ought to support a large retail dry goods trade. As a matter of fact, the merchants have to stand an abnormal competition from the enormous amount of smuggling that goes on. One Detroit firm is said to do a business of \$60,000 a year with Canadians alone.

The cause for the increase of smuggling is thus explained: Special officers of the Canadian Customs Department used to be on duty along this part of the frontier, and persons who smuggled were in daily fear of exposure and punishment. Owing to a desire for economy these special officers have been withdrawn during the past year and the duty of preventing smuggling was thrown upon the regular resident officials, who do all they can, but who for certain reasons cannot be expected to prevent smuggling as a stranger can. They are known by sight to the local people. Offenders, therefore, avoid them as far as possible. Women are among the worst offenders, and to detain or search a woman is to render her your mortal enemy for life. Some men who go into the armed warfare of battle with a light heart quail before the angry flash of a woman's eye. As for her tongue! How many of us dare stem the torrent of feminine eloquence? When she happens, also, to be handsome, and that is often—since the prettiest women are the most confirmed of smugglers—what are you going to do?

Now, this is no laughing matter. It is a case of deadly wrong to the Essex merchants, and must be stopped in some way. The Customs Department should assign officers to the task who cannot be identified and dodged by the smugglers.

NOVA SCOTIA'S STEP FORWARD.

The effort made by Premier Murray and Attorney-General Longley, of Nova Scotia, to amend the provincial insolvency law is to be commended. At this writing (Feb. 28) we do not know whether the bill will pass the Legislative Council or not, but in the interest of the country we sincerely hope it may. The Government, by initiating the measure, recognizes the need for the amendment, and the ministers are to be congratulated upon their wisdom. But, supposing the bill fails to get through, we cannot see that the Dominion Government is relieved from the obligation of taking action. Amendments to the chaos of provincial legislation are steps in advance, but, until we see a uniform federal law, the agitation will never cease. Are the Dominion ministers so blind that they cannot see the direct relation between sound insolvency laws and the attraction of British capital to Canada for investment? The position of affairs is not merely that British merchants selling goods here shall have an equal chance with others in being paid, but, in addition, that this country shall be known in England as a safe place for sending capital for permanent lodgment. The annoyance felt by English merchants who have been losers here by unjust laws extends to the monied class generally, and, instead of Canadian resources of all kinds being exploited as they desire, there is a disposition to shun Canada. Let us have an honest insolvency law.

AS TO MEMBERS OF PARLIAMENT.

WE APPRECIATE the reference to insolvency, made by The St. John Globe, because it proceeds from a journalist of ability as well as a member of Parliament. The editor of The St. John Globe requires no instructions from THE REVIEW, or from anyone else, on how he should vote regarding insolvency. We have no doubt that he will act conscientiously and intelligently no matter what conclusion he reaches. There are some members of Parliament of equal good faith and ability no doubt, but there has grown up a class of representatives who should not be in the House of Commons at all. It is upon persons of this class that we think pressure should be put to force them to take an intelligible and defensible attitude upon insolvency. Parliament is overrun with politicians to the detriment of business, crowded with men who ask, whenever a question comes up: "How will it affect the Party?" Now, as business men, we are not primarily concerned about either Party. The party system is a convenient basis on which to administer the parliamentary affairs of a country, but it is not a god to be worshipped in season and out of season. Our complaint, as merchants, against members of Parliament is that they grow more and more incapable of judging public questions apart from politics. We fear that the insolvency law is the victim of a fear engendered by party men who object to dealing with any subject which is not forced upon them, and which may cause complications. The session of Parliament is now in full progress, and up to date of writing (Feb. 28) we are ignorant of the Government's intentions. The non-passage of an insolvency bill will cause great dissatisfaction among the most influential merchants of Canada, and the Ministry may rest assured that their worst enemies could not wish them to take a more mischievous, injurious and disappointing course than to dally and fumble with a question which affects Canada's reputation abroad and the soundness of commercial methods at home.

HINTS TO RETAILERS.

By a Head Clerk

HERE are a few reasons why people patronize large dry goods stores instead of the smaller one near at hand:

In a number of cases merchants divide the pieces of goods, when lady customers come in, into half; one piece is marked, as a rule, at a fair figure, the other a little more per yard. In some cases the difference is as much as twenty-five cents.

This I saw once myself. I was talking to the owner of a small dry goods store, when a lady came in and wanted to see some black cashmere. He showed her a piece at seventy-five cents a yard. She asked him if he hadn't something a little better. "Of course, madam," he said, "here is a piece ever so much better, at one dollar per yard." She looked at it and said: "I cannot see any difference in the two." He: "This piece is a little heavier and far better quality of wool; it is more strongly woven together, and though it is only twenty-five cents more, it will wear twice as long." She could not see it, but finally he convinced her that it was so. She said "Of course you, being in the business, should know more about it than one who is not. I will take eight yards of that, and I hope it will turn out as you say."

After the lady had gone out he said: "That's the way to do

those kind of people up. We always keep the same kind of goods in two separate rolls, and, if they want something a little better of the same line of goods, we just pull out this other piece. The place being on the dark side, nine cases out of ten we can bluff them into it."

One cannot fool the public for ever, and, when they once become aware of it, they not only forsake you, but all small stores are thus (unjustly) classed as the same, and they naturally go to some larger store, where unfair methods are neither considered wise nor honest. They go where everything is conducted on straightforward business principles.

Another case: a lady went into a dry goods, boot and shoe, etc., store. The clerk promised that if anything went wrong with shoes bought there, inside of a month, he would give her another pair. In the stipulated time the shoes gave out. When she came back with them the clerk said that he had not promised anything of the kind, and would not do it. She then left him to do as he pleased, and went to a larger store, although it was down town and considerably out of her way. When she left the store she said: "What a fool I was to go to such a small, good-for-nothing store."

Every merchant should adopt the most modern methods and straightforward principles for conducting his business. It always pays.

A MONCTON MERCHANT IN TOWN.

MR. McSWEENEY, Moncton's enterprising and successful merchant, was in Toronto a few days ago on a buying and business trip, and while here had a chat with THE REVIEW. "Business is very fair with us," he said, in answer to a query. "although the general revival of trade may not be so pronounced in New Brunswick as with you in Ontario, since the export of lumber, a staple product with us, has been rather quiet. However, we have no reason to complain, and Moncton, a railway centre, continues to progress. If the engine building and other railway work could all be concentrated at Moncton it would, of course, be better for local trade." "What about an insolvency law, Mr. McSweeney?" asked THE REVIEW. "I think we ought to have one, although you must remember that our New Brunswick law is in better shape than the present Nova Scotia law. Although the retail merchants are not as a body so much interested in insolvency as others, yet I think for the good of business and the reputation of the country, an equitable distribution of insolvents' estates should be provided for. I read Mr. E. B. Greenshield's remarks on the subject. He is a clear-headed man, and he put the case very fairly, but I doubt if the Dominion Parliament will pass an insolvency law this session."

LOST OR STRAYED.

A shipment of several cases of "Silcoton" for R. Henderson & Co., shipped from Milford, N.H., in January last, have gone astray. Though tracers were sent after them from both ends, they could not be located.

NEW LINES FOR CANADA.

Mr. M. Markus will shortly leave on an extended business trip through Europe to visit the manufacturers he now represents and to arrange for new lines for the Canadian trade.

A special purchase of job embroideries, in assorted case lots, is causing quite a flutter in the trade. The W. R. Brock Co., Limited, made the purchase and can show you samples of each line.

THE EYES OF THE WHOLE WORLD

are directed towards Canada to-day. The
Eyes of the whole of Canada are di-
rected towards

Good Clothing

Everything points to a good year's business. Do you want to be in the foremost rank of the Clothing business? If so, buy your Clothing from us. We are building up a reputation for our goods by giving the best in every way.

Best Fit Best Finish
and Best Value

We are pushing Black Goods next month. We are always open for business. Our methods are the newest and our stock the freshest on the market. Try us and be convinced.

A. S. CAMPBELL & CO.

256 ST. JAMES STREET

Montreal.

REDUCTIONS IN STAPLE COTTONS.

A SLIGHT RIDDLE IN PRICES—CUTS TO MEET COMPETITION BY CANADIAN MILLS—CANTONS, PILLOW COTTONS AND SHEETINGS AFFECTED.

THERE were some rather extensive drops in the prices of Canadian cottons announced on March 1. The Dominion Cotton Co. dropped the price of canton flannels to meet the competition in those goods recently inaugurated by the Canadian Colored Cotton Co. In the lower numbers the drop is as much as 10 per cent. The prices of the medium numbers are from 5 to 7½ per cent. lower. In No. 10 and higher numbers there is no change in price.

A large cut was also announced by the Dominion Cotton Co. in pillow cottons, amounting to 12½ per cent. in some cases. In the higher lines the drop is 10 per cent. all round. This is understood to be due to the competing prices of the Merchants Cotton Co. in these goods.

In sheetings, also, some cuts in prices have been made. The Dominion Cotton Co. have lowered the price of some of the lower lines of bleached sheetings ¼ to ⅓ c. per yard. In unbleached sheetings some of the lines are down from 12½ to 15 per cent. in price. These reductions are likewise due to the price list of the Merchants Cotton Co. These changes apply to present lines, and it is said that fall prices will not be definitely decided until the tariff is brought down in Parliament.

In colored cotton no changes of price were announced on March 1, and, as in a few lines there is some scarcity owing to the unexpectedly large demand, no immediate change in Canadian colored goods is expected by the trade. The situation all round, however, is uncertain, and the possibility of some tariff change, even slight, would alter conditions.

WHERE PAPA GETS ILL-LUOK.

He—Darling, don't you know that it is unlucky to postpone a wedding?

She—I can't help that. My dressmaker is sick, and I'm afraid it would be more unlucky if I were to go ahead and get married before having all the clothes I want made while my father is still willing to pay for them.—Chicago Post.

G. P. R.

The W. R. Brock Co., Limited, report a large sale of their special line of Louis Hermsdorf's stainless black cotton hose called "C.P.R.", occasioned, no doubt, on account of the price being "cut rate" similar to the rates of the railway the name of which it bears.

NEW TRADE MOVEMENT IN BRITAIN.

It is impossible to doubt that we are in the presence of a vitally important new departure in British industrial life, says *The London Draper's Record*. The tendency towards combination among manufacturers for the purpose of keeping up or raising prices, first noticeable, so far as the dry goods world of this country is concerned, among makers of sewing cotton, is unmistakably spreading. Despite one or two failures—such as those of the calico printers and manufacturers of iron bedsteads—the notion of combination has clearly "caught on" in certain producing circles. We have had the two great thread combines, and now we are confronted with the consolidation of a number of fine cotton spinning businesses, and a similar "combine" among the flax spinners of Ireland and Scotland. The subject is too large to be dealt with in a "Note,"

except very briefly. The new movement is certainly not in harmony with the best traditions of British industrial enterprise, but this is no conclusive proof that it will fail. That something needs to be done to stop the steady fall in prices in connection with certain manufacturers is unquestionable. Whether combination among the makers is the true remedy remains to be seen. But the public will look very askance at the creation of anything even distantly resembling the plundering "trusts" which are disorganizing legitimate trade in the United States.

VOGUE OF THE BUSTLE.

THE bustle is now an established fact in the fashion world. There can be no longer any doubt of a widespread vogue for this feminine foible. All of the best dressmakers are turning out new gowns to be worn with slight distension at the back. Metropolitan shops are showing dainty pads of silk stuffed with curled hair and braided and woven wire extenders, graceful and skilfully in style.

As is always the case at the beginning of every new fashion, the extremes in size are avoided. In some cases the bustle of the present mode is only a slight pad, adjusted in the folds of the dress skirt, again, a pad of the same style is seen separate from the skirt, that the one bustle may do service for any number of gowns.

The extent of the bustle vogue is attested by the business manufacturers are having in these lines. Beginning in a small way, a few months ago, manufacturers of bustles, correct in style and dimensions, have been obliged to more than triple their capacity for turning out these articles.

In connection with the corset or ladies' lingerie department, every metropolitan retailer is showing complete lines of bustles. Ingenuity and skill have set to work to produce such bustles as will be acceptable to the most fastidious feminine taste. In consequence, there are a number of new claimants for favor in the bustle line.

One of the most successful of these is a sanitary bustle, made on an entirely new plan, combining, as it does, durability, comfort and cleanliness in one. This bustle has a shaped cover in various grades of goods, as nainsook, cambric, percaline, silkline, China, Japan and taffeta silks. The attractive feature of the bustle is the patented opening through which the curled hair may be removed and the cover laundered. This opening closes with a cleverly designed flap, which fastens securely with button and buttonhole. The many advantages claimed for this bustle are paramount. The size may be adjusted according to the figure of the wearer. It is extremely light, being stuffed with curled hair, and is brought out in most attractive materials and colors. The better numbers are being daintily trimmed with lace. This bustle is scoring a distinct and gratifying success. It is now on sale in the metropolitan retail houses of Chicago and New York, as well as many of the smaller cities, and the manufacturers has every reason for strong faith in its future.—Chicago D.G. Reporter.

BUYING AWAY FROM HOME.

The Nashua, N.H., *Telegraph* has begun a crusade against the habit of trading away from home, indulged in by people of that city. It takes the part of its home merchants and makes comparisons with other places, prices and merchandise, with the weight of evidence in favor of its home town. The paper throws its columns open to a discussion of the question from individual points of view, and invites its readers to submit their opinions, and if they have grievances against local stores or store methods to air them, too. This is a step that might be imitated by the local papers of towns that suffer from the thoughtlessness or whims of people who take their money to other towns, probably for no good reason.—N. Y. Dry Goods Chronicle.

THE GAULT BROS. CO.

LIMITED

MONTREAL, QUE.

WOOLLEN DEPARTMENT:

We beg to advise the Trade, especially the Tailoring and Woollen Trade generally, that our representatives will be showing our Fall and Winter Patterns of Imported and Canadian Woollens of all kinds. This will be the greatest range we have ever shown. We also have pleasure in stating that we will have the full range of Messrs. Auguste Dormeuil & Co.'s Woollens and Fancy Vestings. We are the sole agents for Canada for their extensive range of goods. In Tailors' Trimmings we think we can beat the world.

GENTS' FURNISHINGS DEPARTMENT:

"ENDURA" Brand Underclothing in Balbriggan and Natural Wool, all in stock in standard qualities, from the cheapest to the best. "ENDURA" is our registered Trade Mark and is a guarantee of reliability.

Cashmere Hose and Half-Hose—two-thread goods our specialty— from \$1.65 per dozen up, stock complete. Cotton Hose and Half-Hose in all qualities, guaranteed stainless.

Owing to late sharp advances many lines are now being sold at less than manufacturers' present prices.

As this is the month when many buyers will be visiting this market we beg to announce that our stock is fully complete, and in every department job and special lines will be found that will well repay examination.

Sole Agents for Fownes' Celebrated Gloves.

THE GAULT BROS. CO., Limited, MONTREAL

THE HISTORY OF LACE.

IN view of the present popularity of lace, it may be of interest to note a few facts in its history as given by competent authorities. Italy and Belgium were the nurseries of the art. The Italians are said to have learned from the Greeks, and from old pictures showing the collars and stomachers of rich lace worn by the great ladies, painted by Bellini and others, it may be inferred that bobbin and point lace were made in Venice and Genoa at least 400 years ago. Lace-making was carried on in Flanders in the 15th century, perhaps even earlier, and from there spread over Northern Europe. Flemish refugees founded the Honiton and Buckinghamshire lace industry in England, and the well known Barbara Uttman, who introduced the manufacture of lace into Germany, which gave employment to about 30,000 people, and who has been justly styled the benefactress of the Hartz mountains, learned from Flemish teachers about the year 1560. The results of her works are still seen, for the making of pillow laces is the winter occupation of the women and children in the mountain villages; little things of four begin to learn from their mothers, and in a few years become very expert. Classes have been started in some of these villages for the improvement of workers in point and pillow laces. The finer kinds of Torchon lace worked in silk and joined by invisible stitches to form curtains, bed coverlets and other articles, are sometimes very beautiful and rich, yet not particularly costly, but old records supply us with prices of other laces which would surprise the most extravagant now-a-days; for example, 24 cravats, requiring 78 yards at £8 10s. per yard, a total of £663; lace used in making six new razor cloths for William III. amounted to £270, and £499 was spent on lace for 24 new night shirts.

Dresden lace was in great demand about the middle of the last century, and prizes for the best imitation were offered in England

and Ireland. Now, however, that industry seems to have entirely disappeared. Other German cities, where a flourishing trade in lace was once carried on, have now only the patterns and records to remind them of this once famous industry.

During the 17th and 18th centuries the use of lace was the rage in Holland, and we read of door knockers being tied up with rich point lace, on the birth of a child. Switzerland, at one time the abode of many foreign lace makers, produced exquisite specimens, the imitation Brussels lace made there being considered quite equal to the real, but now Swiss laces are machine made, and no more of the fine, beautiful laces are worked for sale.

The ordinary Torchon laces, now extensively manufactured in great variety, had their origin in a lace called "Eternelle," on account of its great durability, and that seems to have been the outcome of knotted head coverings, made for the miners, which suggested the production of a simple kind of lace. Since then, enormous quantities of these cheap, strong trimmings have found their way in all directions. Although neither England nor Ireland have made any special effort to improve the lace industry by introducing new designs, both countries can boast of very good laces in quality and pattern, but probably Brussels lace will be found to exceed any other in originality and artistic beauty.

MONTREAL BUSINESS TROUBLES.

Boisseau Freres, of St. Lawrence street, are the latest addition to Montreal retailers who are in financial difficulties. Their liabilities will probably reach \$110,000, and are divided among a number of large houses. Stock is now being taken, and it is probable that the creditors will wind up the estate themselves.

The creditors of Blumenthal & Co., whose failure was referred to last month, have refused an offer of 35c. on the dollar, and the estate is now being wound up.

The Arrival of the Fittest!

The fittest means of fitting forms!



WHAT IS TAILORMAID?

It is the result of years of brain cudgelling over the difficulty of fitting and fastening waists.

A New "Wrinkle" to remove an old one!

Every woman has known the old wrinkle, and has suffered from it, therefore, every woman will welcome TAILORMAID.



With Tailormaid.

What does Tailormaid do?

It does three things, and does them well:

- Keeps your waist closed smoothly.
- Prevents gaps and wrinkles.
- Makes the waist appear smaller.

Send for Samples.

W. E. WALSH
13 St. John St.
MONTREAL

Selling Agent for Canada

QUEBEC, 10 Notre Dame Square

WREYFORD & CO.

McKinnon Building, and 85 King Street West.

Toronto.

Manufacturers of "NANSEN" BRAND

KLONDIKE CLOTHING

MACKINAW - DUCK - LEATHER WARM UNDERWEAR

and the

"NANSEN" SLEEPING BAG }
Waterproof, Sanitary, Portable, }
Camel Hair Head Covering. }
Retail at... \$15.00

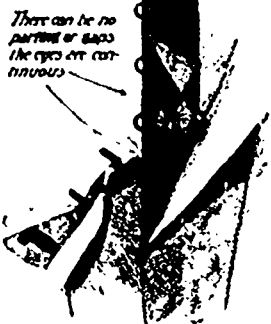
Close Prices for "Yukon" Blankets, Moccasins, Mitts and Miners' Boots.

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Young & Rochester
LONDON, ENG.

Manufacturers, Shirts, Collars, Neckwear, etc.

Tress & Co., London, Eng.,
High-class Hats and Caps.

Hester



There can be no parting of gaps the eyes are continuous

MARK FISHER SONS & CO.

Woollens and Tailors' Trimmings

Merchant Tailors will find our stock to comprise the **Largest Assortment of Imported Woollens** in the Dominion.

We are also proprietors of the celebrated Klondike Serge; users of which, will please see that it is stamped with Maple Leaf and Beaver.

*Received May 4th 1895
to firms representative*



KLONDIKE SERGE

N.B.—Letter, Telegraph, and Telephone orders receive prompt attention.

SAMPLE ROOMS :

ST. JOHN, N.B.

72½ Prince Wm. St.

HALIFAX, N.S.

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LONDON, ONT.

423½ Richmond St.

VICTORIA, B.C.

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Warehouses: TORONTO, 60 Bay Street

MONTREAL, Victoria Square

Kyle, Cheesbrough & Co. Montreal

THE LACE WAREHOUSE OF CANADA.



Importers of Novelties in

Dry Goods

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Silks, Braids

Curtains

Embroideries

Gloves, Hosiery

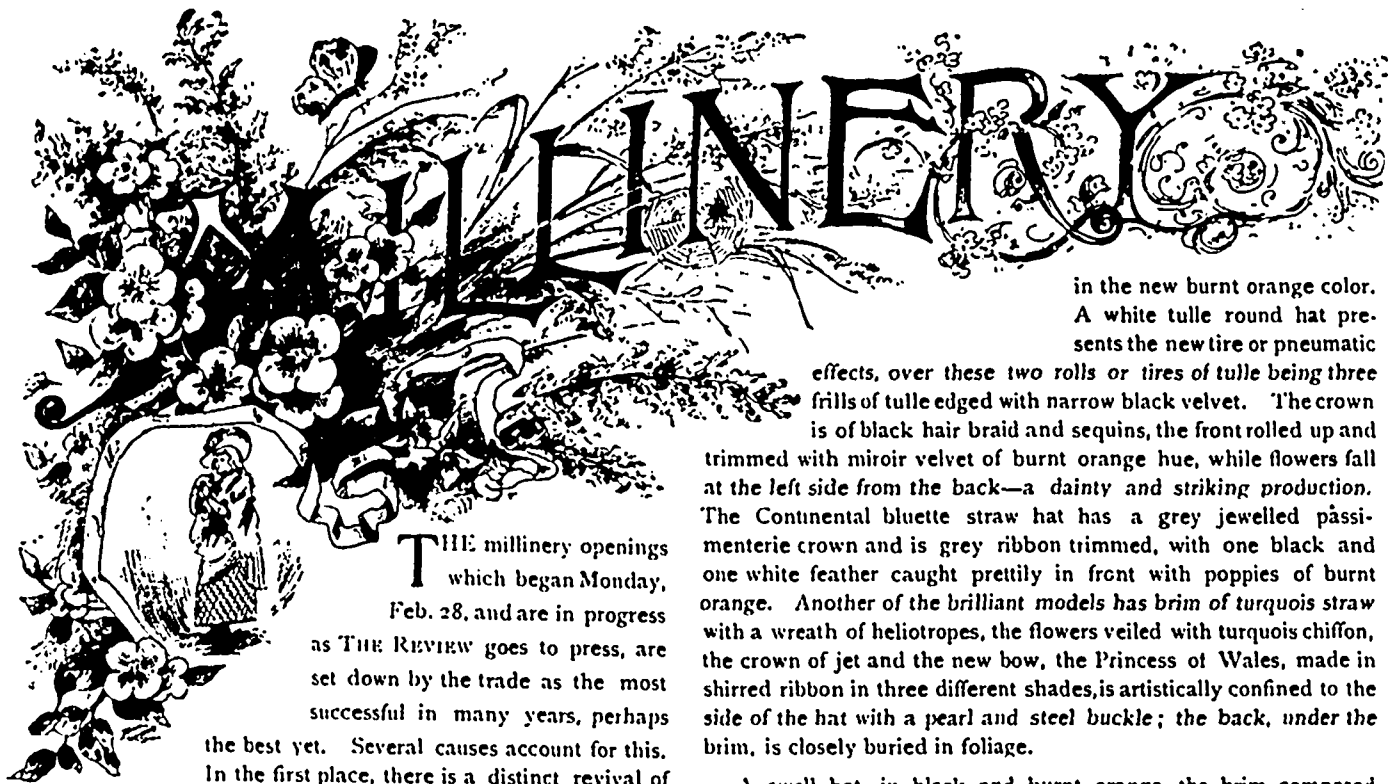
Muslins and

Dress Goods, etc.

OUR TRAVELLERS

Now have in their hands complete sets of samples for the Spring. We are showing this season the largest and choicest collection in our line ever offered the Canadian trade.

Kyle, Cheesbrough & Co. MONTREAL



THE millinery openings which began Monday, Feb. 28, and are in progress as THE REVIEW goes to press, are set down by the trade as the most successful in many years, perhaps the best yet. Several causes account for this. In the first place, there is a distinct revival of trade. Then the cutting of railway fares by the two big railways induced many persons to visit the markets, and even the week before the openings buyers were numerous. The weather for the first two days has been delightful. The openings in Toronto at McKinnon's, Ivey's, McCall's and Goulding's were all largely attended. Thomas May & Co. also had their Toronto showroom well attended.

THE JOHN D. IVEY CO., LIMITED.

There was a great rush of millinery buyers to the handsome showrooms of the John D. Ivey Co. on Monday, Feb. 28, beginning as early as eight in the morning and continuing all day in an incessant throng. The showrooms were literally jammed, and many were the expressions of delight and surprise at the beautiful styles shown.

The hats and bonnets most admired were specially made in Toronto by the firm, and were models of taste, skill and artistic talent. It is only possible to notice a few of the most striking. One, the Shepherdess hat, with the stylish droop behind, is net, the ends of accordion shirred tulle outlined with jet sequins, a large flat brim bent down at the back, garnished with one black and one white feather and one osprey, from each side of the back large bunches of locust flowers. Another dream of beauty in the Shepherdess hats had the brim composed of pansies veiled with black net dotted with sequins, the soft crown was of horsehair, and there was an Eugenie bow of striped heliotrope ribbon at the back. The front was set off with black and white feathers with steel ornaments, and yellow cowslips came from under the brim at the drooping back. These were both superb combinations and reflect credit upon the artist who designed them.

In a Lily hat the crown was entirely of lilies of the valley, the brim of green satin straw veiled with crystal net. The brim is rolled up at the back and caught with a chic bow of shaded white and green ribbon, the garniture is osprey. The High Class Walking hat is a charming conception, the ends of white tulle and all veiled over with black hair braid and sequins, the trimming, two black ostrich feathers with dart-shaped ornaments of rhinestone, running up on the feathers. From under the brim at the back are two roses

in the new burnt orange color. A white tulle round hat presents the new tire or pneumatic effects, over these two rolls or tires of tulle being three frills of tulle edged with narrow black velvet. The crown is of black hair braid and sequins, the front rolled up and trimmed with miroir velvet of burnt orange hue, while flowers fall at the left side from the back—a dainty and striking production. The Continental bluetie straw hat has a grey jewelled passementerie crown and is grey ribbon trimmed, with one black and one white feather caught prettily in front with poppies of burnt orange. Another of the brilliant models has brim of turquois straw with a wreath of heliotropes, the flowers veiled with turquois chiffon, the crown of jet and the new bow, the Princess of Wales, made in shirred ribbon in three different shades, is artistically confined to the side of the hat with a pearl and steel buckle; the back, under the brim, is closely buried in foliage.

A swell hat, in black and burnt orange, the brim composed only of wires, is covered with burnt orange velvet and draped with black jetted net; the crown is of tulle shirred in accordion fashion and trimmed with black ostrich plumes; the back has the taking droop effect and under the brim is trimmed with burnt orange crushed roses. A very catching little hat is of turquois zephyr, covered with a turquois jewelled crown trimmed with wired rosettes of turquois ribbon, veiled, and a true lover's knot of black ribbon velvet. The trimming is jetted quills, and a bunch of black violets catches it at the back. A very swell hat is of black chiffon, black hair and sequins brim, trimmed with shaded crimson poppies veiled with jetted net; the right side has a bunch of black ostrich feathers and the left side is turned up slightly with foliage. Another large black hat of striking style is made of black chiffon, the brim being shirred in the new manner called fishbone, the edge of the brim having a folded binding of jetted net; the crown is an accordion shirring of chiffon coiled in the tire fashion; the trimming is three elegant feathers and burnt orange poppies under the brim at the back.

A large hat of cream color, the brim of full puffed chiffon with black lace appliqued, has a crown of three shades of burnt orange velvet shirred in three leaves, the trimming of black ostrich plumes and steel ornaments. The sailor shapes are tastefully trimmed. Two caught the fancy, one a massing with chiffon, cream and yellow lilacs veiled with chiffon with velvet polka dots, and under the brim, shaded crushed roses; another, of white straw with black velvet roleaux, the trimming scarfed, three shades of ribbon being used, burnt orange, tan and green, the ends of the ribbon falling gracefully over the left side of the hat, the trimming of jetted quills and jetted buckles; under the brim at the back is massed with unmounted violets. A floral hat is made of heliotrope colored hyacinths, trimmed with high standing bows of green taffeta ribbon, the brim caught up at the side and banked in with foliage and jonquils.

Several new ideas in millinery are attractive. Three shades of three new colors (burnt orange, turquois and pink), blend well together on one hat. Straw zephyrs and metallic passementerie are new materials. The black lace appliqued on cream chiffon has charming effects. A new fad is the use of green oats for crowns of

WHOLESALE MILLINERY...

A
*Decided
Success*

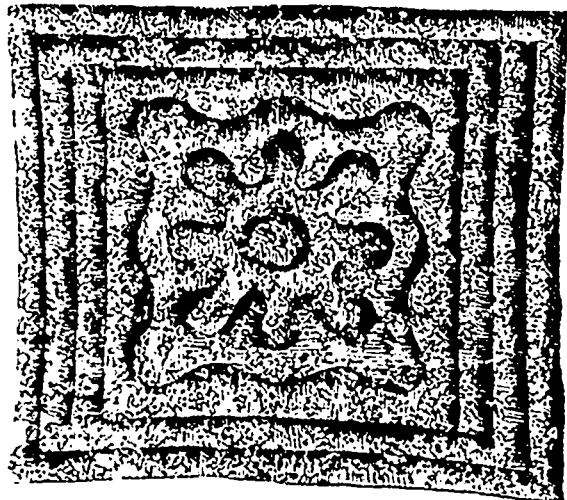
Our Spring Opening has been a decided success in every respect. We had buyers from every Province of this Dominion in larger numbers than ever. That

Our Goods are Correct

is evidenced by the unusually large sales. The trade will please note that we will receive weekly shipments from Europe throughout the season, and daily shipments from New York, in order to keep our stock up to its usual high standard. **Our Letter Order System** will attend to all immediate wants with the same promptitude as heretofore.

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

ALASKA BRAND GOODS



The "ALASKA" Down Quilt.
Ventilated with Silk Eyelets.

The quilt that never sheds the down. The quilt that brings you customers and keeps them. For wadded quilts, remember the name "PURITAS." We tag all our comforters, because we are proud of them.



A
Few
Of
Our
Lines



OUR SOFA CUSHIONS AND BED PILLOWS are warranted colorless. Large stock of Feathers and Down always on hand.



WEIGHT, 15 LBS.

The "Alaska" Eiderdown Sleeping Bag.

The lightest and warmest form of bedding for out of door life. Both the Sleeping Bag and the Cap or Hood were adopted for the outfit of the Government expedition to the Yukon. Major Walsh and his staff are now using them every night.



The **ALASKA FEATHER & DOWN CO., Limited, 290 Guy St., MONTREAL**

Hats and bonnets veiled over with red lace and chiffon. White birds spangled is another novel ornament. A new material is brilliant net and is easily made into bat wings for trimming purposes. One could spend hours at the magnificent display of the Ivey Co. without exhausting the new ideas found there and so tastefully put together.

S. F. MCKINNON & CO.

S. F. McKinnon & Co. are in high spirits over the results of the first spring day in their new warehouse. During a conversation on Monday afternoon they said that their most sanguine hopes had been realized and that never on any previous occasion did so many buyers throng their warehouse on the first of their opening days. This, together with the free buying and the heavy sales of the day, convinces them of at least two things, that their new warehouse is located in the right spot and that their stock is correct in every particular. Continuing, they said in regard to the buyers present, in their opinion, there are more in the city from a distance than on any former spring occasion, and that every province in the Dominion was represented.

The mouthpiece of this firm also said that they had previously through these columns expressed their great confidence in the business outlook for spring, and, further, that that confidence was increased by the fact that their sales for the month just closed were 50 per cent. more than for the corresponding month of last year, and the largest for the same month of any year in the history of their business. When asked about the class of goods in demand, they replied: "First, let us say that one marked feature of our first day was the demand for a better or higher class of goods than for a number of years. With regard to the character of goods, it would take a book or the half of your valuable paper to go thoroughly into this matter. Suffice it to say here that a few of the prime factors in millinery trimmings are palisse effects and gofferings in all manner of light, gauzy and net goods, many beautiful effects running, from the honey comb to the very newest novelty called astrakan. Flowers are in as high favor as ever, with a leaning to small effects. To this we will only add one more very strong feature of trimming, namely, ribbons. These have been, and are going to be, very strong. Many beautiful designs in fancies are showing, notably: Bayaderes, Roman stripes, plaids, moires, gauze effects and tartans. Leading colors are coque-de-roche, capucine, turquoise blue, light greens, heliotrope, wood, fawn, cream, Tuscan."

BLACK RIBBONS.

S. F. McKinnon & Co. say that they have a special pointer for the trade, and know that it is only necessary to point them to their own range of black faille and satin ribbons. These never fail to fill the bill and give satisfaction.

CHILDREN'S SPECIALTIES.

S. F. McKinnon & Co. are to the front, as usual, in their display of novelties for children. The latest designs and noblest ideas are to be found in their stock.

A MONTREAL BURGLARY.

The dry goods store of Haycock & Dudgeon, St. Catherine street, Montreal, was entered by burglars, on the night of Feb. 22, who blew open and robbed the safe. Fortunately, the safe had been accidentally closed before the cashier put the money into it, and Mr. Dudgeon carried home the day's receipts in his pocket, so that the enterprising cracksmen only secured some \$50. Before leaving, however, they fired the premises in two places, presumably with the intention of covering their tracks. The damage will probably amount to \$15,000, fully covered by insurance.

MR. CRAWFORD ROSS ON INSOLVENCY.

AT the annual meeting of the Ottawa Board of Trade, held Feb. 22, President C. Ross had this to say in regard to an insolvency act:

"We want a bankruptcy law. During the past seven years there has been a majority of both branches of the Legislature favorable to the enactment of insolvency legislation, but as yet we have no bankruptcy law. There was once a prejudice against an insolvency law arising from the single fact that the then existing law operated wholly to the interest of debtors; the law was abused, and a reaction of public sentiment demanded its repeal. It is an easy matter to pass a law that will protect the mutual interests of debtors and creditors. It is a propitious time to inaugurate a well-digested law providing for the equitable distribution of the assets of insolvent debtors. The conflicting provisions of the various provinces and the serious obstacles which often interpose to prevent the enforcement of claims of foreign creditors against resident debtors are doing incalculable injury—trade is hindered. We have a bad name commercially; other countries think our laws are scandalous, as legalizing theft. The commercial community with one accord want insolvency legislation; the Government have not denied the necessity of it. Why, then, one naturally asks, do we not have it?"

"It is said that the banks are opposed to it. This is not sufficient reason for the existence of a state of affairs that causes great inconvenience and injury. It is not at all difficult to frame a law that will give equal protection to banks and other creditors; but, if a law which permits unjust preferences is the only one that meets the demands of the banks, then such a claim is preposterous. We must, as boards of trade, make a united effort to obtain a righteous law."

Mr. Ross' sound views, so fearlessly expressed, will carry great weight throughout the country among merchants who may be in doubt on this question. He also advocated in his address the appointment of a Canadian commercial agent in England, pointing out the benefits that would arise from active efforts to promote the sale of Canadian goods in Great Britain. The Ottawa president's address is one of the most practical delivered before the Canadian boards of trade this year.

DESJARDINS AND VIENS.

Mr. L. Viens, who, for some time, has been carrying on the dry goods business, corner of St. Catherine and St. Lawrence streets, Montreal, under the style of Arthur Gagnon & Co. has formed a partnership with L. Desjardins. Both parties, for some years, have been connected with the firm, and have a wide experience in the dry goods line. They will carry a complete stock of dry goods, clothing, gents' furnishings, etc.

"W. R. S."

When you succeed in getting an article well known for good value and perfect qualities, its reputation is established and twaddle cannot break the confidence its consumers place in it. This is the experience of The W. R. Brock Co., Limited, with their well-known brand of white dress shirts called "W. R. S." No shirt can beat it for value, fit, wear and other testing qualities. It can be retailed for \$1.

KEEP THE RAIN OFF.

To do this you require an umbrella, and waterproof clothing. The W. R. Brock Co., Limited, show a large range of these goods for ladies and gents' use, value and style being their attractive qualities.

WAIT

Business Prudence says, "Wait."

Nobody can foretell exactly what winter mantle fashions will be till late--but in the meantime, you'll be asked to order winter mantle styles even this early from sample mantles designed months ago.

You cannot afford to take chances on mantle styles by ordering too early. The McKinnon way is to take orders as late as April and May, make the mantles in Canada, and give absolutely correct style with the opening of the season. **Wait.**

No matter how good mantles may be, if they have not style, as demanded by a particular season, they will sell poorly, and will probably be a loss to the retailer. McKinnon mantle orders are taken late, from samples made late, when the styles are ascertained, and the orders are filled in the McKinnon workrooms, not sent to Germany. The garments are ready to sell as soon as those ordered earlier. There is every advantage in holding orders till McKinnon road salesmen go out.

They will go out in April with a better, nicer stock than they have ever shown. Being Canadian-made goods, you will have the advantages of the tariff, in making your prices. Hold your orders. **Wait.**

S. F. McKINNON & CO.

York Street, Toronto

Mantles

Millinery

A VISITOR TO MONTREAL SPEAKS.

HIS EXPERIENCE OF A WELL-KNOWN FIRM AND APPRECIATIVE REFERENCES TO MR. A. F. GAULT.

IN PASSING on my way through Canada I arrived in Montreal some ago, writes Wm. Ellison, in The Quebec Telegraph, and not having seen the city for eighteen years previously, I naturally was curious to see the growth and improvements of the up-to-date metropolis. Landing at the Dalhousie street station of the Canadian Pacific railway, on my way from Ottawa, by that splendid road, I could not help seeing the company's new buildings there and in other parts of the city, as well as those of the Grand Trunk railway, and from the first objects that I saw I realized at once that the two great railway systems of Canada are alive to the needs of the age and are sharing in the prosperity of Montreal and the Dominion generally. Taking a broader view of the entire city I saw its limits greatly extended and its new business thoroughfares and residential streets densely filled, and many fresh interests created which did not exist at all when I last saw it in '80.

I was anxious to get the correct data as to the standing and progress of the great mercantile firms which represent so much of the city's wealth and material prosperity, for that is after all perhaps the best gauge of a city's or country's advancement. For that purpose I took one of Montreal's representative and staunch old firms, the Gault Brothers Co., Limited, wholesale dry goods importers and manufacturers, to serve as a type of the commercial status of the city. There were many such types and examples at hand, but it seemed fitting that a firm so widely known from Halifax to Vancouver should be selected for illustration, and more especially so as the one just named is still headed by its original founder, Mr. A. F. Gault, a man so popularly known in the city and throughout the country. It's either 44 or 45 years ago, I think, since the foundations of the firm were laid by the above-mentioned and his lamented brother, Mr. Robert Leslie Gault. The beginning was small, no doubt, but the principles upon which the after structure was to be built were solid and honorable from the very start. The expressive motto of the house is "Push, Tact and Principle." These three commercial virtues, where welded into one solid rule, and faithfully carried out in spirit as well as in the letter, are a safe guide and certain factor in the prosperity and upbuilding of great mercantile concerns.

The practical proof of this is seen to-day in the stability and endurance of the firm we here refer to, for in all its efforts and trials in its earlier career this chosen path of business rectitude was never departed from, and the good fruits are seen to-day in the house's high position among the leading mercantile concerns in Canada. Sure enough in the keen competition of the wholesale dry goods trade there are no such privileges as a "walk over," as every dollar earned has to be worked for, and that means constant, laborious, and persistent effort and the utmost skill in the management of large financial affairs. The house in question always had this advantage that its present venerable and respected head is a master in finance, as he is far-seeing, correct and courageous in his judgment of projects for the benefit of the interests in his charge.

Besides his immediate connection with the firm, he is a director of the Bank of Montreal, and a manager or official in probably a dozen other institutions of hardly less importance in the commercial world.

But mainly, and above the rest he is president of the Dominion Cotton Mills, which represent monied interests to the extent of millions of dollars, and to this position he is elected year after year by his co-directors and shareholders. So intimate has he become with the progress of that vast industry, that it would seem as if his guardianship of its welfare was an absolute necessity.

How one man can do efficient work in so many directions is a

mystery to men of small capacity, but to the "Cotton King," as he is popularly termed, the work seems plain and easy. One remarkable feature, in Mr. Gault's management of his business, has been the interest he took in the moral and material happiness of the trusted employes who began 35 or 40 years ago to help him and his late brother Robert to strengthen the foundations of the business the two originators had laid beforehand. These same trusted and worthy men are now accepted and honored partners in the firm, which recently changed its form to the style named above. There is in this circumstance a deep lesson and incentive to the rising generation of young business men, for in it they will see that merit, industry, ability and honesty are sure to receive their just reward some day. In the group of able men incorporated in the reorganized house, Mr. Leslie H. Gault, son of the late lamented Robert L. Gault is a prominent figure. I don't know exactly how many new members there are, but I think there must be five or six. With the infusion of newer and younger blood the firm has naturally taken on fresh activity and progressive ideas and the motto is still "upwards and onwards." It is pleasing, however, to the wide connections and customers of the veteran establishment to know that the old traditions will be maintained; for no matter what changes are in the personnel of the house there will be none in the code of honor that has always directed its movements. On being shown through the warehouse I noticed changes and improvements in many things. For instance, the counting house has been moved to the front, near the main entrance, and up stairs an immense new carpet room has been opened and other departments extended, an adjoining building having been purchased to effect this needed change and enlargement to meet the growing trade of the house. When the wear and tear of 45 years of active business life is considered, it is a marvel to see Mr. A. F. Gault in such fine condition bodily and mentally. His keen judgment and physical movements are as active as ever, and his genial, warm Irish heart and manner are as fascinating as ever.

With the great cotton industries he occupies himself closely, as also with the bank directorship and the numerous other official duties that fall to his lot, but, although he remains at the head, his duties to the firm are greatly lightened by the clever men now composing the company. If an instance were required to prove his generosity of heart it is only necessary to point to his gift of \$100,000 to endow the Episcopal Diocesan Theological College in Montreal, nor did he stop there, for another \$50,000 followed to the same institution and, I think, smaller sums for library purposes. All of his benevolent acts are not known publicly, but enough could be gathered to fill more space than a newspaper article could contain.

At a seasonable time of life Mr. Gault settled into the married state, and now with his devoted wife and family he spends the later years of a laborious life in ease and comfort in his elegant home, called "Rokeby," on Sherbrooke street.

If the younger generation of men, in facing the world conflicts, take serious heed of the lesson taught by Mr. A. F. Gault's life and business career they will gain strength and guidance from the study, for it shows them that to pluck, honesty of purpose and industry legitimate success cannot be denied.

Of course, gifts of mind and large capacity are factors in life's battle, and all may not aspire to the success he has achieved.

BELTINGS AND BELTS.

THE REVIEW was shown a most extensive assortment of beltings and belts in the warehouse of The W. R. Brock Co., Limited. Belt ribbons in plain, tartan and rubber. Belts of ribbon, tinsel, leather, etc., with or without pockets. The selection is certainly a good one. The values will have to be judged by the buyer.



SPRING MILLINERY

Our opening this year was a greater success than ever before. We made provision for an exceptionally large trade and our hopes were fully realized. Our stock, including all the latest and newest goods, was complete in every department.

If you were not able to attend this year in person, look out for our travellers, who are on the road. They can show something that would be hard to beat.

THE JOHN D. IVEY CO.

MONTREAL

1811 Notre Dame St.

TORONTO

18 Wellington St. W.

PARIS

33 Rue d'Hauteville

Limited

Boot and Shoe Dealer

WE WANT YOU TO SEE THE

**IF
U-R-A**

Dry Goods Merchant

WE WANT YOU TO SEE THE

PATENT KNITTED
PLUSH LINED --

ALASKA

NEW SILK
STITCHED

EVER-READY

Socks and Mittens

Dress Stays

MADE IN 16 STYLES AND ALL DESIRABLE COLORS AND COMBINATIONS

MADE IN HANDSOME SHADES OF ALL PRINCIPAL COLORS

Pliable - Durable - Attractive.

Impervious - Elastic - Reliable

Quality Cannot Be Excelled.

AND

The Only Whalebone Substitute.

THE GOODS WILL DO THE REST.

If your jobber will not supply or show you these lines write us and we will gladly do so.

The **EVER-READY DRESS STAY Co.**

WINDSOR, - - ONTARIO.

LATEST NEWS OF THE DRY GOODS TRADE.

HARRY ATWELL, of the W. E. Sandford Manufacturing Co., Hamilton, who left this week for the Klondyke, was made the recipient of \$50 in gold from his fellow employes, who wished him success in his new venture.

J. Kee, a former resident of Pilot Mound, and who has been engaged in the merchant tailoring business in Wolseley, N.W.T., for the past year, has returned to the Mound and opened up business in his old stand, and will have a complete stock of cloths, etc., to hand in a few days.

The stock of the Zieghler-Hinch Co., general store, of Guelph, which assigned to E. J. Henderson, has been sold at auction to J. A. Duggan, of Stratford. It was valued at \$23,894, and brought 68c. on the dollar.

The clerks in St. Pierre & Bros., Ontario street, Montreal, had a narrow escape on Feb. 10. About 3.30 p.m. fire suddenly broke out in the store, near the front entrance. The flames spread so rapidly among the goods in the windows and along the counters that the clerks were compelled to beat a hasty retreat out the rear entrance. None of them had time to save their jackets and coats. The loss is estimated at about \$8,000, fully covered by insurance. The cause of the fire is unknown.

Dupuis Freres, St. Catherine street, Montreal, are enlarging their upper premises to meet the requirements of their carpet trade. They have disposed of their furniture business to N. G. Valiquette, who is making extensive alterations in his store.

The Brown & Wigle Co., Kingsville, Ont., shipped ten bales of 100 lbs. each of Klondyke blankets direct to Dawson City via Vancouver, B.C. The goods were put up in double paper, double canvas, with waterproof lining in order to stand the long journey.

Architect Fawcett, of Sarnia, is engaged on plans for the re-modelling of the store of Mr. Chas. S. Ellis, which will be the most elaborate in Sarnia. Among the interior improvements will be a hydraulic passenger elevator, decorated metallic ceilings and a handsome stairway. The front will be mostly of plate glass.

A communication has been received at Brantford from Geo. W. Stokes, of a Philadelphia carpet concern, asking what inducements that city would give for the establishment of a tapestry carpet factory.

Beal Bros., of Perth, Ont., have opened up their tailoring establishment in the Butler block, where they have a new and select stock of fine tweeds, worsteds, overcoatings and pantings.

V. A. McKim, of Dresden, Ont., has moved his stock of dry goods from the bridge store into his establishment in the Oddfellows' block, and will in future carry on his extensive business under one roof.

At the meeting of the creditors of Runians & Butler, of London, held in Toronto Feb. 22, the statement showed nominal assets of \$99,000, with liabilities of \$84,000. The heaviest creditor was Arthur & Co., of Glasgow, whose claim was \$30,000.

BERLIN WOOLS.

John Macdonald & Co.'s import prices for Berlin wools are now ready and can be had upon application, if you have not already received them. It will pay you to get their prices before placing your order, as they have made very special quotations for this season's trade.

FIVE THOUSAND BOXES.

R. Henderson & Co., speaking to our representative about the demand for "Silcoton," say they had orders in one day for about 5,000 boxes.



MERCHANTS

when buying Mackintoshes will do well to ask for

"BEAVER BRAND"

Mackintosh Coats. They are guaranteed never to get hard.

If your jobber does not keep them write direct to the manufacturers for samples and prices.

The . . .
Beaver Rubber Clothing Co.

Wholesale Manufacturers

1490 Notre Dame St. - MONTREAL

Wardlaw's Yarns

ARE THE

BEST IN CANADA.



Thos. D. Wardlaw, Dundas, Ont.

Mfr. of Worsted and Woollen Yarns.

Wyld, Grasett & Darling

have given special attention this Season to the Smallwares Department, which will be found more completely assorted than heretofore.

Extra Values in _____

Laces

Ribbons

Embroideries

Veilings

Hosiery and

Ladies' Underwear, Etc.

Staple Haberdashery

stock kept well supplied with all saleable lines.

WYLD, GRASSETT & DARLING

TORONTO.

Manitoba
Northwest
M. LEWIS

FALL 1898-9

Nova Scotia
P. E. Island
D. M. PRESTON

Wholesale



Clothiers

New Brunswick
Quebec
C. K. BURT

OUR TRAVELLERS START OUT IN MARCH.
Range larger than ever.
Newest designs.
Novelties in Boys' Clothing.
Inspection cordially invited.
Sample suits sent on application.
Ontario Travellers Start out About 1st April.

British
Columbia
E. G. DAVIDSON



REMOVAL NOTICE

*Ref. June 24/98
7.11*

We have moved into our new warehouse

196 MCGILL STREET

MONTREAL

and will have a special . . .

**Gents' Furnishings
Opening** ❄ ❄ ❄ ❄

ties to show you. **Do not fail to call when in Montreal.**

in our new quarters at the same time as the millinery houses have theirs.

We will have special lines of **Underwear**, new ideas in **Neckwear**, "**Safe-under**" **Rubber Coats**, and a great many other novel-

GLOVER & BRAIS, Montreal

AN EXPERIMENT IN LEGISLATION.

THE bill intended to put a stop to the making of untruthful statements in advertisements by merchants in New York state, introduced at Albany last week as a substitute for the measure proposed by Senator Guy, apparently has a very good prospect of being enacted, says The N.Y. Dry Goods Economist. If this shall be the case we may look for some very interesting developments, and it is quite likely, if the workings of the law shall prove successful, that similar legislation will be enacted in other states.

Such a law being wholly an experiment in this country, it is impossible to foretell how it will work out. That it is necessary, no one who is familiar with retail trade methods in certain quarters can doubt, while favorable indications as to its main results may be drawn from what has already been done in France and Germany. But it is greatly to be hoped that no opportunity will be provided under the law for the exercise of petty spite, instances of which have at times resulted from the workings of the German Act of similar nature.

That there is good reason to believe that the advantages derived from such a law would greatly exceed the disadvantages is indicated by the strong support given to the proposed measure by so high a trade authority as John G. Cannon, president of the National Association of Credit Men, and vice-president of the Fourth National Bank, of New York.

INTERIOR DECORATION PREFERRED.

The Hudson's Bay Company have made a decided change in the drygoods and clothing department of their big Winnipeg store. In future they will adopt an American style of displaying goods in very large large stores, which is to abandon window decorations. The windows are not now enclosed. This gives more light down stairs and brightens up the whole department. A metallic ceiling

has been put in, which adds greatly to the attractive appearance of the interior. Improvements in other parts of the store will be continued this spring.

CANADIAN BRANCH.

Mr. J. W. Pearsall, president of the New Idea Pattern Co., New York, was in Toronto this week. The object of his visit was to open a branch office here for the convenience of their Canadian clients. They have secured and are fitting up large, roomy offices in the Comstock building, and in future their Canadian customers will be supplied direct from this office, thus saving delay and the trouble of passing the goods through the Customs, all of this work now being done by the company.

WILL READERS OBLIGE ?

THE REVIEW would feel grateful to any of its readers who have information on the success of firms that have allowed their employees to share profits, and who will send a line to the editor about it. The information will not be printed. Will readers do the paper this favor ?

CHANGE OF OFFICE.

Mr. J. Sproul Smith, western representative of Wm. Parks & Son, St. John, N.B., cotton manufacturers, has removed his office to 39½ Yonge street, Toronto. It is a bright, cheerful office, in the front of the building.

CUTTING IN KNITTED GOODS:

The new agreement for shorter terms arranged a few weeks ago between the knitted goods mills is not preventing cutting. The new terms may be maintained, but THE REVIEW is informed that there are complaints of cutting in price.

The Julian Sale Leather Goods Co., of Toronto, Limited

Manufacturers of **FANCY LEATHER GOODS** ✓

OUR SPECIALTY for this season

LADIES' BELTS

We have over 200 varieties, with constant additions. Acknowledged by the trade to be right in quality, finish and price. Send for samples, **stating price limit.** We do not send samples on approbation.



W. R. Johnston & Co.

Men's, Youths', and Children's Clothing

Practically our stock is constantly
In process of manufacture.

There is a steady supply of finished
Garments from our manufacturing
Department replacing, daily,
Goods shipped to
All parts of the Dominion.

The stock is therefore always new,
Always fashionable.

As the season opens out we prepare
For extra pressure on lines upon
Which there may be a run.

We have every
Facility for rapid production and
Specially aim to meet the
Requirements of customers
Who appreciate the importance of
Being able to repeat
Original numbers promptly.



W. R. Johnston & Co.
Wholesale Clothiers
Toronto

POINTERS ON CURRENT TRADE.

WHILE this has not been a record season for black ribbons, the demand has been quite active, Brophy, Cains & Co. say. They are showing several complete ranges by different makers, this giving a large choice at each price.

S. F. McKinnon & Co. say that they keep to their specialties, and by giving these their undivided attention can therefore attend to them right. Laces they claim to be one of these, of which they have a large stock of strong sellers.

One of the best lines of men's half hose to be found in absolutely stainless black, to retail at 10 to 12½c. per pair is No. D22, shown by the W. R. Brock Co., Limited.

The Toronto Feather and Down Co., Limited, are showing a Klondyke sleeping bed, which for general utility cannot be surpassed. It is a combination of strong points from start to finish, not the least of which is the easy way in which it can be turned inside out for airing purposes. This alone must be invaluable.

James Johnston & Co. have just received advice of an advance in the price of certain lines of ribbons. As they anticipated an advance, and an extra demand this season they have large orders placed with the manufacturers at old rates and would advise early ordering.

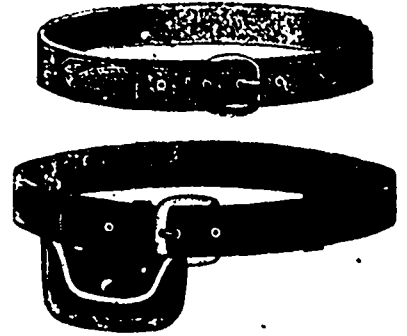
THE SURPLUS.

Certain politicians at the present day are abusing each other in all kinds of ways endeavoring to find out whether the premier province has a surplus or deficit. Let them fight it out in their own way. While this interesting debate is in progress the hosiery and underwear buyer of the W. R. Brock Co., Limited, has discovered a surplus of another kind that can be distributed to all buyers of

their goods. A manufacturer's surplus stock of hosiery and underwear has been received by this enterprising firm, and will be on sale in a few days.

SEASONABLE FANCY GOODS.

Nerlich & Co., Toronto, have issued an illustrated catalogue and price list of their spring and summer fancy goods. There are a great many different lines of goods represented in the catalogue: toys, sporting goods, children's wheel goods, hammocks, out-of-door games, flags, paper lanterns, ladies' belts, fans, lunch baskets, etc. Any reader of THE REVIEW is entitled to have a copy sent on application.



NEW WAREHOUSE.

S. F. McKinnon & Co. are very much pleased with their new warehouse and say that it is, in every respect, admirably suited for their large and growing business. There is abundance of light throughout the building, and those past busy days, when it was thronged with buyers, give proof that the location is just right.

Nerlich & Co.

VELVET WILL REIGN.

Lady Violet Greville, whose tips on the fashions are always accepted as gospel, writes from Paris, saying that velvet will reign supreme this spring in the fashionable world. Lady Greville describes a number of velvet costumes which are being made for the Princess of Wales and the Queen Regent of Spain.

SATIN BERBER
A63, 42 inch 38c.
ALL WOOL.

COTE DE CHEVAL
A42, 43 inch 38c.
ALL WOOL.

Our Specialties
Dress Goods and Silks

WILLIAM AGNEW & CO.
 305 and 305 1/2 St. James St.
MONTREAL

CELLULOID
COLLARS
CUFFS AND
SHIRT BOSOMS

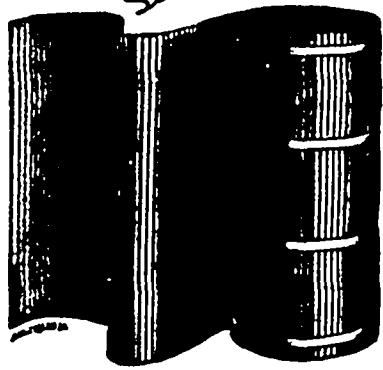
If you want the best, not only in style and fit, but in value, these are the goods to buy.

Linen Interlined Waterproof, Look for this
 Linenized Waterproof and Waterproof. TRADE MARK
 Take no other.

All goods bright and fresh—no old stock.

MILLER BROS. & CO.
 Manufacturers 30-38 Dowd St., MONTREAL
 Toronto Branch
 G. B. FRASER, Agent, 3 Wellington St. East
 Toronto, Ont.

The Folded Paper Carpet Lining



ALL PAPER AND A YARD WIDE

IT HAS NO EQUAL

Sanitary, Vermin Proof, Warm, Durable, Deadens Sound, Saves the Wear of the Carpet, and makes it feel Richer and Thicker.

No house is completely furnished without this lining beneath the carpet.

STAIR PADS

In Three Sizes— $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

We are the sole manufacturers for Canada. Send for sample.

For sale by best Carpet Dealers. If your dealer will not supply you, it can be ordered direct from the factory.

S. A. LAZIER & SONS, BELLEVILLE, ONT.



There's Something about Shorey's Ready to Wear Clothing



RETURNED
Mar. 7/98
A.M.A.

that other Clothing Makers do not seem to have caught on to.

That Is Why It Sells . . .

and why your customer asks for this make and insists upon having it. . . .

OUR TRAVELERS will be on the road in British Columbia, Manitoba, and the Northwest Territories, New Brunswick, Nova Scotia and Prince Edward Island, in April.

DO WE SELL YOU ?

H. Shorey & Co. - Montreal

WOOLENS AND CLOTHING.

THE GLOBE MILLS UNDER NEW AUSPICES.

THE buildings and plant of the insolvent Globe Woolen Mills Co. have been purchased by Mr. A. F. Gault, president of The Gault Bros. Co., Montreal, who will carry on the business under the name of The Excelsior Woolen Mills. Mr. J. F. Crowther, of Huddersfield, a young Englishman, who has the reputation of being capable and experienced, has been secured as manager. New machinery and supplies have been purchased and a good quality of tweeds will be manufactured. Stevenson, Blackader & Co. will act as selling agents for the mill.

OPEN FOR INSPECTION.

H. Shorey & Co., of Montreal, are inviting their customers for the coming fall trade to investigate the interior economy of their garments. They are leaving the lining of their overcoats open at bottom, so that the staying of the goods can be properly looked into. A garment well stayed will keep its shape and wear twice as long as one poorly stayed. The latter may look as well in the shop as the former, but it pays to give a little extra money and supply your customers with goods properly made and stayed. This is why they can advertise satisfaction guaranteed or money refunded.

A SECOND TRIP WITH NOVELTIES.

The Maritime Wrapper Co., of Woodstock, N.B., are in the midst of an extremely active season. For some time they have been working every night in efforts to "catch up" with their orders. The firm's agents, however, will shortly start out on their second trip; and it may interest their customers, as well as the trade in general, to know that the representatives of the house will have with them additional novelties, of great attractiveness, in ladies' wrappers, tea-gowns and skirts.

REACHING THE CONSUMER.

H. Shorey & Co. send us a leaflet, which they are issuing to their customers, containing samples of their advertisements which they have been running in 400 papers in Canada, making known the merits of their goods direct to the consumer. They state that they consider it due to their customers to make known the way in which they are promoting their trade, and their methods will be appreciated by those who handle Shorey's ready-to-wear clothing.

IRISH HOMESPUNS FOR PRESENT TRADE.

Finley, Smith & Co. call special attention to a lot of genuine Irish homespuns, very stylish, which they have now in stock and can deliver at once.

NEW PLANT NOW RUNNING.

The Shoreys state that they have got their new Rigby plant running in full blast, and are now in a position to resume taking orders for their Rigby waterproofed bicycle suits and Rigby waterproofed spring overcoats.

SNAPS IN WORSTED TWILLS.

Finley, Smith & Co. are offering a special "stock lot" of blue-grey worsted twills, 16 and 18 oz., at prices far below the market value.

CARE IN MAKING READY-MADES.

A. S. Campbell & Co. believe that the day in which badly cut and ill-fitting clothing satisfied the public is long past. Ready-made clothing to be satisfactory must be made of the best materials, cut on scientific principles. Goods of this class are the kind they endeavor to supply. All materials are thoroughly sponged before being

made and only the best of workmen are employed in cutting and making. They were the first house to introduce the American styles of "stouts" and "slims" into Canada, and these are among their special lines. They are pushing black goods at present and promise the trade some exceptional values.

ENLARGING WAREHOUSE ACCOMMODATIONS.

H. Shorey & Co., of Montreal, have taken part of the warehouse adjoining their own, this being found necessary to enable them to keep pace with their largely increasing trade. They say that they attribute the remarkable increase in their business to their systematic advertising, and backing up their ads. to the fullest extent—without which advertising is folly.

ACCIDENT TO MR. ADAMS.

A painful accident befell Mr. A. G. Adams, superintendent of the manufacturing department of Small & Co., Montreal, a few days ago. Mr. Adams and two friends were walking along the car tracks on St. Catherine street, and, stepping aside to avoid an approaching car, he was struck by a car going in the other direction. He was taken to the hospital, where his injuries were found to be serious. Mr. Adams has the sympathy of many friends in the clothing trade.

NEW CLOTHING STORE.

Mr. A. J. Little will open a clothing store in D. E. Macdonald & Bros.' old stand, on Lower Wyndham street, Guelph. He will handle ready-made clothing and will make a specialty of the well-known "Fit Reform" brand. The store will not be opened until about April 1, and in the meantime will be fitted up in modern style. Mr. Little carried on a dry goods business on Upper Wyndham street, and has a thorough knowledge of everything in the line of furnishings.

IN TOUCH WITH THE TRADE.

A clothing house in Montreal write that owing to the press of orders they discontinued their advertising for three months to enable them to catch up with their orders, except in THE DRY GOODS REVIEW. They say that they did not wish to give us up, as they feel that we are the best medium through which they can talk to their customers, and they, of course, wish to keep in touch with them. This house is H. Shorey & Co., of Montreal, whose advertisements appear on other pages of this number.

THE OXFORD MANUFACTURING CO.

The Oxford Manufacturing Co., of Nova Scotia, have recently increased their capacity by putting in additional machinery, and are now turning out pure wool goods of the best quality. They are manufacturing goods for the Klondyke, which is an evidence that they are determined to push their business even into the frozen north. The firm have a reputation for turning out fine goods. Scovil & Page are the Halifax agents, while in the west the principal jobbers handle Oxford goods.

BETTER GOODS IN DEMAND.

The "ready-to-wear" clothing manufacturers, H. Shorey & Co., stated to our representative that the demand for a better class of clothing has increased in a most astonishing degree during the past six months. This is certainly a hopeful sign, and we trust it may be maintained.

CLOTHS FOR THE COMING SEASON.

Wyld, Grasett & Darling report that for the coming season covert coatings are being worn, both in twill and plain mixtures. They are showing Scotch suitings, principally in olive and bronze

Irving Umbrella Co.
LIMITED

MANUFACTURERS

**Parasols
Sunshades
and
Umbrellas**

20 FRONT STREET W., TORONTO

**Rigby . . .
Waterproofed
Frieze Goods**

will be manufactured again for the Fall of 1898, in sufficient quantities so that everyone will be able to get a supply by placing their orders early.

Sold only by _____

H. SHOREY & CO.

READY-TO-WEAR CLOTHING
MANUFACTURERS

MONTREAL

James Johnston & Co.

Wholesale Dry Goods Importers and Jobbers

MONTREAL

MILLINERY OPENINGS, SPRING, 1898

We are not Milliners, but we keep all kinds of goods suitable for their use. We cordially invite you to inspect our stock when in the market. Our Travellers carry a full range of Samples. When in Toronto call and see our samples at 50 Bay Street.

OUR LEADING DEPARTMENTS ARE:

- Staples, of all kinds**
Special 103 Prints, 7½ cents
- Silks, Ribbons, and Trimming**
In great variety
- Dress Goods and Velveteens**
No better in the market
- Hosiery and Gloves**
Every make and quality at right prices

- Gents' Haberdashery and Neckwear**
This Department is specially good
- Smallwares and Notions**
Everything from a needle to an anchor
- Muslins and Embroideries**
Complete in every line
- LACES**
We are always on top in Laces. They will be a great feature this Season

LETTER ORDER DEPARTMENT

We pay special attention to Letter Orders, and spare no trouble to procure, if necessary. Don't hesitate to write for samples.

tints, both in plain and overchecks. In fancy worsted suitings they report a great demand for twills in the various grey and bronze tints, and for fancies, with overchecks. Blue and black serges are still in good demand, showing the different varieties of twill, the plain being the more popular. Black and blue worsteds in venetians and twills are, as usual at this season of the year, meeting with rapid sale.

MR. E. BOISSEAU'S NEW PREMISES.

The block at the corner of Temperance and Yonge streets, Toronto, where stood the ill-fated John Eaton Co.'s store, is to be the scene of another business venture on a big scale. Mr. Edward Boisseau, of Boisseau & Co., wholesale clothiers, 18 Front street east, has taken a lease of the property, and will erect a modern building, combining factory, wholesale and retail store. The building will be an extensive structure, 70 feet by 150 feet, and up-to-date in every respect in plans and fittings. The lower part will be devoted to the retail and wholesale departments; the upper sections being fitted up as a factory with the latest and best machinery. Building operations will commence shortly.

SPECIALTIES FOR SPRING.

The W. R. Brock Co. have made a great hit with the famous "Blantyre serge" which they are showing in five qualities in black and blue. Increased sales of fancy suitings for spring have taken place. Whipcords suited to spring overcoats, suits and trousers are a feature. This firm secured the overmades of three of the leading tweed manufacturers of Canada. These will be on view in their warehouse during millinery opening.

LARGE STOCKS SOLD.

The ready-made clothing stocks of the different branches of the Army and Navy store, Toronto, were sold last month. The stock of the main store valued at \$30,305, was withdrawn after 54 1/2c. had been bid. Another catalogued at \$5,950 was bought at 52 1/2c. A clothing stock valued at \$2,590 sold at 42c. The stock in the Queen street branch, valued at \$7,281 was bought at 53c.

BUYING IN CANADA.

W. G. Cameron, the Johnson street clothing outfitter, Victoria, B.C., has during the past week received a score of letters from prospective miners in the States, in reference to prices, and has received word that several large parties are now on their way to Victoria to purchase their outfits. He will find it necessary, shortly, to increase his staff if the rush of orders keeps up.

A HANDSOME ILLUSTRATED FOLDER.

H. Shorey & Co., of "ready-to-wear" clothing fame, have issued illustrated folders, which, to say the least of, are attractive to men going to the north. On the first and second pages they show cuts of their Arctic suits, made from Rigby-proofed frieze and mackinaw in a large variety of shades. These goods are warmly lined, even to the pockets, which are lined with a woolen fabric. The next two pages show cuts of their miners' suits in a similar fabric, but in another style, both with and without capots or hoods. The fifth page shows a suit made from Kahki duck, Rigby water-proofed, or made from their patent blizzard resister cloth, which is a fabric made from Kahki duck and rubber, and is designed to take the place of a leather or fur garment, being much more durable, more pliable, and quite as warm as either. On the sixth and seventh page are cuts of their prospectors' coat, with pockets, which permit a miner or prospector to carry about with him several days' provisions without the labor of packing them on his back. The following six pages are devoted to illustrations of Kahki duck and mole-skin vests, either with or without sleeves, unlined duck, summer

prospecting and mining suits, Klondyke shirts, undershirts and drawers in various fabrics. An inspection of this folder should be convincing to the argonaut that he need go no further for the clothing part of his outfit. They state that full lines of all of these goods can be obtained at Victoria, Vancouver, Edmonton, Calgary, Prince Albert, Ashcroft, Kamloops, and also in the principal towns of the east.

THE OUTLOOK IN WOOLENS.

A few pointers regarding autumn styles have been gleaned by THE REVIEW from woolen buyers just returned from. Mr. Begg, of John Macdonald & Co., referring to mantlings, mentioned curls and naps, beavers, astrakans, fancy tweeds, brocaded material, plain beavers in all shades, box cloths and curl serges. Besides these, this firm will make a feature of Imperial cloth, for tailor-made costumes. In men's goods, mixture and vicuna serges will be worn, Scotch tweed suitings, the new thing here being the bluish mixtures, blue and black serges. In fancy trouserings the styles will be somewhat larger than last season. In overcoatings, meltons and beavers will rule, a new style being a heavy vicuna in naps.

For present trade this firm have a big job in 3-4 Canadian tweeds for suitings and pantings, and a drive in Scotch tweed suitings. A special line in blue and black serges and a job in fancy worsted trouserings are noteworthy.

NEW IDEA IN THE MARKET.

W. E. Walsh, of 13 St. John street, Montreal, has secured the entire control for Canada of "Tailormaid" manufactured by the Beaver Garment Co., of Lowell, Mass. This article is intended to take the place of hooks and eyes in the front of the dress, and it is claimed that it gives a finish to the garment that no other form of fastening can approach. It has had a large sale in the United States, and the manufacturers expect that Canadian dressmakers will take it up readily. Mr. Walsh hopes eventually to be able to supply retailers through the wholesale trade, but at present he will sell direct, giving wholesalers who wish to handle it an adequate discount.

HIGH CLASS VICUNAS.

Finley, Smith & Co. have just received a lot of black and grey vicunas in plain and fancy weaves, suitable for frock coats. These are very high class goods, such as are used by London west end tailors.

KLONDYKE SERGE.

The celebrated "Klondike" serge, of which Mark Fisher, Sons & Co. are the proprietors, is stamped with the maple leaf and beaver, a thoroughly Canadian brand. The presence of the brand indicates that the proprietors are not ashamed of the material which can thus be identified by every merchant who buys it. This is a policy THE REVIEW has always favored and can now honestly commend to the trade the courage of those who follow it.

BUSINESS AT FORT STEELE.

Toronto was visited a few days ago by Mr. Durick, of Carlin & Durick, Fort Steele, B.C., who was on a buying trip. Mr. Durick spoke favorably of business at Fort Steele, the rich mining properties in the district being in the hands of good private companies with the capital required for development. The railway to Rossland, through the Crow's Nest Pass, will run within seven miles of Fort Steele, and a branch will be built into the town. Mr. Durick wore a comfortable coon coat, and looked the picture of a healthy, prosperous merchant from the mountains.

A Good Story

is told of a boy who, on being asked to illustrate the meaning of responsibility, replied that if one half of his braces gave way all the responsibility would rest on the other half. Wear **Matthews, Towers & Co.'s Hand-Sewn Reliable Braces**, with patent cast-off buckle, and run no such risk.

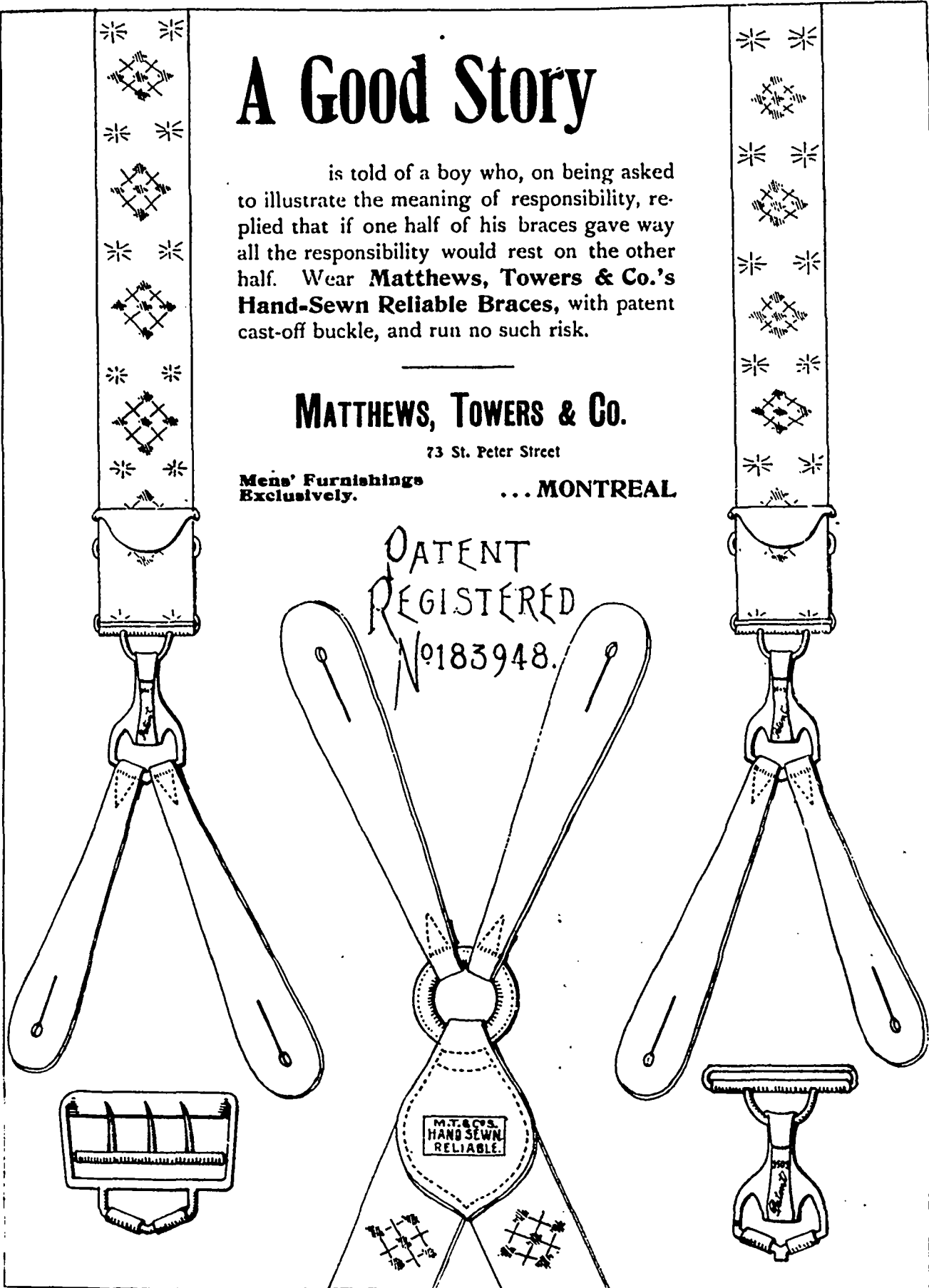
MATTHEWS, TOWERS & Co.

73 St. Peter Street

Mens' Furnishings
Exclusively.

... MONTREAL

PATENT
REGISTERED
No 183948.



Wm. Taylor Bailey

27 and 29 Victoria Square
..... MONTREAL

Upholstery and . . .
. . . Drapery Goods

Selling Agents for

E. F. Timme & Son, Plushes,
Velours and Corduroys.

Jaeger & Schmiedel, Fancy
Silk Villosart Plushes. ✓

Stead & Miller, Fine Silk Tapes-
tries, Draperies, etc.

The New Rigby Plant is
in operation. Send your
orders in at once for

Rigby Waterproofed Spring Overcoats and Bicycle Suits.

Rigby Proofed cloth keeps
out the rain but admits the
air.

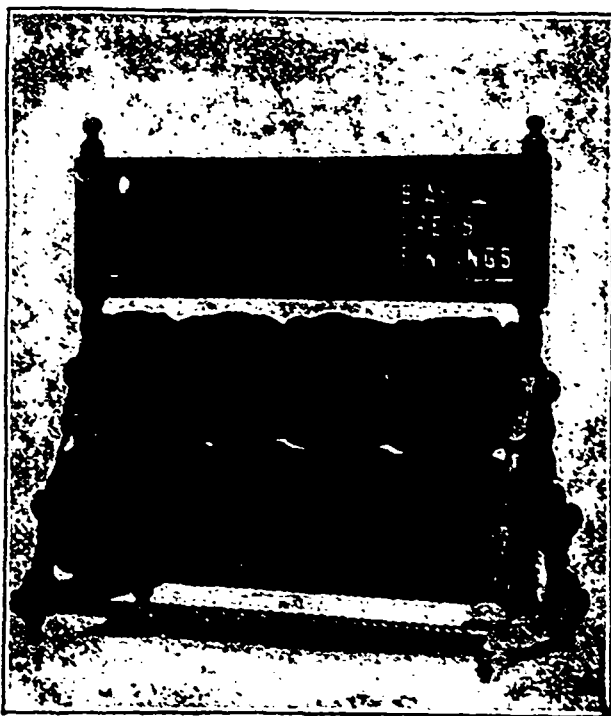
Sold only by

H. SHOREY & CO.

Manufacturers of Ready-to-Wear Clothing.

✓ **MONTREAL**

Start Spring Trade Right... L



By placing on your Notion Counter a display
stand filled with 3 gross of 1 inch

Protector
TRADE MARK

“LIP” or “TUBE” DRESS BINDINGS

They are silent salesmen.

PROTECTOR Dress Stays have no equal.
PROTECTOR Dress Shields.
Rushforth Hair Curlers.

The Protector Mfg. Co.

Manufacturers of Notions
for Ladies' Wear.

...MONTREAL

A. A. Allan & Co.

announce large preparations for

SPRING, 1898

Our importations of

English Felt Hats

exceed any former season.

WAKEFIELDS A SPECIALTY
LESLIES A SPECIALTY

The best values and the most approved styles in the market.

SEND US YOUR ORDERS

A. A. Allan & Co.

HATS, CAPS, FURS AND STRAW GOODS

51 Bay Street, **TORONTO**

1894




W. R. ALLEN

1897



J. D. ALLEN

1896



G. Y. ALLEN

MEDALISTS

City and Guilds of London, Eng.

On the Technology of Dyeing in Theory, Practice and Chemistry of Dyeing.

The above should be satisfactory proof to our competitors, as well as our patrons, that we understand our business. Some make great advertisements, but where is the record of what they can do? Dyers and Finishers of Dry Goods in the piece. Also Millinery Goods.

BRITISH AMERICAN DYEING CO., Gold Medalist Dyers

Principal Offices:

215 McGill St., Montreal
90 King St. East, Toronto

123 Bank St., Ottawa
47 John St., Quebec

JOSEPH ALLEN,
Managing Partner.

W. R. ALLEN, Technical Chemical Dyer and Manager, City and Guilds of London Inst., Eng., in charge of Works.

Klondyke Sleeping Beds

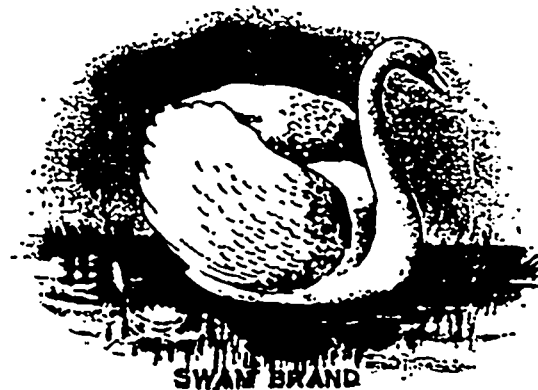
Blanket Linings.

Down Interlinings.

Warmest and Lightest in Existence.

FREE FROM ODOURS.

Linings pull out like a pocket, or come out altogether.



SWAN BRAND

Waterproof Coverings, Indestructible Fastenings, open or closed fronts.

The most perfect Sleeping Bed Produced. Ask for Samples and Discounts.

Makers of the famous Swan Brand Bed Pillows and Cushions.

The Toronto Feather & Down Co., Limited

Office, Sample Room and Factory,
No. 74 King Street West - TORONTO

THE KID GLOVE TRADE.

A WORD TO THE MERCHANT.

AS yet there is no movement of note in the retail trade, though most dealers are taking advantage of the interim season to work off odd lines and sizes and clear the way for new and more attractive styles and colors, which it is expected will be much in evidence this spring. And this suggests a word of advice to that class of merchants who complain that there is no money in their kid glove department. It is a fact that it is not the remunerative branch which one of such importance should be, yet it is possible to make it indirectly a very paying one. There is no reason why it should not be worked with the same end in view which guides a buyer to select new and attractive patterns of dress goods and millinery. We don't mean novelties. But we do mean modern styles of fastenings and color shades which at once catch the discriminating female eye and induce a paying sale. Some courage is perhaps necessary on the part of a small dealer to put in an assortment of blues, violets, greens, etc., but if they are right it must be done or trade in other lines will follow the customer to the shop where they may be had. No use dreaming over the stock of unbroken tans and passe styles. Put the knife into them the moment they appear so, and while a loss is inevitable, yet better make it at once and please many buyers rather than keep an obviously bad advertisement until the final price and quality please none. Try to have the name of being the best place for kid gloves in your town. Don't expect this result by bright-looking, cheap goods. You may deceive a customer once, but not twice. A dollar line is necessary, but confine your really effective stuff to good qualities, which makers guarantee, and having got nice goods keep them properly in dust-proof boxes of uniform color. These should not hold more than one size in colors, otherwise a customer is morally certain to

notice a shade in another number, of which you are out, in that required. Blacks should never be exposed to light and dust, nor separated from original packages, in which they retain their freshness and moisture. Never hang a lot of gloves on a line. They show to no advantage and quickly become dry and dusty, but a very few pairs of good styles and colors combined with appropriate costume lengths or millinery, will draw more trade than a big nondescript display.

PRESENT FEATURES OF TRADE.

Spring import orders are now being received, and a general delivery is expected early in March. The leading style will be a two or three clasp fastening and soft shades of decided colors will prevail. White gloves are in demand, especially in glaze for Easter trade, but for later use French castors are good stock. Nothing is more economical than a washing glove of chamois or castor, and for summer morning wear it is certainly good form. Besides it's cheap, and may be had with two large pearl buttons or oxydized clasps to retail at 75c. to \$1.

FALL SAMPLES.

Perrin Freres & Cie. say that their set of samples for fall trade will be the most complete they have ever shown. It will comprise the latest novelties in kid gloves in the way of shades and styles. Their travelers will be out shortly to solicit fall orders.

SPECIALTIES IN THE MARKET.

Specialties in kid gloves for spring are advertised in this issue by Fitzgibbon, Schafheitlin & Co.

THE CLUZE PATENT IN CANADA.

James Johnston & Co. have secured the agency for the Cluze patent thumb kid gloves for Canada. This is the latest improve-

What About Gent's Furnishings?

COOKSON, LOUSON & CO.

16 Lemoine Street

Manufacturers and Importers
of Men's Furnishing Goods

... MONTREAL

Our First Season. Stock well selected. Have you seen our Neckwear? Notice our values in Waterproof Coats, Bicycle and Men's Hose, Sweaters, and Jerseys. Travellers now on the road.

LETTER ORDERS Promptly Attended To.

Cookson, Louson & Co.

Why Buy Foreign Goods

When you can purchase Canadian make, save money, and have equally as good an article?

We Manufacture

Scotch Tweed Suitings, Homespun Suitings, Fine Trouserings, Meltons, Kerseys, Beavers, Venetians, Irish Frieze, Overcoat Linings, Golf Cloakings, Ladies' Homespun Dress Goods, Travelling Rugs, made from domestic wool, warm and comfortable, in tartan colors, plain colors and reversible; fine Australian Rugs, plain and reversible.

All our goods are manufactured from pure wool only, and are, therefore, clean and bright looking. Our designs are of the newest and noblest patterns, color guaranteed, and workmanship of the very best. We are selling to the retail trade. Correspondence solicited.

Boyd, Caldwell & Co.

Clyde Woolen Mills . . . LANARK, ONT.

KID GLOVES

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

**SPECIALS
IN STOCK
FOR
EASTER**

Daphne	-	2	Clasp,	asstd. pkg.	{leaver, rich tan, red tan,	{turquoise, greens, lilac,	{tans, greens, bluettes	white French points,	\$11.50
Gabrielle	-	3	"	"	fancy colors, Blacks with			{green violet white	" 11.50
Lambskin	-	2	"	"	"	"	Whites and Tans	{black and self Derby	" 9.00
French Castor,		2	"	"	white or natural	-	washing glove	-	8.50
"	"	2	"	"	2 large pearl buttons, white	"	"	-	7.50

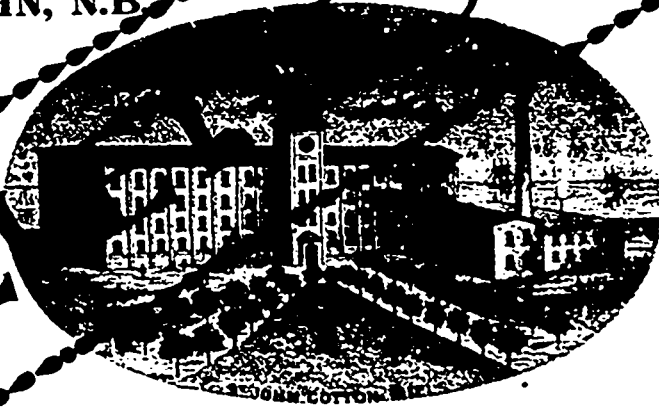
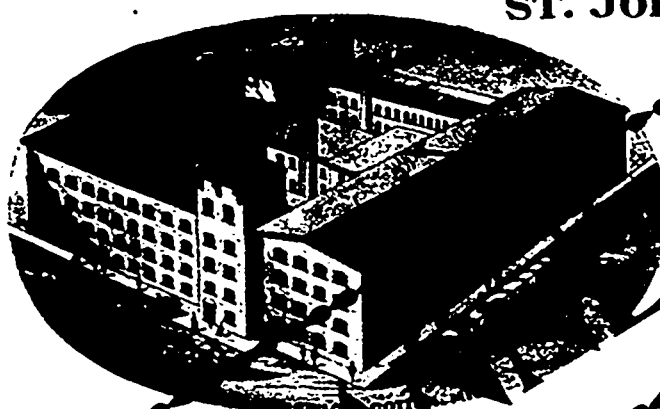
If the above interest you **ORDER QUICKLY.**

FITZGIBBON, SCHAFHEITLIN & CO.

MONTREAL.

W.M. PARKS & SON Limited

ST. JOHN, N.B.



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

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

Agents . . . THE ONLY "WATER TWIST" YARN MADE IN CANADA

J. SPROUL SMITH, 74 Wellington Street West, Toronto
DAVID KAY, 100 Water Building, Montreal.
JOHN H. CLAM, 83 Front Street East, Toronto, Special Agent for
Team Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

ment in the cut of gloves, invented by George Cluze, a member of the old and renowned firm of Ph. Courvoisier, glove manufacturer, Paris. This glove is said to be the perfection of fit, elegance, and comfort. They will keep a range of blacks and leading colors, embroidered backs, dome fasteners, at \$9 and \$11.50. Orders placed now will be delivered in July.

A SAMPLE SENT.

Two good styles in castor washing gloves, white and natural, are offered by Fitzgibbon, Schafheitlin & Co., Montreal. These have two large pearl buttons or two black clasps and points, for spring and summer weather. They will be in demand. If you have not ordered this line, write for a sample pair and prices.

MERCHANTS DYEING AND FINISHING COMPANY.

The Merchants Dyeing and Finishing Co., Caldecott, Burton & Spence's successor, are showing a very fine range of plain colored ribbons, in double faced satin and faille, in all widths, the general consensus of opinion is that ribbons are to be in great demand, and so far the sales have gone far to justify the opinion. Rich Lyons brocade silks for blouses are in great request. The better lines are being reflected in the demand for better goods and this year silks are selling more freely than for many years. This house is showing some choice goods. French and British organdie muslins are coming into favor, in New York, London and Paris, and the orders placed in advance with The Merchants Dyeing and Finishing Co. go to show that these exquisite goods will sell freely in Canada.

NEW IDEAS IN CARPETS, ETC.

Mr. Mitchell, carpet buyer for John Macdonald & Co., who has just returned from England, reports that prices there are inclined to stiffen, manufacturers claiming that their trade with Canada in some lines did not pay, and desiring to raise prices. Among new specialties secured by the firm are some drives in lace curtains and a shipment of 16-4 oil-cloth and linoleum, from the lowest to the best trade. Their stock is now complete in mats and rugs, and some special lots were picked up, which will be opened this week. One of these was several hundred Japanese rugs, secured at a forced sale and ranging from hearth size, to sell at \$2, up to 3 x 4 yards, all under regular values. New carpets will be shown with the latest golden brown, green and crimson combination tints of high-grade furniture covering reproduced in a medium quality of carpets. These promise to be attractive in style and price.

KYLE, CHEESBROUGH & CO.

Dress trimmings of all kinds are an important feature with this house just now. New ideas in gimp, in braid, tinsel and bead effects are having a good sale, while plain amazon cloths for suitings with mohair and tubular braid trimmings to match are something special. Numerous novelties in blouses, blouse sets, veilings, chiffons, etc., may be obtained from them. Their stock of laces is kept well assorted and includes everything that careful and experienced buyers should select.

ADVANCE IN RUBBER.

The Canadian Rubber Co., of Montreal, and the Gutta Percha and Rubber Manufacturing Co. of Toronto, Limited, have issued a circular announcing that, owing to the increased cost of crude rubber, the companies are reluctantly obliged to notify the trade that on and after March 1 all prices will be advanced 10 per cent.

A WESTERN JOURNAL.

The Review is indebted to its friends, Rendall & Co., of Greenwood, B.C., for a copy of The Boundary Creek Times, a weekly journal published at Greenwood. It indicates a healthy mining development in that region and lots of progressiveness.

NEW GOODS IN THE MARKET.

THE MARITIME WRAPPER CO., the wide-awake wrapper house, at Woodstock, N.B., have added some very strong values in print and muslin effects to their already attractive line. Popular prices and reliable goods form the foundation on which this house is building its success, and these latest stylish garments, only emphasize the success of the firm in both particulars.

Laces will be a great feature this spring and summer. They were very scarce last year, and consequently a large amount of trade was lost. James Johnston & Co., anticipating a great demand, have placed very large orders with the manufacturers and will be prepared to deliver promptly.

Both in London and Paris, beads and sequin trimmings are now worn in profusion. Brophy, Cains & Co. promise some new effects after March 15.

S. Greenshields, Son & Co. have recently received a large consignment of cotton, lisle, silk and cashmere hosiery; also lisle, tafetta and silk gloves and mitts. Special lines of embroideries in cartoons are just to hand. An assortment of ladies' "Boulevard" umbrellas is noted, and ladies' ties and shirt waists are selling fast. They are now in a position to deliver their special lines of black and cream silk laces. In narrow Valenciennes, malines and cotton laces, their stock is complete.

The Alaska Feather & Down Co. have on view in their newly fitted up sample rooms a line of silkline "Puritas" comforters, in exclusive designs, to retail at \$2. Also a range of comforters in art muslin, with novel chrysanthemum effect designs, that can be sold as low as \$1.50. Both these comforters are made and finished in the same style as the more expensive lines. A quantity of pretty art ticking has just been received.

The Canada Fibre Co., 582 William street, Montreal, have purchased a handsome line of art sateens and will use them in the manufacture of their well-known bed comforters. These will be something special and will shortly be offered to the trade. Their sleeping bag continues in good demand, and the factory is kept running over time to fill orders. Special leaders in cotton and down quilts promise to be good sellers.

It is just as good as the one made by the Toronto Feather & Down Co., Limited, is the argument said to be used to sell inferior sleeping beds. To the buyers of these goods this company say: "Do not handle a cheap article, get the best procurable, the miner demands it."

The Merchants Dyeing and Finishing Co. have entered largely into the making of dress skirts in all desirable fabrics and are now showing a large stock of these goods. Nothing more convenient or stylish could be prepared for ladies' dresses, and with a nice blouse a lady is always well dressed. The Merchants Dyeing and Finishing Co. find it difficult to keep up with the demand for these goods.

The W. R. Brock Co., Limited, are showing a very effective line of prints in metal printing, embracing all the newest colorings and designs.

A repeat of some of the best selling patterns has just come to hand, and will be on view during the millinery opening week.

John Macdonald & Co. are showing an imitation silk crochet thread, called "San Silk," that is having a very large sale. It is a splendid substitute for silk, is thoroughly fast in color, and much cheaper than the silk. It is done up on 100-yard spools and retails at 7c. Can be had in plain self colors or variegated.

SOMETHING NEW.

Merseretta figure, patent finish, fancy black goods, is a novelty to be had only from Brophy, Cains & Co.

Gloves ...AND Mittens

BERLIN, ONT.

The most up-to-date manufacturing town in Canada.

You will not regret Buying
W. Cairnes & Co.'s
GLOVES AND MITTENS

Everybody should have them.
Right in quality and price.
Let US fill your orders.
Importers, stop and think!
None should miss seeing our samples.

"THE MAPLE LEAF—OUR EMBLEM DEAR," appears on each button.

W. CAIRNES & CO.

Manufacturers

BERLIN, ONT.

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

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

W. C. MACDONALD,
Actuary.

J. K. MACDONALD,
Managing Director.

A FEW FACTS
ABOUT . . .

The New Idea Pattern

It has always been a LEADER, never an IMITATOR.

We were the

Original 10 cent Pattern.

We never had any other price, and our goods are **GUARANTEED TO FIT** as good as any other pattern, no matter what its name or price.

We were the **FIRST** to advertise our business in the Dry Goods Journals, now they all do it.

We were the **FIRST** House to offer to sell merchants paper patterns without a contract. We still do business that way, and

1,500 FIRMS

think with us, it's the best plan.

We were the **FIRST** to show how **PATTERNS** could be displayed and sold without the encumbrance of a Pigeon-Hole Case full of last year's styles. We have built up our business on this line, and any merchant can satisfy himself of the success of the plan by investing \$10 and trying it our way.

We were the first to furnish the Retailer (without charge) with cuts of our Patterns for advertising in his home newspaper.

THE NEW IDEA. Retails at one uniform price.

It is up to date in style; well illustrated; plainly described; and because we make no allowance for seams, it's the most Economical in the use of material. Any lady who has once used them will be convinced of this saving feature.

Our Monthly Fashion Sheet is the lowest in price of any on the market, and equally as effective as an advertising medium.

Do not make any deal for Paper Patterns, nor renew an old contract, until you have consulted



1475—Ladies' Blouse Waist
Sizes 32, 34, 36, 38, 40.



1472—LADIES' BLOUSE,
Having Fitted Lining which
may be Omitted.
Sizes, 32, 34, 36, 38, 40.



733—LADIES' FULL WAIST,
Cutting on a Shoulder and
Center Arm
Sizes 32, 34, 36, 38, 40.



7446—LADIES' RUSSIAN
BLOUSE JACKET.
Sizes, 32, 34, 36, 38, 40, 42.

The New Idea Pattern Company

636-638 BROADWAY (Near Bleecker), NEW YORK.

233-237 FIFTH AVE., CHICAGO.



GOFF'S
Angora
BRAID

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

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

IN BLACK AND
STAPLE COLORS.

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

DYED IN THE
WOOL.
SHRUNK READY
FOR USE.

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



Showing Inside of Overcoat with Saddle.

*The Silk,
Satin, or
Mohair
Saddle*

WILL BE A FEATURE IN OUR
OVERCOATS FOR THE FALL
SEASON OF 1898. * * * * *



See the lines made in this style when our
Traveller calls upon you.

THEY WILL BE SELLERS.

The Saddle in the lining is a comfort much appreciated by any one who has ever worn an Overcoat so lined.

The Overcoat slips on and off easily and without straining the lining, and as a consequence wears better.

Manufacturers of
Shorey's Ready-to-Wear-Clothing.

H. Shorey & Co., Montreal.



TO THE TRADE



You have goods coming from one or more of the following Wholesale Houses almost every day. When your Stock of . . .



Feder's Pompadour Skirt Protector



runs low don't hesitate or wait to make up the assortment, but send orders for missing shades at once to one of the firms mentioned below, who keep a full assortment of colors.

Write to the nearest located to your territory, thus saving express or freight charge.

Granite Mills, St. Hyacinthe

P. Q.

Sole Manufacturers and Licensees for Canada.

Toronto

Alexander & Anderson
A. Bradshaw & Son
W. R. Brock & Co.
Merchants Dyeing and Finishing Co., Limited
Gordon, Mackay & Co.
John Macdonald & Co.
Wyld, Grasset & Darling.

Ottawa

J. H. Garland
J. A. Seybold & Co.

Halifax

Smith Bros.

St. John, N.B.

Manchester, Robertson & Allison

Hamilton

Knox, Morgan & Co.

Quebec

Wm. McLimont & Son.

Montreal

Wm. Agnew & Co.
Brophy, Cains & Co.
Gault Bros. & Co.
Hodgson, Sumner & Co.
Liddell, Lesperance & Co.
P. P. Martin & Co.
Thibideau, Frere & Co.
Hermann H. Wolff & Co.

A PLEA FOR AN INLAND ROUTE.

PRINCE ALBERT'S RIGHT TO A SHARE OF THE TRAVEL.

TWO STRONG ARGUMENTS IN FAVOR OF AN INEXPENSIVE WATER ROUTE—IT RUNS THROUGH ALL BRITISH TERRITORY AND WILL HELP SETTLEMENT IN THE PEACE RIVER DISTRICT.

Written for The Dry Goods Review by Mr. Alex. McNabb, Secretary Prince Albert Board of Trade.

IN SETTING forth the advantages of the water route to the Yukon gold mines via Prince Albert, Green Lake, the Athabasca and Mackenzie rivers, it must not be forgotten that one great element of superiority possessed by this line of travel, and which is shared by all routes having their starting point on the Saskatchewan, lies in the circumstance that the entire distance traversed is in British territory. This fact, the importance of which is obvious, cannot be too widely made known in the interest not only of the travelers themselves, who thus escape the harassing exactions of the Customs houses on the United States frontier, but of the Canadian people at large, and more especially of the mercantile community east of the Rocky Mountains, who, by the adoption of either of these routes will be the recipients of a considerable portion of trade profits which are now diverted into other channels.

The amount of business which has already been so diverted has attained such large proportions simply because immense numbers of people journeying to the Klondyke from the eastward, being unaware of the fact that the gold region could be reached by a safe, easy, and inexpensive water route commencing far east of the mountains, went in by the Alaska coast and the Chilcoot and other passes.

This renders it imperative that, in view of the great rush which may be expected next spring, the merchants of Montreal, Toronto,

and, in fact, all the great trading centres of eastern Canada should, in their own interest and for the general benefit of the country, leave no stone unturned to keep the Yukon traffic within the Canadian boundary, and to that end should unite in their endeavors to make known by all means in their power the existence and practical value of the river route through the Northwest Territories above indicated, but the iron must be struck while hot, and energetic measures at once initiated. Should this be done promptly the result will doubtless quickly be made apparent during the coming summer in the steady flow through Canada of the stream of Klondyke immigration, and the retention in this country of the large amount of trade which is now falling into the hands of Americans and others on the western side of the Rocky Mountains.

Another important feature to be taken into consideration, in estimating the general benefit which must accrue to all that portion of Canada east of the mountains by the adoption of the N.W. Territorial water route to the Klondyke, is the probable opening up for settlement of the vast tract of land known as the Peace River country.

It is by no means universally known that, in addition to the gold signs which are reported by surveyors and prospectors to exist in many places along the Peace river and its tributaries, a very large proportion of the adjacent country is well adapted for agriculture and ranching, and would probably long ago have been so exploited had there been any means at hand by which the produce could be disposed of.

If, as there seems every reason to predict, the mining industry continues to spread far and wide in the Yukon territory, and extends to the Liard and Peace rivers as well, a ready and most extensive market will be created for grain, cattle and every product that a farmer can supply, as, by following the great waterways which nature has provided, such produce can be readily freighted



Gobelin Art Draperies.

SILK LINES	CAMBRICS
EMBROIDERED MULLS	
CRETONNES	SCRIMS
ART TICKINGS	DENIMS
VILLA CLOTHS	BURLAPS
GLAZED CAMBRICS	SATINS

✓ For Sale by Jobbers.

Wm. Simpson, Sons & Co.

Represented in Canada by...
H. FLAWS & SON, Manchester Building, TORONTO.
DAVID KAY, Fraser Building, MONTREAL.

Philadelphia—New York.

Nothing but

Everything in

Easter

NECKTIES

E. & S. CURRIE

Cor. Bay and Front Streets

TORONTO

to all the mining districts, and even to Dawson City, at remunerative rates.

It may safely be anticipated that, this route once established and recognized as the cheapest and best means of reaching the gold regions, improvements will be made in the shape of tramways, or even railway communication, between certain points, should the amount of traffic justify the outlay. In this manner the route will, in the natural course of things, be utilized for the transmission of merchandise from all parts of Canada, and will go far towards stopping the leak which threatens the well-being of the commercial argosy of the Dominion.

REMNANTS.

FROM A WOMAN'S STANDPOINT.

Written for THE DRY GOODS REVIEW.

Has any enterprising jobber in dry goods ever made a specialty of remnants? If not, why not? There is a mine of possibilities in a well-assorted stock of such goods. Under the general term remnants we find lengths of every, or almost every, fabric known to the trade, and if we exclude factory ends sold by the pound for all sorts of uses, at a very small cost, they are of real value to people of small means, or those who prefer economical principles. Speaking roughly, remnants range from one to three yards, although, of course, we often see longer or shorter pieces, but taking those lengths as fairly representative, and remembering the enormous variety of stuffs, qualities and colors, sold, as they usually are, much below original cost, just think of what can be done by moderately industrious and thrifty people.

Among the more obvious uses to which short ends can be applied is the remodelling of children's clothing, their value in this con-

nection is very great. The fabrics being practically without limit, it is easy to have exactly what is wanted if one takes a little trouble beforehand. There is no sense in waiting until you actually are at a standstill and have no time to look about. A little money, with a good deal of forethought, will put you in possession of such a stock to come and go upon as most housewives would glory in. The writer has made, and seen others make, the most attractive and serviceable little garments, either fashioned entirely from a remnant or from one added to the old frock jacket, or what not, which needed renovation. We are not writing of a makeshift flounce, or any similar device which those who run can read, but of dainty, tasteful combinations such as any mother would be pleased with. In general household supplies, remnants are beyond measure liked in net or muslin for sash curtains; in cretonne or sateen for cushion covers; in furniture fringes, gimps or tassels, in every style or color, for tidying up at house-cleaning time; all sorts of short ends for fancy table covers, laces and ribbons for decorative purposes. A great variety of goods most useful in art and other fancy needlework can be picked up by those who choose to take the opportunity.

Very nice remnants of table linen for lunch and tray cloths can often be purchased at about half price. If one is interested in Dorcas work, whether parochial, general or missionary, and can't afford to give much beyond time and thought; a rich harvest awaits a careful remnant buyer, such a store of flannel, print, stuff of every kind, odds and ends of good wool for knitting, bright chintzes for quilts, scraps of carpet for mats, all good and serviceable, with many more of which we have no space to speak, though it may be hinted that chiffons, velings, etc., are not excluded from the remnant list. Holding no brief for the jobber of the future, this is written for readers of THE DRY GOODS REVIEW, and with much of its work, virtue is its own reward.



H. H. Burrows, Manager.

1898
Art Squares

SIZE—3x2½, 3x3, 3x3½, 3x4, 3x5 yards square.
QUALITY—Union Art Squares, Wool Filling C C Squares, Standard Extra Super Squares.

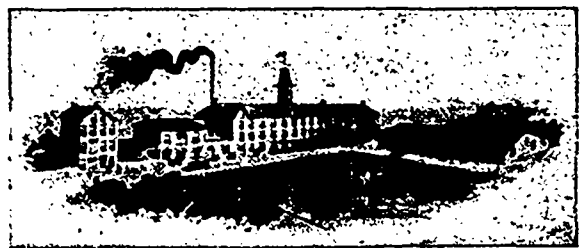
**NEW STYLES
DESIGNS
COLORS**

Just the thing for a small room or office, no sewing, cutting or matching. A whole carpet with border.

Try a sample order.

Popular goods. They go with a rush. Travellers now on the road. Your inspection is solicited.

Royal Carpet Co., Guelph, Ont.



**The Tiger Brand
Lambs' Wool Underwear**

Manufactured by

**The Galt Knitting Co.
Galt, Ont.** LIMITED

is the best and most reliable made in this or any other country

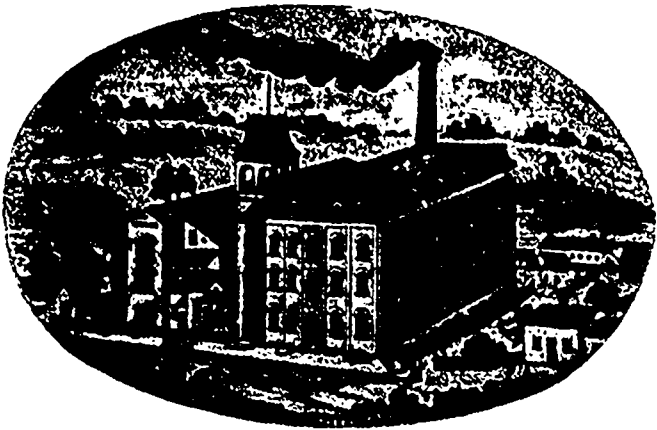


TRADE MARK

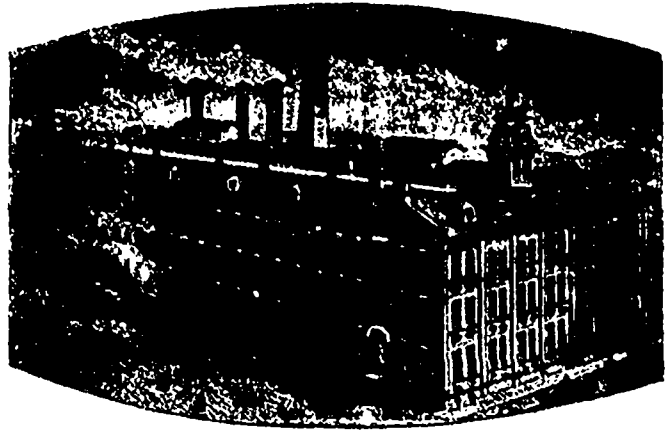
The retail trade only supplied

OUR TRADE MARK IN WOVEN LABEL

ON EVERY GARMENT



MILL NO. 1



MILL NO. 2

The Penman Manufacturing Co.

Head Office: PARIS, ONT.

Limited



MILL NO. 3



MILL NO. 4

Our Samples of ...

Spring Goods

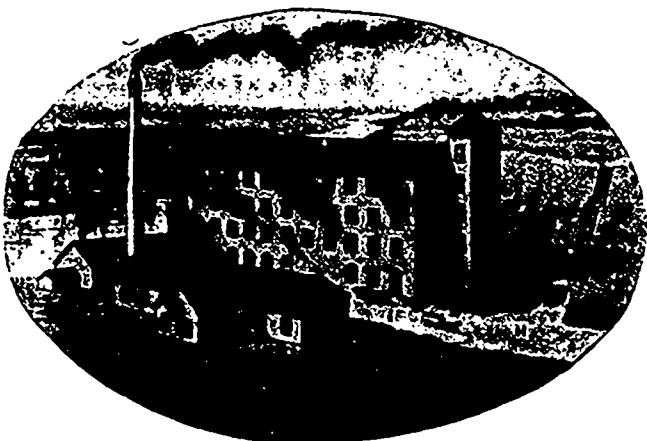
are now in the hands of the wholesale trade.

Ask for our

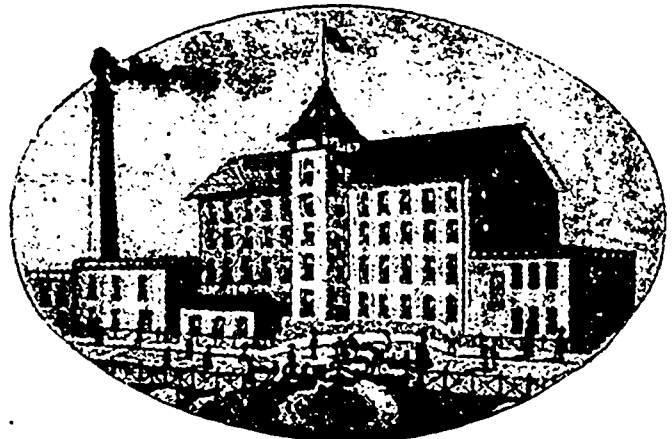
BALBRIGGAN UNDERWEAR

... and take no inferior substitutes.

Full lines of Summer Weight Half-Hose and Underwear of all kinds.



MILL NO. 5



MILL NO. 6

SELLING AGENTS D. MORRICE, SONS, & CO., MONTREAL AND TORONTO.

THE PROSPECTS OF INSOLVENCY.

St. John, N.B., Globe.

THE January issue of The Journal of the Canadian Bankers' Association contains, among other things, the annual address of the president of the association at the sixth annual meeting held at Niagara Falls. Mr. Thomas, of the Molson's bank, was the president last year, and in his address, among other matters of importance, he discussed the proposed insolvency law. He pointed out that in 1894, when the matter was before Parliament, the association did not desire the passage of an insolvency law, but if there was to be a law, the feeling then was, that it should provide for prompt and inexpensive distribution of estates, discourage reckless trading, and make it a difficult matter for fraudulent debtors to re-enter business circles. Noting the continuance of demands made for such an act, Mr. Thomas urged that the bankers should see that the discharge claims were made very stringent and to insist upon satisfactory evidence being produced before a judge that the debtor had not failed to keep a proper set of books, or to fully dispossess himself of his estate to his creditors. He also favored the creation of special judges of experience in commercial jurisprudence to devote their whole time to insolvency proceedings. THE DRY GOODS REVIEW, which published a special number of much excellence at the first of the year, expresses strongly its fear that there will be no insolvency legislation at the coming session, and it insists strongly that such a measure should be introduced, declaring that any other policy will be a clear breach of the faith. Doubt of this may be expressed. THE DRY GOODS REVIEW thinks that the members of Parliament ought to be whipped into the passage of an insolvency act, but this cannot be done if the members do not look with friendly eye upon such legislation.

A LETTER FROM A FRIENDLY CRITIC.

Editor DRY GOODS REVIEW:

DEAR SIR,—I have examined with much interest and approval your special number of THE DRY GOODS REVIEW, which reflects great credit upon you and your staff. But I observe some features open to criticism. Why do you allow so much free advertising in the shape of suggestions to buyers, such as often appear in your paper? If you say, "Before placing your orders you should see the goods Mr. Blank is offering," you indirectly discriminate against Mr. Dash, who may have even a better line, although he has not asked you to insert a puff which, if it appeared at all, should be part of Mr. Blank's ad., paid for as such, and not a friendly hint from the editor. Without fear or favor should be the motto of a high class trade journal. In the second place, let me ask what class of retailers are supposed to profit by that advice from a "Head Clerk?" His reference to dusty goods and windows that need washing smacks of the old-time village store, run by the owner of the neighboring grist or saw mill for the convenience of his hands, who knew the stock by heart, and would have had no use for the allurements practised by the up-to-date retailer now-a-days. Perhaps the "Head Clerk" has been doing business in Sleepy Hollow, where a piece of paper arranged in the ingenious manner indicated would contain with ease a record of all the sales effected, and where the people have not awoke to a sense of the rather obvious fact that careless, slovenly clerks injure trade. Will "Head Clerk" give particulars of the manufacturer who will get up a stock of white goods giving good value and still allowing you to sell, at a profit, below others in a line and at a time where and when keen competition is the rule? If there really be a Utopia in which our own efforts can protect us from being undersold, don't let mere ignorance stand in our light, but give us the correct address and, among those who will rush thitherward, grip sack in hand, shall be

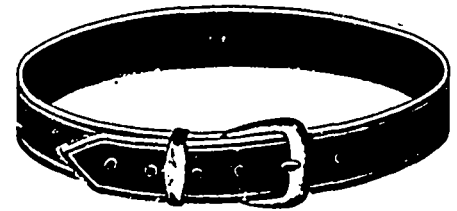
Your obedient servant,

St. John, N.B., Feb. 10, 1898.

RETAILER.

[For comments on this letter see editorial pages.—ED. REVIEW.]

LADIES' BELTS



Belt Supporters AND Waist Sets

Croft, Phillips & Wrinch

3 Wellington St. East

— TORONTO

The Merchants Dyeing ^{AND} Finishing Co.

Successors
to

CALDECOTT, BURTON & SPENCE

Warehouse : 42 Front Street

Works : Liberty Street

Toronto

DRESS GOODS AND SILK CONVERTERS

Specialist Imports Dress Fabrics, Silks, Velvets, Hosiery,
Gloves, Laces, Ribbons, Smallwares

The stock which will be completely opened up by the 1st March, will include :

Dress Goods in

Bayadere Vigoureux, Bayadere Grenadines, Bayadere Poplins, Bayadere Velours, Black Blister Crepons, Henrietta Cloths, Cashmere Cloths, French Estamine Serges, Bicycle Serges, Cheviot Serges, and a large consignment of our famous **German Silk Finished Henriettas** in 10 qualities.

Silks in

Rich Brocades, in all assorted shades.
Swiss Brocades and Shots, every color and combination.
Taffetas, all colors. **Japanese Silks**, great variety.
Peau de Soies, Satins, Failles, etc., etc., etc.

Muslins in

Choice designs in **French and British Organdies**.
Lace Effects, Corded Effects in all colors, and in **Plain Muslins, Linon de Syrie, Cord, and Lappet Muslins**, etc.

Ribbons in

Double Faced Satins, all colors, Nos. 2 to 40, 3 qualities.
Silk Faille, Black and Colored, Nos. 2 to 40, 2 qualities.
Black Moire Ribbons, Baby Ribbons, etc, etc.

Laces in

Valenciennes, White, Black and Colored, **Silk Chantilly Laces, Real and Imitation Torchons, Guipures**, etc., etc.

Veilings in

All the new things now in demand.

Tailor-Made Dress Skirts.

To meet the increasing demand for these goods, which fill a great want, a **large stock of these skirts** have been carefully made up in 28, 30, 32, 36, 38, and 40 inch 4, 5, and 7 gore widths, well stitched, carefully bound with velveteen, and splendidly fitting, in the newest fashion.

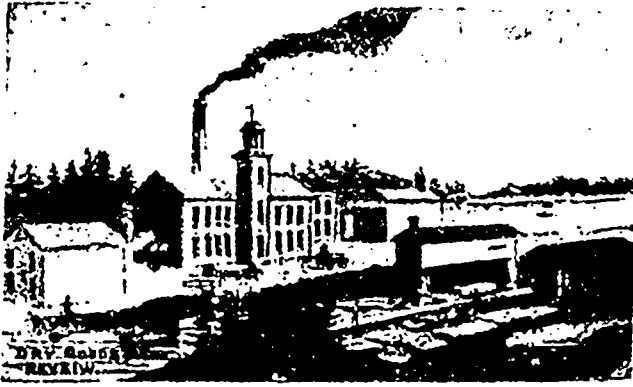
BUYERS AND ORDERS WILL HAVE BEST ATTENTION.

THE . . .

Merchants Dyeing and Finishing Co.

Attention drawn to a splendid range of I. F. ASHTON & CO.'S CHOICE BLOUSE PRINTS, SILK FINISH and EXCLUSIVE STYLES.

Front Street and
Liberty Street, **TORONTO**



The Harris ⁶/₄ FRIEZES

are now being shown for

FALL, 1898

R. R. Davis

3 Wellington St. East

Selling Agent

...TORONTO

THE PREFERENCE TO BRITAIN.

IMPORTANT AND SATISFACTORY STATEMENT IN PARLIAMENT BY
THE GOVERNMENT.

ON Friday, Feb. 11, the Secretary of State, Hon. R. W. Scott, made an important statement in the Canadian Senate regarding the proposal to limit the preferential tariff to Great Britain and her colonies.

"On the first of August next," said Mr. Scott, in the course of a reference to preferential trade, "Great Britain will be the only country that will enjoy that preference in our markets."

Sir Mackenzie Bowell—"Not unless you change your law."

"Senator Scott—"We propose with the approval of Parliament to bring about that result."

Senator Macdonald—"Will the proposed change in the tariff block out the favored-nation clause with regard to China and Japan?"

Senator Scott—"Yes. The countries which come in under the favored-nation clause in the German and Belgian treaties secured the same advantages in our markets as we gave to the Mother Country. If we remove that privilege from Germany and Belgium by denouncing the treaties, then no other countries can come in except those that have rights by our own treaties under Act of Parliament."

Sir Mackenzie Bowell—"In making this change in the tariff you will apply preference to the British colonies as well as to Great Britain?"

Senator Scott—"It is intended that they shall come in as New South Wales (a free trade colony) does. That is my opinion. Of course, I cannot foreshadow what the change will be, but there will be an opening for the British colonies to come in certainly."

THE POSITION AFTER AUGUST 1.

Until August 1 next any favored treatment accorded Great Britain will have to be extended to Belgium and Germany, and a number of other countries with which Canadian trade is insignificant. On the 1st of August the year's notice necessary to abrogate the treaties between Great Britain and those countries will be completed. The Canadian Government at this session will recast the preferential trade resolution, so as to make it apply solely to Great Britain and the British colonies. This, there is no doubt whatever, Canada can do without being obliged to extend the favor to any other country. It is expected, therefore, that things will remain as they are until August 1, after which date Great Britain alone, and such colonies as give us equal tariff treatment, will enjoy preferential treatment to the extent of twenty-five per cent. of the present duties. The bulk of the purchases now being made by Canadian buyers, in Great Britain, for autumn trade will come in after August 1 under the reduced rates.

Messrs. James Johnston & Co., of Montreal, are selling a large number of the "Practical" ribbon cabinets, glove cabinets and piece goods fixtures. Write to them for information regarding this line.

Woven Labels.

Shirt Labels & Hangers
UNDERWEAR LABELS
INITIAL LETTERS
INDIVIDUAL NAMES.

KLUGE BROS.

Proprietors

German Artistic Weaving Co.
274 & 276 Church St.
NEW YORK.

CREFELD

LONDON

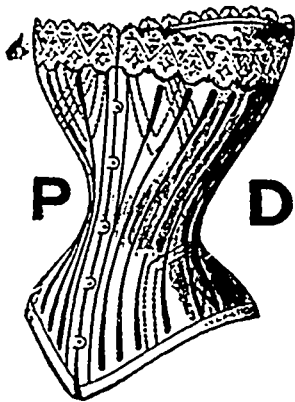
PARIS

Silk Labels & Hangers
NECKWEAR LABELS
DRESS BELTS
SHOE LABELS.

Night Shirt Trimmings.

TORONTO OFFICE: ROOM 109 McKINNON BUILDING.

FRENCH P. D. CORSETS




10
GOLD
MEDALS

The celebrated **P. D.** Corsets are in the lead again, having received the 1st prize at the Universal Exhibition in Brussels in 1897. ✓

KONIG & STUFFMANN

Sole Agents
7, 9 and 11 Victoria Square, MONTREAL.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and
TAILORS'
TRIMMINGS


 29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

Thibaudau 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

WE ARE SHOWING
 EXCLUSIVE STYLES
 AND LATEST NOVELTIES

IN

WOOLLENS and
TAILORS' TRIMMINGS

FOR


 SPRING 1898
 

John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

WANTED.

A MANCHESTER WHOLESALE DRY GOODS HOUSE WANTS A FIRST-CLASS Canadian Agent to call on the leading retail merchants in Canada. Apply—11, S. Ann street, Manchester, Eng. (4)

AGENCIES WANTED for Toronto and Montreal, for Canadian manufacturers of Woolens, Knitted Goods, Hosiery, Underwear and Gloves. By firm having a connection with Wholesale Trade. Best references given. Address:—Box 10, Dry Goods Review.

Paul Campbell, Assignee.
Campbell & Campbell, Accountants.
McKinnon Building, TORONTO.

HAIR NETS are in fashion again. We make them. Greatest variety of leading styles. Quality highest. prices lowest. Orders promptly filled.

JENNINGS LACE WORKS.
 Park Ave., Brooklyn, N.Y.

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

Head Office **Toronto, Ont.**
 Capital Subscribed - \$2,000,000.00
 Capital Paid Up - 1,000,000.00
 Assets, over - 2,320,000.00
 Annual Income - 2,300,000.00

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

1898 : Winter Sailings : 1898
BEAVER LINE Royal Mail **STEAMSHIPS**

Sailing Weekly between St. John, N.B., and Liverpool.
 CALLING AT HALIFAX AND MILLER, IRELAND, EACH WAY.

From Liverpool	Steamers	From St. John	From Halifax
Sat. Feb. 12	Lake Huron	Wed. Mar. 9	Thurs. Mar. 13
" " 26	Lake Superior	" " 23	" " 27
" " Mar. 12	Galla	" " 31	" " 34
Fr. " 26	Lake Ontario	" " 14	" " 18
Sat. Mar. 12	Lake Winnipeg	Wed. Apr. 6	Thurs. Apr. 10
" " 26	Lake Huron	" " 20	" " 24
" " Apr. 9	Lake Superior	" " 3	" " 7
" " 23	Galla	" " 17	" " 21

After 25th April Steamers arrive at and depart from Montreal.

First Cabin single, \$50 to \$60, return \$100 to \$112. Second Cabin, single, \$34 prepaid, \$47.25, return \$67.75. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22 50, and all other ports at lowest rates.

For further particulars apply to—

D. & C. MACIVER,
 Tower Buildings 29 Water St
 Liverpool

D. W. CAMPBELL,
 General Manager,
 11 Hospital St., Montreal
 and St. John, N.B.

T. A. S. DeWOLF & SON, Halifax

SHOPLIFTING IN HAMILTON.

LAST month Mrs. Margaret Neville, was taken into custody at Pratt & Watkins' store with several articles in her basket which she had picked up from the counters and deposited therein without settling with the clerks. The Rev. C. E. Whitcombe made a touching plea on behalf of the defendant. He said he had known her husband and family for nearly ten years, and they had always been looked upon as most respectable. She is the mother of six children who are yet attending school, he said, and he was sure that she had received a lesson which would prove effective throughout her life. Ald. Pettigrew and Ald. Fernside also spoke on behalf of Mrs. Neville, pointing out that, like many other families, circumstances were not always in her favor, and they also pleaded for leniency.

Judge Jelfs, commenting on the case, stated that from authentic sources he had learned that shoplifting was becoming very common, and he regretted to say that it is practised by even better classes of people than the defendant. Some representatives of the richer classes, he understood, had been caught in the act of stealing from stores, but the proprietors thereof had declined to prosecute, owing to the offenders' rank in society. However, neither rich nor poor would make any difference to him in the distribution of justice, but as so many had been allowed to go free by those who should have been the prosecutors, he had decided to set Mrs. Neville at liberty on deferred sentence. She was warned that if she should ever be brought before him again this conviction would be used against her.

THE BANKS AND INSOLVENCY.

A deputation of the Bankers' Association waited upon the Ottawa Government recently, and Mr. B. E. Walker expressed the view of the banks on insolvency. Mr. Walker said that the labor of the banks, the boards of trade, and the Government during the session of 1895, when the Insolvency Act was then before Parliament, showed that, except upon one question, there was no material difference between the banks and the boards of trade; that the question was as to the rights of holders of negotiable paper in ranking upon the estate of the endorser. With reference to this, the banks asked simply for legislation similar to that in force in England and under the Act of 1877 in Canada, and if this were granted, their opposition to an Insolvency Act would disappear, but if what they believed to be a gross injustice were attempted to be forced upon them, they would be compelled in simple self-defence to use all legitimate means to oppose the legislation. It has been said that the banks sought double ranking, but the term is incorrect and misleading. The banks do not object to value their securities. All they ask is single ranking and their unimpaired rights under the contracts of the maker and endorser, which they buy and pay full value for.

A KLONDYKE WINDOW.

Carsley & Co., of Montreal, have a cleverly arranged Klondyke window. It represents a miner's camp, and in the foreground is a tent fully equipped with camp stove, bed, bedding and everything else required for the gold digger's comfort. A figure of a man dressed in heavy waterproof clothing shows what the firm are offering in that line, while underwear, socks, etc., are scattered promiscuously about the tent. All sorts of evaporated goods, suitable for the Yukon region, are shown, as well as sets of tools. A large card announces that the complete outfit can be purchased for \$100 net. The window has proved a strong attraction, almost every passer-by pausing to look in. The public is keenly interested in Klondyke just now, and the retailer who handles mining supplies may find a window display such as this an inexpensive and satisfactory way of pushing his goods.

Featherbone Corsets . . .

FIT EVERYWHERE, PINCH NOWHERE.

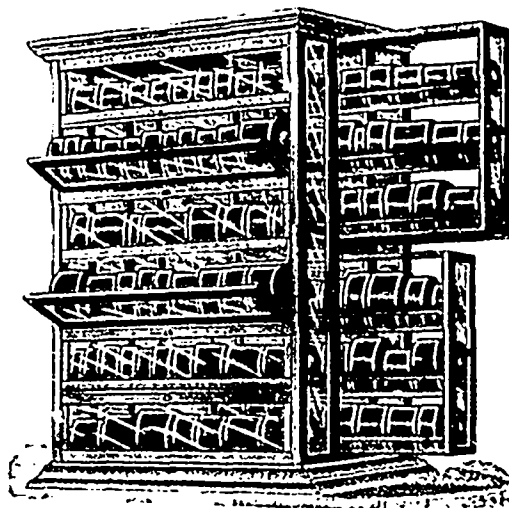
Featherbone Corsets as they are made to-day, sell at sight. Make it easy for your corset department and carry these goods—the finest line on the road.

Canada Featherbone Co.
LONDON, ONT.

THE PRACTICAL KID GLOVE CABINET

Practical
Revolving
Counter
Fixture.

The
Practical
Ribbon
Cabinet.



No. 3 Cabinet (opens from four sides.)

NATURAL OAK, NICELY FINISHED.

SIMPLY PULL THE KNOB FORWARD and the tray opens and remains so, giving sufficient room to place the ribbons. EVERY DEALER, small or large, extra the price of a Cabinet by keeping bright and clean ribbons. YOUR RIBBONS look better, keep brighter, sell faster, if displayed in a PRACTICAL RIBBON CABINET.

PRICE LIST.

No. 0 size 28 x 7 x 27, 50 bolts, \$ 6.00	No. 3 size 28 x 20 x 38, 210 bolts, \$18.50
No. 1 size 28 x 15 x 27, 100 bolts, 10.00	No. 4 size 28 x 25 x 33, 325 bolts, 23.00
No. 2 size 28 x 15 x 33, 150 bolts, 13.50	No. 5 size 28 x 31 x 33, 400 bolts, 28.00

A. W. RUSSELL & SONSTM Manufacturers **ILION, N.Y.**
WE SELL THROUGH JOBBERS ONLY.

For Catalogues, Price Lists, Information, etc., write

JAS. JOHNSTON & CO.
JOHN MACDONALD & CO.
JOHN. M. GARLAND

Montreal
Toronto
Ottawa



C. K. HAGEDORN, Manager

They're Out

OUR SPRING SAMPLES

Ready and men on the road in every part of the Dominion showing them. Understand, we have spent much time in getting up this season's samples of

SUSPENDERS

We have succeeded in procuring the very latest and best qualities and designs in webs the market affords. We have used the newest trimmings to add ATTRACTIVENESS to QUALITY. These goods will sell, and are worthy your careful consideration, as we believe them to have no superiors in the market.

Our range of BUTTONS is also very much up-to-date. Prices always right.

Trial order solicited.
Goods shipped promptly.
We guarantee satisfaction.

REMEMBER--"We fear nae foe."

The Berlin Suspender and Button Co., Berlin, Ont.



ADVERTISING A DRY GOODS SALE.

THE REVIEW'S young man dropped in to have a chat with Mr. J. P. McConnell, Montreal, manager of the Slater shoe advertising, the other day. Naturally the conversation became deeply indented with advertising phraseology.

"Tell us some of your advertising adventures," said THE REVIEW man.

"I suppose something about a store in your own line would be most interesting," said he of the famous shoe. "Well I can give you something very recent in that line. I refer to Messrs. Ford & Newcombe, in Petrolia. As they are your subscribers you, no doubt, are aware they lately bought out the dry goods store of Webb & Co., in that town. Mr. Ford is a friend of mine and he wrote me in regard to their advertising, asking my advice. They took possession of the store on February 1 and began their opening sale on the following Saturday. This was liberally advertised, accompanied by descriptive price lists showing a comparison of former prices with the sale prices. I believe nine-tenths of the effectiveness of most advertising is lost unless accompanied by prices. The first principle of advertising should be to give information about the goods offered and the basis of information with most folks who read ads. is—price. Without it the point is lost."

"Do you believe in circulars?"

"To a certain extent, if done properly. The circular, like the ad., must be information. It must be attractively worded and nicely printed. It must be mailed as letter postage. I don't believe in throwing advertising literature in at doors, and I haven't much faith in 'hand out' circulars. We used them for this opening sale to good effect. We had envelopes printed specially, the wording on the outside being 'A dollar saved is a dollar made,' set the same as a business man's card would be. The circular was a four-page affair, printed by a local office, and the principal feature was the price list. These were mailed to a carefully selected list. From February 1 to February 8 the store was closed, but the windows were dressed with sale bargains, with prices on tickets. Other tickets announced the day of the opening sale.

"An innovation in connection with this sale was a 'store party.' This was also advertised in connection with the sale. Friday night, the evening before the sale, the store was opened 'for inspection only,' as we advertised it. An orchestra was in attendance, and every effort was made to entertain the visitors, but not a dollar's worth of goods were sold till the next day, the advertised beginning of the sale. The result was that the new firm got acquainted with a large number of Petrolia citizens who were induced to drop into a store where for once they would not have to, in fact, could not, buy goods. This was a great success, and the store was crowded from 7 p.m. till 10 p.m. The occasion was improved upon to show the new spring goods, and many future sales were apparently 'fixed' that night.

"The opening next day was a grand success, and was a record day such as the store had not known for years."

"Why didn't you have the orchestra on sale day?"

Well, I don't believe in mixing music with a dry goods business. I believe beer can be sold to music but not dress goods. A salesman often finds it difficult enough to hold the attention of buyers without the added distraction of music. No, I don't believe in extraneous attraction of any sort during business hours, and that was the reason I advertised the store party. Results have shown the correctness of my contention.

"This sale has been followed up with what I call 'educational' advertising, that is, ads. directed at winning the confidence of the public. I have adopted the phrase 'The store that never disappoints' to follow the firm's name, Ford & Newcombe whenever

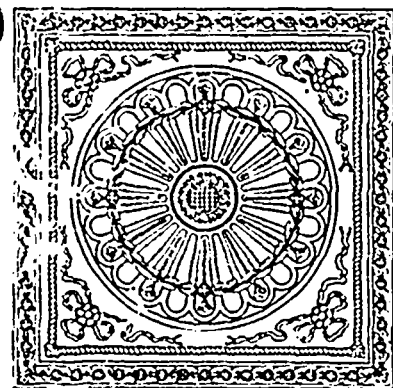
Beauty and Utility

Are found together in our

EMBOSSSED
METALLIC
PLATES

FOR CEILINGS
AND WALLS.

They are undoubtedly the finest interior finish for every class of building. We make 150 artistic designs, with borders and mouldings to match, which may be decorated to suit your taste.



A Sample Design.

Besides being highly ornamental, they are fire-proof and durable, will not crack or peel off, can be easily cleaned, and do not harbor vermin or germs.

They not only last indefinitely, but retain their beauty as long as they last.

Think of these points and send for our catalogue to learn full details. Prices are moderate enough to suit everyone.

METALLIC ROOFING CO., Limited.

1176 King St. West, TORONTO.

it is used in an advertising way. This is a wide boast, and can only be made good by increasing effort to please. We invite the public to make us prove every assertion we ever put in print. The result has been most gratifying, and I had a letter from Mr. Ford only to-day, in which he tells me the store's sales are now \$500 ahead of all last February, when Webb & Co. had it, and there are yet eight days left of the month.

"The firm is running a 2-column ad. in each of the local papers, and I write introductions for them, based on weekly information. Besides writing the ads, I give directions for the selling and their advertising policy generally. The success which has so far attended our efforts proves that the right advertising principles, properly followed up, can be successfully handled by a party who has never seen the store, or even the town where it is located."

Mr. McConnell gave up journalism to take charge of the Slater Shoe advertising at the beginning of the year.

"Of course you are doing other advertising work besides Slater Shoes and this firm?" Mr. McConnell was asked.

"I have a couple of other large concerns here, but do not seek outside work," he replied. "I am doing Ford & Newcombe's on personal grounds. Later on, when I have increased facilities I may offer my services farther afield, but not at present."

The Buffalo, N.Y., city council have passed a resolution "that the corporation counsel be, and is hereby directed, to prepare and submit to this board at as early a date as possible, an ordinance providing for the licensing of stores commonly known as 'department stores,' said stores to pay a license for every branch of business carried on by them, excepting their one legitimate business."

Camp Blanketing

Is an article of which we make large quantities for

Miners and Lumbermen

We can give it to you in rolls of about 30 yards, either 72 or 80 inches wide, or we will cut it into blanket sizes, if you prefer.

We are always ready to send samples of any of our lines.

EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.

NOTHING DECEPTIVE

— ABOUT —

Patent Roll Cotton Batting North Star, Crescent, Pearl Brands

The "North Star" and "Crescent" for 1898 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

The "Pearl" grade will continue the leading low priced bat of Canada, being designed for customers' uses, and with no selling frills at expense of strength.

TENTS

Flags, Awnings, and Camp Furniture



KLONDYKE SUPPLIES . . .

Sleeping Bags, Kit Bags
Dunnage Bags
Tarpaulins, etc. . . .

We made the **TENTS** for Mr. Ogilvie and his party, and also for Major Walsh's expedition.

Our goods are equalled by none. 203 Medals and First Prizes at leading exhibitions all over the world testify to their superiority.

COLE'S NATIONAL MFG. Co.

Correspondence Invited.
Estimates for Special Work
Cheerfully Furnished. . . .

— 160 Sparks Street, OTTAWA

The Bustle is Needed ✓

IN THE NEW FALL STYLES
OF DRESSES.

THE BRAIDED WIRE BUSTLE

IS THE BEST

LIGHT—GRACEFUL—ALWAYS IN SHAPE—MADE IN SEVERAL VARIETIES.

“Empire.” “Princess.”
“La Mode.” “Combination Hip Pad.”

If not in stock send sample order.

BRUSH & CO. - TORONTO

Canadian manufacturers for Weston & Wells Mfg. Co.

DOMINION COTTON MILLS COMPANY 1898
SPRING 1898

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

Wholesale trade only supplied.

IN SPRING HOMESPUNS

—Stylish and Comfortable—

Oxfords Lead

PURE WOOL
HANDSOME DESIGNS

Carried by leading cloth houses.

Oxford Mfg. Co., Limited,

W. P. Rodger, Toronto Agent. OXFORD, N. S.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE—
24 Catharine St. North.



LATEST NEWS FROM WINNIPEG.

THE AFTER EVENTS OF THE BIG FIRE IN M'INTYRE'S BLOCK.

NEW GOODS IN THE MARKET—CHANGES IN FIRMS—THE TRAVELERS' HALL—OTHER ITEMS OF TRADE INTEREST.

From THE DRY GOODS REVIEW'S Special Correspondent

WINNIPEG, February 25, 1898.

THE dry goods world of Winnipeg has not lacked for happenings during the past month. Perhaps first among these ranks the big fire at the McIntyre block. I notice in looking over last month's notes that the McIntyre block was mentioned as the home of the representatives of eastern factories and wholesale houses, and now the fraternity of agents are homeless, or nearly so. It is difficult for many of them to get anything like suitable sample rooms. As to the fire, it is ancient history to most of your readers by this time. Suffice it to say that it cleaned out nine retail stores, fifty law offices, the Manitoba University rooms, several halls for fraternal societies, and a whole colony of the manufacturers' agents aforesaid.

The cause of the fire is as much a mystery to-day as it was the morning of the 2nd inst., when the people were roused from their beds and had to get out of the block in their night clothes. There is a good deal of speculation rife as to the rebuilding of the block, as it is known that the will of the late Alexander McIntyre contained a clause forbidding the rebuilding of the block by his estate if totally destroyed. The site is such an important one, standing as it does on the west side of Main street, between the post office and Portage avenue, that it will be eagerly coveted for buildings. In fact, it is rumored that already a bank has bought fifty feet of the site, but this cannot be definitely verified. The whole frontage of the burned block was about 225 feet. Among the fire sufferers were Mackay Bros. & Norris, carrying a very handsome stock of general dry goods, to which they had added the day before some \$1,500 worth of spring goods, and on this stock there was no insurance. Their loss was absolute; in fact, the whole of their store was consumed, and the ceilings had fallen in before one of the partners knew it was on fire. Up to the present they have not found a suitable location for reopening business.

The Arcade, Furner & Co., one of the largest retail millinery establishments, was also situated in this block, and their stock was a total loss. Fortunately, their spring goods had not arrived, so that they will have their new stock to open with. They have secured premises in the Fould's block, a few doors north of the Market square, and will commence business again to-day. Of course, this location is a very poor one compared with the place they had to leave, but it was Hobson's choice. Miss Maycock, fancy goods and toys, another fire sufferer, has moved into the same block.

On the morning of the fire Craig & Co., Golden Lion departmental store, assigned to the official assignee. The meeting of creditors has been held. The failure is looked upon as rather a bad one, as the liabilities are over \$80,000 and the assets are about \$54,000. It is currently reported that Craig & Co. will not resume business, and that Mackay Bros. & Norris are negotiating for the stock and stand. The building is on the corner of Main and James streets, and was erected specially for Craig & Co.

Another change is the announcement of dissolution of partnership of Dunwoody & Steen. This firm occupy a good stand directly opposite the post office. The Imperial Dry Goods Co. is seeking incorporation with a view of conducting this business for the future. Some of the members are from the east, but the personnel of the company is not yet public.

Mr. Whinnery, chief buyer for Stobart, Sons & Co. is at present in Europe on a purchasing trip and when your correspondent

called everyone was too busy to talk much. That business was rushing was evident in all departments. In R. J. Whitla's they were busy unpacking forty cases just arrived from Paris, and your correspondent had the pleasure of seeing some of the latest Parisian novelties come out of their numerous wrappings. Among these things was our old friend the jersey waist. Every woman will rejoice to see it back again because it was elastic and comfortable. This time the bodices are very handsome indeed. The Russian blouse effect seems to be the prevailing style, and many of these have fancy braid patterns woven into the full fronts and trimming the frill up the left side. Other lines are the plain jersey waist made for adjustable collar and cuffs. Another line that especially caught the eye was a new make of blouse silks in Roman stripes, part of the stripe being an openwork lace effect. The tints in these silks are most delicate, and show combinations of pale green, white and yellow, cream, mauve and fawn, biscuit and pale blue and many others equally pretty. They are in short box length, double fold, 40 inches wide. In gloves the new lines with colored stitchings and large medallion buttons are very fetching, while for comfort nothing is better than the open weave white bicycle gloves.

It is good news to all that the cotton blouse will be still with us, and, in fact, is prettier this year than ever, the choicest patterns being in reds with white collars and cuffs. Some of the designs are white and red, but the handsomest are black and red. Organdie muslins are the most popular for these blouses. The French taffetas in combinations of mauve and pale green, pale blue and fawn, black and white, blue and brown, cream and brown are the most effective dress goods of the season. There is a return, too, of the more subdued colors that are so pleasing and restful to the eye.

By the way, the housekeeper who wants to have her house look dainty and fresh for summer should invest in the Moresque or Tamboured curtains, with goffered frills. Whitla's are showing a very handsome line of these goods.

Speaking of pretty dress goods brings us to the travelers' ball on Tuesday, the 15th, where there was a great array of pretty girls and pretty gowns, and flowers galore. The concert and ball of the city travelers has gone into history as one of the jolliest nights of the season, and for good cause. The concert was good, and every number went with spirit and vim. Then came the dancing on a perfect floor, and to splendid music. There were more dancing men than maidens, always a delightful arrangement for the maidens, and there were any number of young girls; in fact, it was very emphatically a young people's ball. The dance programme contained 18 numbers and three extras, but even that did not exhaust the energies of the dancers, as numerous encores were given, especially to the "Two Steps." Supper was served about midnight, and in spite of the fact that there were 250 guests, there was no crowding, and the service was prompt and satisfactory. The decorations of the tables were very pretty. The committee, to whose exertions the success of the entertainment is due, was composed of W. Blackadar, W. W. Burke, D. M. Horne and John Horne.

I intended this month to give a brief description of some of the leading retail dry goods stores, but copy has run along till I fear the editor's scissors, and will leave it until next month. I must, however mention an act of one of our leading retail men that deserves record. Jerry Robinson's large departmental store adjoined the burning building, and was only saved by great exertions of the firemen. During the fire Mr. Robinson personally superintended the distribution of dry mits and caps to the firemen, a boon that can only be appreciated by those who stand in a stiff north wind with the thermometer 10 below zero and all their clothes coated with ice. After the fire Mr. Robinson sent a cheque for \$50 to the firemen's benevolent fund.

B. & C. Corsets

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

Manufactured only by

BRUSH & CO. - TORONTO

DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

GLOVES, MITTENS
and **GAUNTLETS**

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

Agents...

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

THE DRESS CLIPPING DEPARTMENT

Reads every newspaper in Canada and clips therefrom all articles of a business or personal nature of interest to subscribers in this department.

Politicians can obtain from it everything the papers say about themselves on any subject in which they are interested. Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings, \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE PRESS CLIPPING DEPARTMENT

Board of Trade, MONTREAL



**YATSI
MAGNETIC
CONTOUR
VICTORIA**

Hygeian
Waists

AND

**Standard
Dress Bones**

NORTH AMERICAN LIFE.

STILL IN THE FRONT RANK.

THE annual meeting of this company was held at its head office, in Toronto, on January 25. The directors' report presented at the meeting showed marked proofs of continued progress and solid prosperity in every leading branch of the company's business.

Summary of the financial statement and balance sheet for the year ended December 31, 1897:

Cash Income.....	\$ 699,550 49
Expenditure (including death claims, endowments, matured investment policies, profits and all other payments to policy-holders.....)	454,367 26
Assets.....	2,773,177 22
Reserve fund.....	2,245,920 00
Net surplus for policy-holders.....	427,121 33

WM. McCABE, Managing Director.
Audited and found correct.

JAS. CARLYLE, M.A.,
Auditor.

The company's consulting actuary reported to the directors that he had very carefully examined the accounts and balance sheet of the company, as at December 31, 1897, and found that in every branch of the company's work tending to its solid progress and prosperity substantial gains had been made.

Your obligation for investment policies that matured in 1897 called for an outlay of over \$89,500—the individual settlements not only being generally satisfactory, but, as a matter of fact, comparing more than favorably with the settlements made by other companies upon similar forms of policies.

The President, Mr. John L. Blaikie, on moving the adoption of the report, said:

As on many previous occasions, you will be pleased to observe that in everything that goes to make a life insurance company successful the North American Life again shows progress, solidity, and gain for the policy holders.

"For example, compare the business of 1897 and 1896 under the following heads:

Assets as at	Increase over 1896	Per cent- age of Increase
Dec 31 1897 \$2,773,177 22	\$257,343 81	10 2
Cash Income 699,550 49	57,768 41	7 7
Ins. in force 18,945,828 00	1,451,708 00	8 3
Premium In- come 582,131 96	42,670 41	7 9
Interest In- come 147,118 53	15,092 00	14 8

"The assets of the Company are of a high class, and after providing for every liability, there remains a net surplus of \$427,121.33, the percentage of net surplus to liabilities being 18.2, and the percentage of assets to liabilities being 118.2.

"A year ago I submitted a table showing the experience of eleven companies doing business in Canada, the amount of insurance issued, the total terminations each had experienced, and what the percentage was. The North American made a far better show-

ing than any of the eleven, and official figures given in the last Dominion Government report, showing a like experience, again places the North American in the first position."

The Hon. G. W. Allan, vice-president, said:

"I think the very best evidence of the excellent character of the assets of the company and the care shown by the directors in the investment of the funds, is the large increase in our interest income for the year, namely, \$15,092, and the fact that our interest and rents, due and accrued, at the end of the year, should show a decrease of \$1,119.57. Now, here is the position of our assets. We have invested in—

	Amount.	Percentage of total assets.
Mortgages, etc.....	\$1,108,563 93	40
*Debentures.....	635,197 89	22 9
**Real estate.....	292,263 83	10 5
Stocks and bonds.....	203,331 44	7 3
Loans on policies.....	176,381 61	6 4
Loans on stocks.....	157,780 00	5 7
Outstanding premiums in course of collection, and quarterly and half-yearly premiums, being balance of year's premiums not yet paid.....	106,460 37	3 6
Cash in banks.....	57,743 07 1	2 1
Cash on hand.....	31 78 1	
Interest and rents due and accrued.....	38,376 95	1 4
Reversions.....	3,046 35	.1
	\$2,778,177 22	100.

*Market value exceeds this by \$21,425.15.
**Including the company's building.

"I think you will agree with me, this shows a highly satisfactory state of affairs, and must be doubly reassuring to all the policy holders of the company, as well as its excellent agency staff, as to the high standard this company has attained among the life companies in this country. So far as I can judge, it stands at the head.

"Our real estate, as compared with last year, shows but a slight addition in amount, except that we have now added thereto our own home, this handsome building, in which we are holding this meeting. It was an excellent stroke of business on the part of the company in securing this property, as we have now every accommodation for the proper conduct of the business, in fact, one of the best equipped offices in the city, and the cost to the company will be but a moderate one. Already the space we have to rent is well tenanted, and the one office at present vacant is already bespoken. All the properties in possession of the company are well rented, and giving the company a fair return.

Mr. J. N. Lake, in moving a vote of thanks to the company's provincial managers, inspectors and agency staff, said:

"It will be gratifying to everyone interested in the company, and speaks volumes for the energy displayed by our agents, that our new business this month is the best business for January in the history of the company.

"It is interesting to note the great progress this company has made during the last ten years, as shown by the following table:

	11th Year	12th Year	17th Year
Cash Income.....	\$ 228,232 61	\$ 431,621 42	\$ 129,550 49
Assets.....	142,318 59	1,413,978 00	973,177 10
Ins. in force.....	6,971,291 10	12,064,810 00	18,945,828 00
Net Surplus.....	51,191 91	223,625 80	427,121 33

"You will see that the cash income increased over three-fold; assets over five

times; insurance in force, nearly three-fold; and net surplus, nearly eight-fold—the latter indicating that the company is a good one for the policy-holders."

Mr. McCabe, managing director, said he could heartily endorse all that had been said as to the efficiency of our agency staff, and the energetic and satisfactory manner in which they had accomplished their work during the year just closed. He knew that the agents had unusual competition during the latter part of the year, owing to four new companies having commenced operations during 1897.

In this connection he said that, of all the companies starting about the same time as the North American or subsequently, not one of them outside of our own has met with but moderate success.

The mere fact of a company having a large capital, and especially rushing a large amount of business on its books in a short time, means a very large liability by way of the reserve required by the Dominion Government, and must result in a loss to the company. This experiment had been made a few years ago, disastrously, by one of our companies.

Certain methods of conducting business may, on the face, have the appearance of success, but ultimately can have but one result. The course we have adopted has been a conservative one in every way, and we propose to follow that course, believing that our first interests must be those of our policy holders, and that ultimately the test of the business between the different companies is "What are you doing, and what are you likely to do, for your policy holders?"

Mr. Galley, in referring to the company's loans, said:

"In looking over this mortgage list I was pleased to find the satisfactory manner in which the interest had been paid during 1897. The interest due and accrued on all loans held by the company showing a decrease, as compared with 1896, of \$2,201.73.

"The position of the company is highly satisfactory, and as one of its earliest and large policy-holders, I feel very pleased at the position that the company has attained."

James Thorburn, M.D., medical director, presented a full and interesting report of the mortality experienced by the company during the past year, showing that the actual loss was favorable when compared with the mortality table.

After the usual vote of thanks had been passed, the election of directors took place: President, Mr. J. L. Blaikie.

Vice-Presidents, Hon. G. W. Allan, Sir Frank Smith.

Managing Director, Wm. McCabe, L.L.B., F.I.A.

Secretary, L. Goldman.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

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"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

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Absolutely No

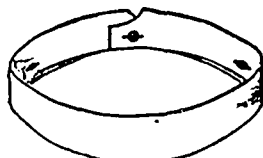


TRADE

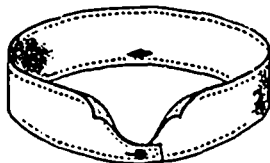
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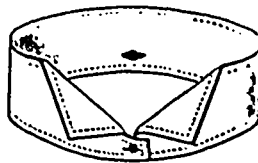
Others Genuine



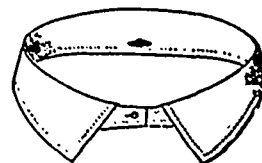
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 3/8 in.
Back 1 in.



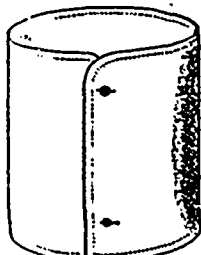
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 3/4 in.
Back 1 1/2 in.



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



ROYAL
Sizes 12 1/2 to 20 in.
Front 1 3/4 in.



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

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

CAUTION

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



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

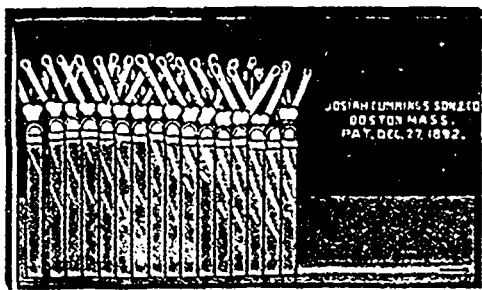
The Celluloid Company

Sample Trunks and Sample Cases

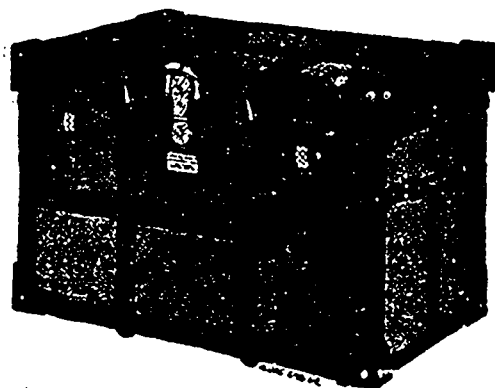
BEST MAKE IN AMERICA

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

In all grades
For all kinds of business.



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



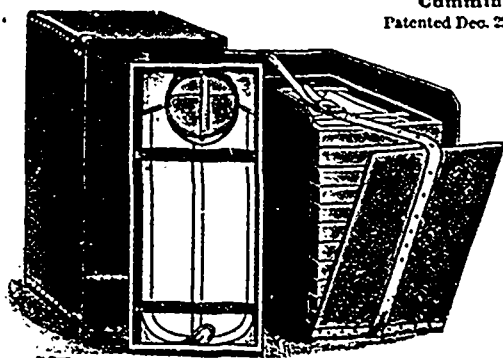
Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

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

Also a full line of

Common Canvas Extension Cases for the Trade.



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.. MARCH ..

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Do You Wonder

that we hold the enviable position of being the great assorting house of the Dominion, when such facilities as these, with unlimited capital and experienced buyers at our command, constantly on the alert for the newest and best value in the markets of the World and keeping our stock fully assorted in every department,

That We Are

doing such a large assorting trade. This season we have put forth special effort to have our stock fully equipped for the assorting season. Our travellers will shortly be on the road with a full range of samples; besides a full range of regular lines they will show several special lines, which cannot but interest every keen buyer.

Making Letter Orders a Specialty

is another prominent feature of our business and one that is extending most rapidly. Customers are daily realizing more and more the usefulness of our system in filling their letter orders. We are always pleased to forward samples, quotations or information that will in any way assist our mutual benefit, and to see merchants and their buyers in our warehouses.

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