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THE CANADIAN DRY GOODS REVIEW

NOVEMBER



*You Cannot
Stop Time*

But you can stop "hard times"
by judicious advertising.

A well known article gives the best results.
It would pay you to advertise "*Health
Brand*" Underwear.

Electros and
Ideas . . .

} Free in answer to a post card
addressed to

THE MONTREAL SILK MILLS CO.

THE
MCLEAN PUBLISHING &
TRADE JOURNAL PUBLISHERS.
TORONTO & MONTREAL

Our great Spring Trade Edition in Preparation. Begin now and think out a good advertisement.

Established 1792

KNOX'S



Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors
Throughout the World

DEMAND **KNOX'S** AND TAKE NO OTHER

Do you import from EUROPE ?

If you do you ought to know

PITT & SCOTT

THE "PIONEER" SHIPPING AGENTS
FOR

CHEAP FREIGHTS

CHEAP INSURANCES

CHEAP SHIPPING CHARGES

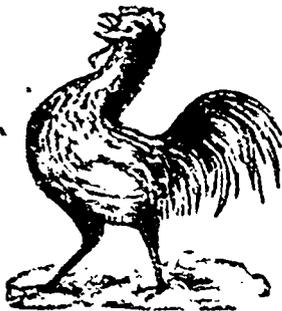
And the Best of Attention.

We Do Everything to Please Our Clients.

OFFICES :

LONDON 11 Cannon St. E.C. West End N Regent St. S.W.	LIVERPOOL 7 South John St.	PARIS 7 Rue Scribe.	NEW YORK 39 Broadway.
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ROBERT C. WILKINS



"I crow over all."

Shirts . . .
Overalls . . .
Jackets, etc.

198 McGill Street

MONTREAL

SHIRTS

Fancy Repps
Printed Piquets
Cashmerettes
Zephyrs
Oxfords
Silk Stripes
Scotch Fancy Flannel
Scotch Tennis Flannel

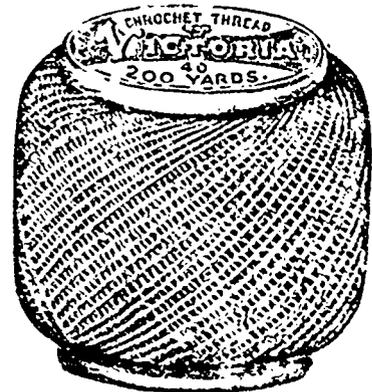
Black, Navy and Drab Sateens,
Sattara and Silkalines
Navy, Grey and Fancy Canadian
Flannels
English and Canadian Flannel-
ette
Special lines of Shirts with Neck-
ties to match

OVERALLS

Workmen's and Cow Boys' Pants Summer Coats
and Vests.
See our Samples and be convinced that every line
is a seller.

Queen Victoria

... THE VICTORIA IS QUEEN OF CHOCHET THREADS



No retailer's stock is complete without a 50 spool cabinet
of assorted colors.

ADVANTAGES OF THE VICTORIA

SOFT AND SILKY TO WORK
WILL NOT KINK
NOT HARDENED BY WASHING
NUMBERS ALWAYS THE SAME

One trial will convince the user of the superiority of this thread
over all others

R. HENDERSON & CO.

Sole Agents for Canada.

323 St. James St., MONTREAL

S. GREENSHIELDS, SON & CO.

**MONTREAL and
VANCOUVER, B.C.**

**From
Pacific
to
Atlantic**

Our Representatives :

- Wm. Skene, Vancouver and British Columbia.
 C. J. Redmond, Winnipeg and Manitoba.
 R. J. Walker, Hamilton and Niagara, also Georgian Bay District.
 John Wilson, Ottawa City and Upper Ottawa.
 John Paterson, Windsor, London and Lake Erie Districts.
 F. J. Zammers, Guelph and Lake Huron.
 Gus. Harries, Prescott and Ottawa, Huntingdon.
- A. R. Paterson, Eastern Townships.
 J. N. Mailhot, South Shore Quebec.
 P. L. Lassonde, North Shore Quebec.
 J. F. Lemieux, Quebec City.
 J. A. Murray, Northern New Brunswick and
 Prince Edward Island.
 W. J. Robertson, Southern New Brunswick.
 A. W. Johnston, Nova Scotia, including Cape Breton.

MONTREAL CITY :

- A. E. Palmer, Cottons.
 Alph. Nereu, Woollens and Carpets.
 J. Edgar Buchanan, Dress Goods and Silks.
 Fred D. Scott, Smallwares.
 A. H. Hardy, Smallwares Buyer.

Specialties, Spring 1896

PRIESTLEY'S Waterwitch Serges Cravenetted,
 Eudoras, Lustres and Mohair Effects.
 Also Harrison's Brussels Carpets.

FOR SORTING TRADE

CLEARING LINES.

Cottons, Flannels, Smallwares, Hosiery, etc., etc.



W. R. BROCK & CO.

FOR _____

Fall and Winter Assorting

Ask the trade to order their
requirements through

Our Travelers
By Letter
By Telegraph
By Telephone

Our Letter Order Department has made itself popular by its
promptness and good judgment.

W. R. BROCK & CO. — TORONTO

Caldecott, Burton & Spence

— TORONTO.

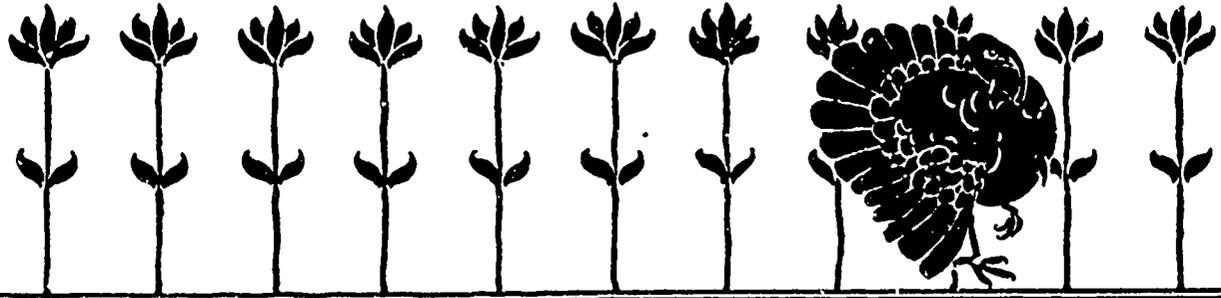
To the Trade

Our Ranges of Fancy Dress Goods. Samples for Spring, 1896, are now in the hands of our travellers. They are large, varied, *up to the latest Ideas*, and specially prepared for the trade of this continent; *Smart, Stylish, Well-Colored, Reasonable in Price.* Orders must all be given this month. We don't over import and then job at ruinous prices before your trade has fairly got going; so you can buy with confidence *and get reasonable profit.* In Serges, Estamenes, Henriettas and all classes of plain goods we are *very strong*, and as long as our purchases last we shall save you from paying the present prices. Please wait and inspect what we can do. We promise best attention to your commands.

Caldecott, Burton & Spence

THE DRY GOODS REVIEW

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



Vol. V.

MONTREAL AND TORONTO, NOVEMBER, 1895.

No. 11.

THE MacLEAN PUBLISHING CO., LTD.

Trade Journal Publishers.

and

Fine Magazine Printers.

MONTREAL, - - - - 146 St. James St.
 TORONTO, - - - - 26 Front St. West.
 LONDON, ENG., - - Canadian Government Offices,
 R. Hargreaves. 17 Victoria St., London, S.W.

JOHN CAMERON, General Subscription Agent.

J. B. MacLEAN,
 President.

HUGH C. MacLEAN,
 Sec.-Treas.

Subscription, \$2.00.

Published the
 First of Each Month

OUR SPRING TRADE EDITION.

WE are already at work on the Spring Trade Edition of THE DRY GOODS REVIEW. Last year's edition was got out too hurriedly to produce all that we are capable of producing. The coming spring we propose issuing a number equal to anything ever put before the dry goods trade of any country, and this is saying a good deal. What should prevent us? We have the brains, the capital, the experience, and the wholesale and manufacturing trade are progressive and enterprising enough to furnish the rest. We certainly have not a large field from which to draw advertising, as compared with other countries, but we are satisfied when we get all of those in our field. And we propose getting them all.

To advertisers we would suggest that a special effort be made for this edition. Lay your plans for turning out something original. Our editors and representatives have plenty of ideas to give away, and a conversation with them will repay you. Have you new designs in dress goods, suitings, curtains, laces, silks? Why not arrange to spend a dollar or so for cuts to reproduce these designs for the benefit of every retailer in Canada? We will make you half-tone cuts from any design you send us at 20c. a square inch. A special feature will be our two-color advertisements. Let us know your plans and our advertising experts will help you out.

DON'T.

"Do you know of any grocery or provision business for sale, or of a good place where I could start such a business. I have a little money and am doing nothing. I might go into hardware or dry goods, but I know more about groceries and provisions, as I kept books for a retail house some years ago."

So writes a Montreal gentleman on November 1, whose initials are T. N. W. We can find any number of firms who are willing to sell out if T. N. W. insists on embarking in business on his own account. Our advice to him is "Don't." There are too many in business now. His inexperience is more than likely to result in failure. He would lose his own money and probably injure the business of competitors in the same town. Our advice to him is to seek employment. At the end of his career of usefulness the chances are that he will be better off. Statistics are strongly in favor of the man who has a small salary and saves a little every week. When he is 60 or 70 the interest on his savings will keep him for the rest of his days. He has not had the cares and worries of a business on his mind. The great majority of men who embark in business die poor. We think it was Mr. Paul Campbell who made a careful study of this question at one time. He showed that if a clerk put aside \$1 a day from the time he turned twenty he would be worth \$400,000 at seventy reckoned at 6 per cent. compound interest. We know of many clerks to day who are worth much more than their employers. Do not be too anxious to go into business.

ADVANCES IN PRICES.

We have seen letters from some of the larger mills saying they are compelled to advance all lines of spring hosiery and underwear from 10 to 20 per cent., according to the article, refusing to take repeats after October 24 except at the advance. They would not guarantee either price or time of delivery until the orders were placed. Some orders for repeats have been placed for which delivery cannot be had until March.

All the Canadian flannel mills have advanced prices an average of 1 1/2c. per yard.

The Dominion Wadding Co. quote black and white waddings 2c. per lb. higher.

Canadian fingering yarns have gone up from 47 1/2c. per lb. to 55c. per lb.

HOW CIVILITY PAYS.

IT ALWAYS pays to be civil. One of the late illustrations of this is an incident which occurred in a dry goods store on Yonge street, Toronto, quite recently. A lady purchaser accidentally knocked a breakable article off a counter where some ornaments were being shown. The saleswoman reported the mishap to the proprietor, who, seeing that it had been purely accidental, civilly intimated that he did not expect the damage to be made good. The purchaser was a little out of temper, perhaps at her own awkwardness, perhaps from the nervous start occasioned by the break. At any rate, she did not respond to the merchant's civility as it deserved. Having left the store, the saleswoman pointed out this omission, but the merchant replied: "Never mind; we have been civil, that's the main point. Our rule is the true one, no matter how a customer behaves." In a day or two the incident was almost forgotten. A week later the lady again entered the store, this time accompanied by her husband. He had heard of the affair from his wife and insisted on paying for the broken ornament, the value of which exceeded \$5. The merchant firmly declined, on the ground that no carelessness had been shown, that the occurrence was purely accidental, and that under the circumstances it was against his rules to ask recompense. The husband said nothing, but asked to be shown some other goods, and pleased with what was shown, and at the courtesy and fair dealing exhibited in the store, proceeded to make quite an extensive purchase. It was a cash sale, and the profit on the transaction left a handsome margin after covering the breakage. When seller and buyer parted, mutually well pleased, the merchant remarked to his assistant: "It just happens that in this case civility quickly brought its own reward, but whether the return is quick or slow, you may be sure it is always the best rule." And he is right.

FOUR TIMES A YEAR.

The proposal broached in the last issue of THE REVIEW by Brophy, Cains & Co. as to trade excursions to Montreal has been taken up warmly there. After a discussion in the Dry Goods Association of the Board of Trade a meeting of representatives of all the associations connected with the Board was held to consider the matter. Mr. James A. Canlie, president of the Board, was in the chair, and it was decided to address the general managers of the railway and steamboat companies asking them to meet a deputation from the various trades with regard to the establishment of four trade excursions in each year, to enable country merchants to come to the city to purchase goods. The following were agreed upon as the most suitable periods of the year during which to hold these excursions: The first week in March, the third week in May, the first week in September, and the second week in November.

In compliance with this programme the transportation companies were seen. They listened to the representations made, and agreed to the feasibility of the plan, the dates selected being deemed suitable. It is understood, therefore, that the idea will be carried out, and the first of the proposed trade excursions will be held this month if it is not too late to make the necessary arrangements.

The promptness with which the suggestion has been taken up speaks well both for its practical nature and the business-like manner in which it has been brought to a successful issue.

THE ADVANCE IN WOOLENS.

THE advance in prices for woolen goods, both imported and native, continues a marked feature of the season. The reports from all buyers in Bradford goods are to the same effect, namely, that in mohairs, alpacas and all bright goods the advance is phenomenal, ranging from 10 to 20 per cent. for cheaper grades to 40 to 50 per cent. for the better classes of dress goods. The increase of 2½c. per yard in Canadian tweeds last month, the rise in values of hosiery and underwear, the advance of fully 2c. per pound for blankets, with even more in better qualities, all indicate the situation here in woollens of all kinds. Some Canadian mills are crippled a little from low water, which retards operations and causes delay in getting orders forward. Besides that, most of the mills are loaded down with orders, and are asking April and May for repeats. The demand by the mills of advances of 10 to 20 per cent. is shown to be bona fide by the fact that orders have already been put in, subject to the higher prices. Some classes, notably friezes, have been subject to the advance for some time. Excellent fabrics turned out this year in Canada partly account for the strong demand, especially those for the coming season in three quarter and six-quarter goods. With the improved trade prospects, a call for better grade goods obtains, which the mills appear to be catering for as some departure from the manufacture of very cheap material. The Canadian mills have been particularly successful in worsted serges this season, the native makes having largely superseded the importations. Orders for these are being placed very freely by buyers throughout the country.

SEND THEM A GEOGRAPHY.

The efforts made by Sir Charles Tupper, our Commissioner in London, to instruct the children in the British schools in Canadian geography, should be encouraged. Many of our friends at home are woefully ignorant.

The Alaska Feather and Down Co., Montreal, had a letter a few days ago from a prominent Manchester house properly addressed, but apparently as an after-thought the writer wrote on the corner of the envelope "via San Francisco," evidently to be sure that it would go by the quickest route. The handwriting is not that of an office boy, but apparently of a departmental head or one of some importance. From Manchester to Montreal via San Francisco is good. Mr. Boissevain is sending him a map.

WHO ARE THEY?

McCurdy & Co., wholesale and retail dry goods, Antigonish, N.S., ask THE DRY GOODS REVIEW to inform them who are the manufacturers of Hygiene underwear. We have enquired from two or three manufacturers, but they are not familiar with that brand. We are under the impression it is made by an American firm, but have looked over two or three American dry goods papers in which there are a great many advertisements of underwear manufacturers, but cannot find it mentioned. Possibly it is an European product, or it may be a private brand of some wholesale house. If any of our readers can enlighten us further, or will write direct to McCurdy & Co., we would like them very much to do so.

THE LIVE MERCHANT.

DO not use this argument: "Why should I go to the expense of taking a trade paper, of paying a man especially to dress my windows, of advertising, or any of these other new-fangled notions? It was not necessary when I began business, and I made, I really believe, more money than I do to-day, when expenses are so heavy and competition so keen."

This is not the argument of a live merchant. Times have changed. What suited conditions ten, fifteen or twenty years ago will not do now. It requires a very clear-headed, active and popular man to make a success of a business to-day. There are as many new "wrinkles" in the art of pushing trade now as there are new lines of goods. The merchants who do not keep abreast of the times are dropping behind. Their trade is necessarily dwindling. It cannot be otherwise, and although the prestige of a long-established house, special local conditions or personal popularity will do much to hold trade, sooner or later studied neglect of modern methods will undermine prosperity, and dry rot will set in.

You sometimes hear a wholesaler use the same line of argument as a retailer. That new methods are foolish and fantastic, that the "good old days" when the house saw its customer in person, could discriminate in giving credit, and was under no expense for travelers, etc., were far ahead of to-day. Well, perhaps so. But these arguments are a useless waste of time. They are largely of the nature of fruitless repining. You cannot alter present conditions. You must face them, reckon with them, overcome them.

One must be up-to-date, always ready to hear new ideas and adapt them to one's particular circumstances, or reject them if found unsuitable. But be in the way of getting them, anyway. Any other line of conduct is that of a fossil, and in the year of grace 1895 the museum, not business, is the place for him.

DELAY IN GETTING GOODS.

A feature of the season rather vexatious to the retailer has been delay in the arrival of goods. The jobber feels this equally with his customer, because prompt delivery has been prevented in many cases, and promises made have had to be broken. The rising values, and increase in the world's trade, have kept the mills at home and abroad going at full blast in many classes of goods. The importer, especially, feels the effect of increased demand, because the foreign manufacturer is mighty independent over the big orders that are rolling in, and is quite ready to court cancels for colonial orders. There was a tendency to give small orders this year, and to order often, and repeats have consequently been frequently pushed aside by the maker in favor of larger lots. But delays are not confined to the imported stuffs by any means. The same complaint is made regarding native goods, and in hosiery, underwear and similar lines, some wholesalers have found difficulty in getting their goods forward, one report being that in some cases the first placing orders were not made up yet. This doubtless is an extreme case, but the whole situation is just what might be expected owing to rising markets and renewed activity in trade everywhere. The retailer wants his goods, and the wholesaler wants to keep on good terms with his customer, as both are nursing a grievance.

AN OTTAWA INCIDENT.

The long-suffering merchant! What an admirable example of plodding patience and lack of "kickativeness" he sometimes is. For a long time dry goods and other merchants on leading business thoroughfares in Ottawa, like Sparks, Bank and Rideau streets, complained of the unloading of bankrupt stocks from Toronto, Montreal, etc., which were being auctioned off after hours when local by-laws compelled regular stores to close up. It is bad enough to have the bankrupt stocks dumped down in the centre of the business locality. But, add to this the privilege of selling after the principal merchants are by regulation obliged to close their stores, and you have a grievance so unanswerable that the wonder is the trade stood it for two nights in succession. Mr. L. N. Poulin finally got up a petition to the City Council, found that the business men favored it, and among the first to subscribe their names were such well-known concerns as these: J. R. McNeill, Bryson, Graham & Co., L. N. Poulin, Switzer Bros., R. Gamble & Co., Macdonald Bros., E. M. Holbrook, R. J. Devlin, L. H. Nolin & Co., T. Nolan, J. B. O'Reilly, A. D. Richard & Son, P. H. Desilets, Cote & Co., A. A. Forest, H. D. Freeman, H. H. Pigeon, Mathe & Co., J. Buchanan, J. M. Quinn, J. Noel & Co., Leblanc & Leay, John Murphy & Co., C. Ross & Co., Mills Bros., P. O'Reilly, R. H. Conley, Adams & Hemppill, Allan, Burroughs & Co., T. Lindsay & Co., J. H. Doherty, Geo. R. Blyth. The petitioners want a civic by-law that will stop the practice. They are entitled to one as large taxpayers and enterprising merchants who have helped to make Ottawa what it is. The municipal elections are close at hand, and this is the season when aldermen usually gaze over the municipal landscape with a "if-you-don't-see-what-you-want-ask-for-it" expression. The petition will probably be successful. It ought to be.

THE POLICY OF SHILLY-SHALLY.

That treaty with France has at last gone into operation. It has no direct interest for the dry goods trade, and we only refer to it as a sample of the unbusinesslike methods of Governments. The treaty was signed at Paris in the month of February, 1893, and this is the month of November, 1895—a delay of nearly three years! The other party to the treaty has not been wholly to blame, our Government and the Imperial authorities having each had a finger in the pie. They pursued a policy of shilly-shally and dilly-dally until, so far as we can learn, the commercial interests affected by the new arrangement became almost apathetic. This is the usual way with Governments. They are so busy wire-pulling to sustain themselves in office that the real business interests of the country are allowed to suffer. Cabinets spend hours to decide who is to have this post office or that collectorship, and matters that involve dollars and cents to the mercantile community are relegated to second place. This will go on as long as we merchants allow ourselves to be party men first and business men next. It encourages politicians, many of whom could not earn \$5 a week in a store, to use us as convenient dupes for continuing themselves in office.

"Prices are still showing an upward tendency," said a merchant to THE REVIEW last week, "and the outlook, unless I am out in the calculation, is for their being maintained at least nine months."

HINTS TO THE SALESMAN.

TOPIOS OF THE MONTH.

YOUNG men in stores don't think enough of what may be necessary to practice in their business in order that they may advance as quickly as they desire, says *The Dry Goods Chronicle*. Only too often they find fault with others, when the trouble lies more with themselves. The feeling begets indifference, which is one of the worst foes to success.

Look at the indifferent salesman. When a customer approaches him he receives him in a manner that is anything but inviting; he pays but little attention to the question asked of him, and when he does start out to find what is wanted it is done in such a hesitating, bewildered manner that the customer immediately loses confidence in him. Or else he asks so many unnecessary questions that the customer is annoyed. For instance: A man wants to look at collars; this clerk not only asks the size, but also whether a high collar or a low one, a turned point or straight, or a turned down is wanted. In hosiery it is somewhat the same way. "What color do you like? Black or brown or white or striped?" It is so with everything. What is the inference that customer draws from all this? That the man is lazy and does not want to trouble himself by showing too much stock. The customer goes out dissatisfied and is not likely to return.

The young man who cultivates the habit of anticipating a good many questions, will be amply repaid for the trouble he takes. When a man asks for a collar or shirt, if possible, guess as nearly to the size as you can, saying in reply: "Do you wear 15½ or 16?" Also observe what style he is wearing. The same will answer in hosiery, most men wear 10 or 10½; try making this reply and see what a difference it will make. Your customer notices right away the interest you take in his wants. Having awakened his interest, be as agreeable as you can, and go at your stock and show it as if it was a positive pleasure for you to exhibit the choice things in your possession.

Keep your mind to your customer; don't let it wander off thinking about something else; and don't try to do something else at the same time. Your point is to please that customer; show it. Some men try to wait on two or three customers at a time in case of a rush. It requires great tact and dexterity to do this without neglecting and offending one or more, and perhaps the very one you neglect may prove to be the very best.

CANADIAN BUYERS IN BRITAIN.

The recent arrivals of Canadian buyers in the English markets include the following: Mr. A. H. Hardy and Mr. W. Greenshields (S. Greenshields, Son & Co., Montreal); Mr. William Kissock (Caverhill & Kissock, Montreal); Mr. G. A. Woodhill (Kenny & Co., Halifax, N. S.); Mr. H. J. Caulfield (Caulfield & Co., Toronto); Mr. H. L. Smyth, Montreal; Mr. James Kyle (Kyle, Cheesbrough & Co., Montreal); Mr. J. E. Bizzey (Knox, Morgan & Co., Hamilton); Mr. John Lillie (Wyld, Grasett & Co., Toronto); Mr. B. F. French, Montreal; Mr. V. D. V. Dowker and Mr. H. Macartney (Gault Bros. & Co., Montreal); Mr. F. X. Garneau (Garneau Freres, Quebec); Messrs. James and W. P. Slessor (J. Johnston & Co., Montreal); Mr. Fred. May (Thomas May & Co., Montreal); Mr. George H. Pack (S. F. McKinnon & Co., Toronto); Mr. George Kent (McMaster & Co., Toronto); Mr. F. Giguere, Quebec; and Mr. St. Pierre (Thebaudeau Freres, Quebec); Mr. G. Rowat (Rowat, Grainger & Co., London).

THE DRY GOODS REVIEW has been favored with a copy of the annual address of Mr. O. A. Howland, M.P.P., before the annual convention of the International Deep Waterways Association in Cleveland. It is a scholarly production, discussing the international interests involved in a thoughtful spirit. In another column of this issue Mr. Howland contributes his views on the merchant's interests in deep waterways. It will be read with interest, whether our readers agree with it or not.

"The curse of this country," said a prominent merchant the other day to *THE REVIEW*, "is the way in which politics have always interfered in purely commercial matters." This is a fact. No question of tariff, or treaty, or Customs valuation is ever settled on its merits. The political machine looms up every time and interposes between the merchant and an unbiased decision. We have the remedy in our own hands. There is not a storekeeper in Canada who cannot impress this view on the candidate the next time he comes round, hat in hand, with a large smile, asking for a vote.

"Silence" cloth is a novelty which has utility for a basis. Its name is derived from the fact that the material is placed on the dining table under the white cloth to prevent noise. It saves the cloth, too. I saw some the other day at John Macdonald & Co.'s. The material is a thick canton flannel.

In last issue *THE REVIEW* chronicled the fact that A. E. Lees & Co., Vancouver, had gone in for the cash system. The firm writes this journal: "We are determined to give it a fair square trial for 12 months. We shall treat everyone alike; high and low, rich and poor must pay cash or they cannot have our goods. So far we are not aware of having lost a customer, and we are quite certain that we have gained a number."

The brightest men in the trade can always find use for the trade paper. Perhaps there are some who can't, or think they can't, but they are always in danger of being lumped in with the man who wrote to *The London, England, Drapery World* the other day: "Dear Sir,—I Got from you the Paper Called the Drapery world I am Sorry To inform you that you must not send me thae Paper has it his no use To us we have not Time To Bother with it it his on a waste of Time and money so you must not send any More To us." The gentleman says he is sorry. So are we for him.

English advices say that the sale of crape is not appreciably affected by the anti-mourning leagues now at work over there. Crape will always be the symbol of mourning, for the custom is too deeply-rooted to be dispensed with. The material symbolises feelings as old as the human race. What new ideas have accomplished, and will continue to effect, is the doing away with hideous forms of mourning. There is no reason why mourning costumes should not be becoming and suitable.

London habit-makers report a loss of trade from ladies using the bicycle. The tendency is to abandon those baggy abominations with which a compromise was this year sought to be effected between a skirt and knickerbockers, and which were a dismal and ugly failure in each direction, and to adopt plain,

unhesitating knickerbockers, of very moderate fullness, which, with a long-skirted coat, forms a safe, comfortable and neat garb.

H. H. Ayer & Co., Moncton, N.B., who are carrying on a successful grocery business, are putting in a stock of dry goods and boots and shoes. One of the first things they did was to order THE DRY GOODS REVIEW to be sent to them regularly.

At Macy's in New York a point is made of civility and attention to customers. It pays. A true story, which illustrates the value of this practice, appears in another column. Read it.

A Lucknow subscriber writes: "We like THE REVIEW and get many valuable hints from it." Thanks. The paper's aim is at once to represent the trade and be of service to it.

About Christmas time, and all through the holiday season, there is a large demand for "gentleman's goods," and with the exception of smoking jackets and handkerchiefs, all this trade goes to the tobacco stores, the jewelers, the stationers, and the fancy goods stores. It is suggested that a much larger proportion of this demand could be turned into the channel of the dry goods trade if the stores gave more prominence to covered down cushions, tasty tea cosies and down quilts. All and any of these are very acceptable for bachelors' presents, but the limited stock carried by most houses precludes them, to a large extent, from participating as fully as they might in the Christmas shopping fury. The down quilts now made in Canada will fill this void very nicely.

"The development of department stores does not attract new merchants with capital to a city," said a Quebec man to THE REVIEW last week. "I know of a Sherbrooke man, shrewd and capable, with money to put into a nice dry goods business, who visited Toronto, looked over the ground, saw the department stores and decided to go elsewhere. He is now seeking some other point in Ontario."

MR. BROCK'S TRIP.

Mr. W. R. Brock, of Toronto, returned last week from a month's trip to Manitoba and British Columbia. He said to THE REVIEW: "The business situation throughout the west is more satisfactory, mainly on account of the improved prospects. It is not so much an expansion in trade, for cautious buying still prevails, but there is a steadier volume of business. Probably it would take several years of really better times in Canada to show a marked increase in business. Into the Kootenay country great numbers of miners and speculators are crowding from California, Nevada and other places, and a great deal of gold is being got out. There appears to be a general agreement as to the richness of the district, for old miners with whom I talked on the spot said it was the best paying gold field on this continent. The increase in population results in a large consumption of Canadian produce, and I noticed that a quantity of butter, cheese, etc., came into the province from as far east as Portage la Prairie, supplies that were formerly drawn from Seattle. All over the great west there is the hopeful feeling for which westerners are famous, but there is this additional feature at present: that there are better grounds for hopefulness than usual, and the country is accordingly elated."

EVEN THE AOTRESSES READ IT.

Franklin MacLeay, the clever young Canadian actor, who is playing in England with Wilson Barrett, takes an interest in the dry goods trade. Writing to a friend in Montreal he says: "I get THE DRY GOODS REVIEW nearly every month from John Macdonald's office in Manchester, and am always proud of its artistic style, which shows what fine work we can do in Canada. The ladies of the company are always interested in its contents"

WHERE SANDFORD WAS THE BOY.

When the general subscription agent of THE REVIEW was in Great Britain recently he called on Robert Heggie, linen manufacturer, Kirkcaldy. In talking about Canada, Mr. Heggie said that Sandford Fleming, C.M.G., now one of the leading civil engineers in Canada, was a boy in his office many years ago; "and a good boy he was too," added Mr. Heggie.

VELVETEENS.

Those who bought velveteens early and got lots of them are fortunate, for manufacturers have instructed their representatives to take no orders at old prices, or at the advanced prices, but to book "at prices at date of delivery only." To quote one agent: "The velveteen market is crazy."

SEASONABLE LINES.

Regarding trade, John Macdonald & Co. report payments better, with sales advanced and stocks reduced considerably in every department. There is a healthy indication of better times. The firm's buyers were early in the market, and, realizing the advances caused by revived trade, contracts were placed early for spring goods before any advance took place, especially the large advance of a few months ago. In this way the firm are at an advantage in their spring showings, and in imported suitings and pantings goods are selling at the old prices.

Several clearing lines in top shirts, wool underwear, half hose, dress trimmings, large buttons, etc., are being offered.

In special lines for the social seasons are to be found German court shirts for dress and evening wear, stylish-shaped collars from 2 to 2¼ in. high, white dress bows (imported), white kid gloves, silk handkerchiefs, etc.

Lines for the holiday trade include albums, leatherette calendars and cases, metal jewel cases, pin-cushions, bronze ornaments, mirrors, etc.

The firm announce elsewhere their freedom from any binding agreements as to selling prices of their goods, and this applies particularly to prints, of which John Macdonald & Co. are showing the largest range they have ever had, with prices in some cases lower than last year. The lines comprise the latest designs and novel patterns from the leading European printers, and include navy and reds, indigo and whites, indigo fancies, red grounds, black and white grounds, grenat grounds, pink grounds, indigo covers, black and greys, checks, regattas, seed plates, reversible zephyrs, blouse fancies, silk discharges, light chintzes, light fancies, dark fancies, light crepons, dark crepons, fancy sateens, black and white crape cloth.

THE BUSINESS PAPER.

ITS TRUE POSITION, AND ITS INTRINSIC VALUE IN BUSINESS MAKING.

The trade paper is a trade necessity.

Business may be run without it.

Business never has been run without it.

The merchant can write his letters on a barrel-head—but he doesn't.

Merchandise can be sent across the continent by mule-power, but nobody uses that motor.

The fact that every trade has from one to a dozen representative papers devoted exclusively to the trade they represent, is prima facie, as well as circumstantial, evidence that the trade paper is a part of the economy of business.

I don't own a trade paper.

I never did own a trade paper.

I never expect to own a trade paper.

I have no trade paper interest.

I simply know trade papers.

I am writing what I know.

A bank president in Boston can't write more than his name, but his ignorance didn't make him a bank president.

There are men who don't read the trade papers and succeed, but so long as the ninety-and-nine read trade papers, and are successful, there is no need of discussing the peculiar composition of the one man who makes money and reads nothing.

The trade paper is a commercial clearing house, with members entirely confined to its particular trade.

It is more than a clearing house, it is a typographical business club, and into its arena is thrown the thought of trade.

It is a printed show room, where everything new, and everything interesting, are placed before the reader, for the reader's benefit.

The good trade paper civilizes trade—spreads trade—increases trade—makes trade honest—disarms unnatural competition, tends to raise cold-blooded business up to the fraternity of social decency.

The man who reads a trade paper may not be wise, but I never knew a fool to read a trade paper.

The trade paper reaches into general trade, and absorbs that line of business which is pertinent to the class it illustrates.

The trade paper gives to the reader that which he wants—it is a sort of sieve through which only can pass words of business interest.

The reason that trade papers carry advertising is the same reason that magazines and daily papers carry advertising.

The first-class trade paper has just as much right to devote a part of its pages to advertising as has the magazine or story publication.

The advertising in a trade paper is as interesting as the reading matter, for the advertising pages present the names and addresses and other business information concerning the most enterprising business men in the trade represented.

The progressive manufacturer or wholesaler realizes that while the circulation of the trade paper may be small, every copy goes into the hands of a probable customer.

A man can do business without advertising in the trade

paper, but the fact that comparatively few men of enterprise do not advertise indicates that the advertisement in the trade paper has money-bringing and trade-increasing value.

A paper with a circulation among one thousand probable customers is worth more than the circulation of a paper with one hundred thousand among possible customers, unless the one thousand probable customers are included in the one hundred thousand possible customers.

The only people who read a dry goods paper are people who earn their living, making, distributing and retailing one particular line of goods.

They are not only interested in the news of their trade, but they are ever anxious of considering any one who supplies the goods they sell.

The advertisement in the trade paper may not bring more than one answer a month, perhaps not more than one a year, but one answer may be the beginning of a trade which will pay for the advertisement ten times over.

There are a thousand reasons why a general magazine need not be read by business men, but the sun never shone upon a reason why the man who sells dry goods, etc., should not read systematically and carefully the paper which represents the trade of his living.

He reads the trade paper, and as he isn't a fool, he reads the advertising pages as carefully as he reads the reading matter, for the business man knows that the advertising pages will present to him ways and means of increasing his business, and of making more money.

The man who does not believe that people read the trade paper advertisements is advised to print at the bottom of his advertisement, in the smallest possible type, the statement that he will present a yellow dog, or a rosewood piano, to any reader of the paper who sends for it.

The best advertising in the world is the advertising that strikes men squarely between the business eyes.

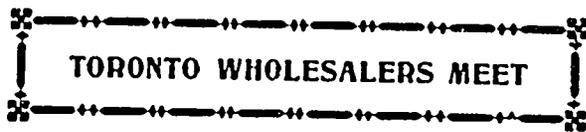
The trade paper contains nothing but business—it is the one great business-bringer of wholesale publicity.

There is something the matter with the business man who can't build business better with the business assistance of business papers.

Nath'l C. Fowler, Jr., Doctor of Publicity. (Copyright, 1895.)

IN NORTHERN ONTARIO.

Mr E. J. Vincent, Parry Sound, favored THE REVIEW with a call on the 16th Oct. He reports the season's trade very good, but they expect a quiet winter on account of lumber (their principal product) being held for higher prices. Fish that are caught within twenty miles of the town are all shipped from there, thus creating quite a trade in that line. Building has also been pushed forward during the last two years. A few years ago there was not a decent looking store in Parry Sound, but to-day there is only one without a plate glass front. Mr. Vincent started in business in Parry Sound about two years ago, having sold out his general store in South River to the South River Mercantile Co. Mr. Vincent was at one time a partner in the firm of Vincent Bros., Bracebridge. He was in Toronto on a buying tour and left here for Montreal.



TORONTO WHOLESALE MEET

THE dry goods section of the Toronto Board of Trade met November 1. Among those present were Messrs. John D. Ivey (president), in the chair; W. R. Brock, John Macdonald, Wm. Blackley, A. A. Allan, Anderson, Darling, Cockshutt, and others. The meeting, which was one of the most interesting and important held for a long time, discussed, among other things, the following: Private agreements re chattel mortgages, the long arrears of rent on stores, the delivery of Custom House warrants, claims by customers for shortages, and the question of trade excursions.

In the matter of agreements re chattel mortgages and arrears of rent in case of insolvency, a committee was appointed to wait upon the Provincial Government in regard to changes in the present law.

The question of claims for shortages was discussed at some length. The wholesale trade feel that some of their experiences in this matter constitute a well-grounded grievance. They do not believe that the customer ever fraudulently makes a claim for goods which are really sent to him, but cases have occurred where negligence on his part entails considerable annoyance and inconvenience to the trade. It is claimed that carelessness in unpacking and undue haste in checking over the goods often leads to unfounded claims. The claims cause lengthy inquiries and correspondence, which finally result in clearing the sender of any error. The trade claim that their system of double checking before shipment of goods renders mistakes next to impossible. Errors, of course, may occur, but they believe that in nine instances out of ten, a little care and search on the part of the customer will stop the frequency of claims. A case was reported at the meeting, typical of others, wherein a claim was made of short shipment. A correspondence ensued which extended over several weeks. No explanation was forthcoming, and the firm shipping the goods were positive that they had been sent as per order. Finally, when the empty cases were received back, the missing goods were discovered in a corner of one of the empty cases. The opinion was expressed at the meeting that an intimation of this grievance, through THE DRY GOODS REVIEW, was all that was required to have it remedied, the trade feeling sure that the body of retailers throughout Canada were desirous of acting fairly and squarely in the matter.

The delay in the delivery of Custom House warrants between the Custom House and the railway freight sheds came in for severe criticism. In many cases 24 to 36 hours elapse between the time entries are passed and the delivery of goods, resulting in serious loss to merchants. The secretary was requested to communicate with Controller Wallace on the subject.

A committee was appointed to secure from the railway companies the arrangements for trade excursions similar to those now being arranged for in Montreal.

The future prospects of trade were also discussed. THE REVIEW was informed by Mr. J. D. Ivey, the president, that members present took a very hopeful view of the situation, the general impression being that the country has turned the corner and was in for better times.

THE MERCHANT'S INTEREST IN DEEP WATERWAYS.

IN answer to a few questions put by THE DRY GOODS REVIEW to Mr. O. A. Howland, M. P. P., Toronto, president of the Deep Waterways Association, he replied: "What interest, I am asked, have merchants as a body in the question of deep waterways. Merchants are of the nature of middlemen, so that their prosperity and the activity of their business depend directly on the prosperity which surrounds them. Anything that will facilitate and stimulate production will make exports and imports brisker, and the people who will secure the advantage are the merchants. The question of freights is of prime importance. A deeper channel and longer locks must inevitably lengthen the distance to which Nova Scotia coal can be brought to Ontario. It would tend to create, as far west as Toronto or Collingwood, a competition between eastern and western coal which would keep the price of coal down. Further, the effect of deep water up to Toronto would render it possible to assemble at Toronto the ores from the northern and interior parts of Ontario, and to utilize them with the coal at the reduced prices which would result from competition.

"As to traffic with the Northwest, the advantage of deep water would be evident, since it would be found equally economical to ship all the products of the west and around the shores of the lakes—minerals, timbers and agricultural products—over the Northern Railway to Toronto for trans-shipment into deep water vessels of large capacity in preference to taking them round by Lake Erie and the Welland Canal. Making an inland port the market for Northwest products, so much nearer than New York, would unquestionably secure for the producers a larger share of the price of their products. It would depend on the energy and enterprise of our merchants of all kinds to develop the advantages which deep water would place at their doors. As to burden of the cost of completing the whole system, it should be remembered that at least one-half of the hundred millions necessary for the entire work would be spent on Canadian soil or along the borders of Canada, giving employment to Canadian labor and causing a great demand for supplies and stimulating business of all kinds.

"Once the work was determined on it would take some time to complete, and vessel owners and builders would have fair warning of the necessity of constructing enlarged and more economical vessels. I see no reason of a noteworthy character why Toronto, or Collingwood, or Owen Sound, should not become great ports for the construction and owning of such vessels, because it must be understood that the international negotiations precedent to the agreement to construct the work will involve stipulations for the free use by Canadian built and owned vessels of every part of the system. Would this, one may ask, necessitate an alteration in the present coasting law. That would be struggled for and only be waived if it could be shown that the coasting regulations would not interfere substantially with the fair and free use of the whole system by vessels of either nation. On this point it may be said that the majority of cargoes of great bulk are no doubt shipped from end to end of a long voyage, but undoubtedly the abolition of the coasting laws would logically form part of the whole scheme of free equal use.

"The feeling of the people in the Canadian west on this scheme is a matter of importance. As far as any indication appears, public sentiment among all classes in our Northwest is enthusiastically in favor of the development of this trunk route, even if a large part of the cost were once more borne by Can-

ada. Negotiations may result in favor of an equitable scheme by which the expenditure will be proportioned to the relative benefit, in which case Canada's share would be small, even if the previous expenditures were not taken into account. Montreal, it appears to me, has the most brilliant opportunity to secure the advantages offered of any city affected by the route. A great drawback to Montreal's prosperity as an ocean port is the limited season of navigation and the uncertainty of the date of closing in the latter portion of the autumn. The last month or six weeks is naturally the most valuable part of the season, but it is the one attended with the greatest uncertainty and risk. By opening the route via Lake Champlain into the warmer waters of the Hudson, with some scientific adaptations, the season would be practically lengthened by one or two months, and vessels could safely enter the St. Lawrence and calculate on arriving at Montreal at the dates, or often later than the dates, at which they now wish to calculate on being clear of the ice and snow storms of the Lower St. Lawrence."

CIRCULARS.

The wide-awake, progressive and live business man must admit that a three-inch advertisement in a good trade paper has more value than barrels of so-called circulars. In fact, hundreds of successful business men will concede that this is the only key to success. It is true a catalogue well written and printed is a necessity, and in many cases is as important a factor in trade as are the goods themselves, but the catalogue must be supplemented by advertising in trade papers, so that it may secure a

profitable distribution. Experience has demonstrated that the sending through the mail of any printed matter unasked for, unless it be something unique and of unusual merit, has seldom brought in adequate returns. The waste-paper basket could tell its story in this connection, a story which should prove a formidable warning to those who depend solely upon that means of building up trade.—Music Trade Journal.

ADVANCE IN SILK THREADS.

At a meeting in New York last month of manufacturers of machine silk and sewings, it was unanimously resolved: "That the advance of 10 per cent. on machine silk and sewings prices, made at a meeting held on September 4th, 1895, was more than justified by the actual advance of raw silk, and, if the recent further advance in raw silk be maintained, another advance on manufactured goods will be necessary in the near future."

SPRING UNDERWEAR.

The Penman Mfg. Co. have sent a circular to the trade announcing an advance of 15c. per dozen in most of their lines of plain and striped spring underwear, and an advance in two numbers of balbriggan of 25c. per dozen. These advances vary from 5 to 10 per cent.

There is also talk of the Granite Mills asking more money for most of their lines, but they have not yet actually made an advance.

Our representatives are now showing full range of

Domestic and Imported Fabrics

FOR FALL.

These goods have been bought at bottom figures. Many lines have already advanced, and, as stocks have been depleted, both at retail, wholesale, and in manufacturers' hands, we advise our friends to place their orders early. The goods cannot go lower, and early buyers will be sure of satisfactory delivery before market is bare.

All the indications are that Country Merchants will have a satisfactory trade during the balance of 1895.

KNOX, MORGAN & CO.

Dry Goods Importers

 HAMILTON, ONT.

THOS BROMY

FRED. L. CAINS,

A.W.D. HOWELL

196 M^o GILL STREET.Montreal, 28th October 1895

Dear Sir

At no time during the last twenty years has the Dry Goods trade throughout England, France, Germany, the United States and Canada been in such an excited state as during the past few months.

Our friends throughout the different provinces of the Dominion have not realized this so mightily "boiled market" to the same extent that we here in Montreal have. We are in close proximity to the largest manufacturers in Canada, their representatives are with us daily, we have accounts with many of the best American mills.

We receive a tri-weekly mail from England and all parts of the Continent.

These combined sources keep us in constant touch with the principal markets of the world, from them we learned and carefully noted the rapidly advancing prices in all classes of dry goods.

We were among the first to place "Spring 1896" orders for Canadian Cotton Staples, Underwear and Hosiery of all kinds.

It will not be out of place to say just here, that our sales in these departments have nearly doubled in the past eighteen months.

Our Senior, as many who read this Journal know, was one of the last to leave the English and French markets in the month of May, he had positive assurances of firmer and higher markets in the near future.

We placed bulk orders then for goods that are now in process of manufacture for our Spring Trade.

Later on we offer to book further orders for large quantities of high class dress goods &c., &c. These orders were at once accepted.

You now have our assurance, — we feel that you do not ask for more than this — that for the Spring and Summer of 1896 we will show you about our usual time, a full range of Dress goods, particularly in Lastings, Mohairs, Drillblouses, Sicilians, all the bright Effects in Blacks and Colours, also novelties in high class dress goods, many of them not to be had elsewhere.

Our space here will not permit of our enumerating every line, but we promise you that in each department the ranges we carry will be complete.

In prices you will reap the benefit of our early buying.

In confirmation of this we ask you to go carefully through those lines of Spring goods which our Travelers who are now out on the "Sorting Trip" have with them.

It will repay you to do so. — With renewed thanks for your support in the past and the assurance of our continued personal attention to your commands in the future.

We are
Sincerely yours

Prophy Caine & Co.

NOVA SCOTIA TOPICS.

HALIFAX, NOV. 2.

SINCE my last letter the millinery openings have taken place. Le Bon Marche always makes a fine display, but this year Mr. Marr excelled himself. His store, which is the leading one in the line in this city, looked really beautiful, and was thronged with sightseers. He displayed some novelties from Paris and London which were much admired.

Mrs. A. O'Connor also made a fine display.

The new wholesale millinery house of Wellner, Partridge & Moore had a grand opening day, and customers came in from all parts of the province to see the display, which was really fine.

McPherson & Freeman are the leading dry goods people doing business in what is known as the north end. They have a new building about completed on Gottingen street, which is both unique and handsome. The front is almost entirely of plate glass. It will be ready for occupation in a few weeks.

The stock of F. C. Elliott, gents' furnishings, who assigned some months ago, is being sold off at good prices, and the assignee, Mr. Northrup, tells me the preferences will be paid in full and that there will be something left for the other creditors.

Thomas Paton, formerly manager of C. M. Blanchard's branch at New Glasgow, and latterly a member of the late firm of Paton Bros., Charlottetown, is now manager of the British Woolen Hall, Granville street.

C. M. Blanchard, of Blanchard, Bentley & Co., Truro, has just arrived home from the English and foreign markets.

Mrs. Clarke, of Annapolis, has opened a branch millinery store at Bridgetown.

C. H. Query, representing Peltzer & Fils, Verviers, Belgium, was in Halifax this week. His is one of the leading woolen houses of Europe, the Canadian representative being F. B. Matheys, Montreal. Mr. Query has been through New Brunswick and Prince Edward Island, and is now doing this province. He reports trade in his line very good. He sold 1,700 yards of tweed to one firm here.

The Dry Goods Association, although only organized a few months, is already making itself felt. It is taking the initiative in the matter of a summer carnival to be held in this city during the coming summer. The idea is to stimulate trade. The Board of Trade has approved of the idea, and it will no doubt be carried out.

The assignment and subsequent arrest of Jacob Goldberg, ready-made clothing and gents' furnishings, under style of Montreal Clothing House, has caused considerable excitement among the trade. His exploits have been fully detailed in the daily papers. After his removal to Montreal by the police constable, the assignee undertook to sell the stock at auction. The sale opened without being advertised, and only continued for one evening. A large amount of underclothing, etc., was disposed of at low prices. The sheriff stopped the sale and the case is now in court. Joseph Jacobs, of Abraham Jacobs (Canadian Underwear Co.) came down from Montreal in the interest of the creditors there. W. M. Hall, representing Gault Bros., Montreal, is now here for the same purpose. The pre-

ferred creditors were all members of Goldberg's family, except Clayton & Sons, of this city, and W. C. Pitfield & Co., St. John. The latter firms refused the preferences. The assignment is now being attacked, and meanwhile Goldberg lies in jail in Montreal. Had we proper insolvency laws the affair would never have taken place.

H. R. Cunningham, of H. R. Cunningham & Sons, Guysboro, a gentleman well known to the trade, died last week. He did business in Guysboro for 54 years, and never made a suspension, assignment or compromise.

A large number of dry goods travelers from Montreal and Toronto have been in Halifax during the past week. They report trade fair throughout the province. Our own wholesale houses make the same report. Collections are fair. Trade in P. E. Island is anything but good.

Mr. James P. Fairbanks, for many years the popular traveler in Eastern Nova Scotia for Murdock's Nephews, was married on October 31st to Mrs. (Nellie) Milliken, of this city. Mr. Fairbanks has left the road and assumed the management of the new hotel at Sydney.

Mrs. Horneman, dry goods, Spring Garden road, has disposed of her stock by auction and gone to the States. Messrs. T. & A. Jackson have opened in staple and fancy dry goods in the same store. The new firm is backed by a local wholesale house.

Amos Burns, dry goods and groceries, Kingston, Kings County, has sold out his business to Wallace Piggott, formerly of the D. A. R. R.

TAUNTON.

MEN'S FURNISHINGS.

It would be just as well for the retailer who wants any more shirts and drawers for the present season to order now, as the mills are going off fall stuff and taking up spring goods. One wholesale house, we hear, asked Penman for a fresh supply in some lines, and were told that the list was just down, and there would be no more this season.

The attention which Glover & Brais devote to half hose is seen in their novelties for spring. Their usual extensive range in blacks, tans, fancies and staple striped silk embroideries of all kinds are being supplemented this season by a striking range in Roman, Turkish, Persian, Random and Cadet mixture effects. These are special features, some of them exclusive, and furnish handsome material in dressing a window.

Underwear, in the opinion of Glover & Brais, cannot be separated from men's furnishings, and the firm, therefore, make a specialty of it. The growth in favor of Canadian makes of late years is marked, and in price and quality they challenge the imported article at every point. One house in Canada, which used to import as much as 1,500 dozen of one number in these goods, now get them in Canada.

Mr. Bell, formerly with Greene & Sons Co., has now inside charge of the furnishings at Tooke Bros.' Mr. B. Tooke has returned from England with new goods of the latest fashionable styles there. In ladies' ties, scarfs and derbys, there are some special fine lines. The firm has some exclusive goods which will be much admired.

Write for Samples of . .

Our Leaders

IN WOOL . . UNDERWEAR

No. 619. Scotch Knit Shetland.
No. 614. Scotch Knit Shetland, Superior.
Above made in S.M., M., O.S.

No. 217. Extra Superior Scotch Knit, made and stamped in inches, 34 to 46.
No. 606. Special Stripe to retail at 50 cents.

2,000 Dozen Fancy Scarfs now being jobbed away to those interested in enlivening their Fall business.

Our complete range of Neckwear and General Men's Furnishings will be ready on or about 15th November.

TRAVELLERS IN ALL PROVINCES OF CANADA.

GLOVER & BRAIS, 184 MCGILL STREET **Montreal**



All Goods Bearing Above Label are made expressly for us and are of guaranteed excellence.

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DEPARTMENTS

- A**—British Staples, Prints, Linens, Tailors' Trimmings.
- B**—Imported Woollens.
- C**—Canadian Woollens.
- D**—Ribbons, Silks and Dress Goods.
- E**—Gents' Furnishings, Hosiery, Gloves, Buttons and Smallwares.
- F**—Canadian and American Staples.
- G**—Blankets, Flannels, Underwear.
- H**—Carpets, Oil-Cloths, Curtains and House Furnishings

MCMMASTER & CO.

BARGAINS IN

- Winter Tweed Dress Goods
- Curtain Muslins and Draperies.
- Waterproofs and Circulars
- Men's Ties, Scarfs and Braces.
- Scotch Fingerings
- and Canadian Yarns.
- Sealettes and Curl Mantlings

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TAILORING GOODS

- Overcoatings, Coatings,
- Suitings, Vestings
- Trouserings
- Linings and Trimmings
- New, Stylish and

Up-to-Date



THE MILLINERY TRADE.

IN speaking of the season's trade, thus far, S. F. McKinnon & Co. say that their opening and Exhibition trade was all that could be desired; also, that the general sorting trade had been good all along. Having a resident buyer in Europe, they claim, keeps them in close touch with the markets and the requirements of the trade. They are bidding high for the November trade.

J. D. Ivey & Co. report that the result of the first year in



ARONA



DODOR



ORIENT



HELEN



NERO

WOOL FELT HATS—D. McCALL & CO., TORONTO.

their new premises more than surpasses expectations, and trade is going well. The styles of millinery this season favor the milliner, and trade is turning from the sailor to the dress hat, so that velvets, ribbons and ostrich feather goods are in great demand. The firm have inaugurated a system of weekly shipments from leading markets which customers appreciate, and are responding to satisfactorily.

S. F. McKinnon & Co. have just received large shipments of new goods specially selected for November trade. This firm have had two buyers in the European markets since early in September, which enables them to show all the novelties, as the season advances, in such popular lines as silk velvets, fancy silks, double-faced satin and silk ribbons, ostrich three-quarter flats, tips and mounts, and ladies' jackets. Their stock can be depended on as showing up-to-date goods, and plenty of them.

The golf blouse continues to have a great run, say D. McCall & Co. A blouse made in Canada in the same style as German makes is being turned out by Forbes, of Hespeler, which is highly creditable to this country, and meets with much favor. Mr. O'Malley, of the firm's Montreal branch, reports feathers, as a trimming, going better than for many years. In winter trimmings, flowers show two tones, and shot effects in ribbons and in new ostrich feather goods continue to prevail. Beaver crown hats in all colors are doing well in the east.

DOLLS.

A great stock of dolls is offered by Samson, Kennedy & Co. at low prices. They include all the leading makes, so as to retail from 5c. each to \$2. The firm show the largest 25c. doll in the market.

THE HAT TRADE.

A. A. Allan & Co. report spring samples of imported hats now in the hands of travelers. The new English style has a flatter set and wider brim. Colors are in favor, the prevailing shades being hay brown, cedar, locks, and Bismarck, ranging from light to medium dark brown. The revival of the stiff hat is in full swing.

The new styles of hat for this season offered by Strachan & Hay have the full crown, rather low with broad brim, and follow the present American tendency, which is not extreme in any point but pretty much a staple style. In the soft hat, which still commands a large trade, the flange brim is noticeable.

QUEBEC AS A WHOLESALE CENTRE.

EDITOR DRY GOODS REVIEW:

SIR,—In glancing through THE DRY GOODS REVIEW for October, I was struck once more with the fact that your well-edited paper, which I always have found to the fore with its sound and practical suggestions, should seemingly make it a point to always ignore the city of Quebec. As an example out of many, take for instance your article headed "A Conference of Merchants." You mention that it could meet alternately at Halifax or Toronto or St. John or Montreal. Why is Quebec left aside? Do we not rank after Montreal and Toronto as regards the number of wholesale houses and volume of business done? Do not all large bodies hold conventions in our city frequently? Another case in point is in speaking of Magog prints, you again mention Toronto, Montreal, St. John, Halifax, Winnipeg, Victoria and Vancouver.

I trust that you will kindly explain how it is that such a feeling seems to exist, as Toronto people, whenever in Quebec, whether on business or pleasure, have always been received with the proverbial hospitality of the old Rock City.

I am, dear sir, yours sincerely,

E. B. GARNEAU.

Quebec, Oct. 11, 1895.

[We are not surprised at Mr. Garneau's forming this opinion, though he has really no ground for it. There is no city of any account in Canada that has not hinted that THE REVIEW favored every other place. In the Maritime Provinces they say we devote our attention to Toronto and Montreal. Toronto, Hamilton and London houses say everything in the paper is Montreal. Houses in Montreal claim they are the real backbone of the paper, and say it is unfair that so much more space is devoted to the big cities in Western Ontario. From these assertions we are beginning to infer we must be doing fairly well all round. When several large cities have to be mentioned we generally give the chief commercial centres in each province, and this is what was done in the case of Magog prints. Montreal and Toronto houses, it is quite true, get more attention than those in other cities, because there are a greater number of them in these two places than in any other in Canada. Quebec is an important wholesale centre, it is quite true, and some of its houses tower above a great many firms in Montreal or Toronto. Garneau, Fils & Cie., of which firm E. B. Garneau is a member, is one of the foremost, and it is probably the only one in general dry goods outside of a few in Montreal and Toronto with travelers in all provinces in Canada. We hope, however, to be able to give more attention to Quebec in the near future.—EDITOR DRY GOODS REVIEW.]

Wholesale Millinery

ASSORTING
SEASON
NEW AND
SCARCE
GOODS

**GOLF
BLOUSES**



We are daily adding to stock *New and Scarce Goods*. The latest novelties as produced are placed on our tables for inspection.

Novelties in Colored Fancy Silks.
Novelties in Fancy Ribbons.
Novelties in our Feather and Flower Department.
Novelties in our Hat Department.
Golf Blouses in Cardinal, Navy, Black, Cream.
Golf Blouses in Cardinal and White, Navy and White, Black and White.

We are the only house so far that has been able to supply the trade. **Letter, Telegram and Telephone Orders** receive prompt attention.

D. McCall & Company - **Toronto and Montreal.**

Our travellers are now on the road with a complete range of samples for the

Fall Millinery Trade

NEW GOODS ARRIVING WEEKLY.

The latest novelties in

Ladies' Golf Blouses

JUST RECEIVED.

Also 200 Cases American Felt Hats.

CAVERHILL & KISSOCK

91 St. Peter Street, Montreal.

PATENT 

Lock-Stitch

Kept in stock by all leading wholesale firms in Canada.



• •
**DON'T TAKE
INFERIOR
IMITATIONS**

THEY ARE QUITE RIGHT.

A NEW Brunswick deputation is at Ottawa this week opposing the granting of any Canadian subsidy for an Atlantic line, whose vessels would call at a United States port. The delegation from the commercial capital of New Brunswick, which is composed of the mayor, Mr. George Robertson, J. D. Hazen, M.P., J. A. Chesley, M.P., and Mr. W. C. Pitfield, a prominent merchant and member of the Board of Trade, will discuss with the Premier, the Minister of Marine, Hon. Mr. Foster and other Cabinet Ministers the whole question regarding mail subsidies. The deputation deserve to succeed. Their argument is sound. When the Canadian Parliament voted a yearly subsidy of \$750,000 for a fast line, the distinct understanding embodied in the Act was that the vessels should make Halifax and St. John winter ports, and Quebec and Montreal the ports in summer. If any modification of this arrangement is necessary it should certainly not affect the question of a port. That point is fixed. This country is not going to bonus ships to New York. Halifax and St. John are nearer Europe than any United States port, and the business men of this country are not such fools as to allow any government to ignore this point. If the British subsidy is going to be conditional on the vessels making New York the ultimate destination then we will have to go without it. A Canadian subsidy to Canadian ports only, gentlemen of the Government, mind that.

ENGLISH CAPITAL IN CANADIAN MILLS.

The investment of English capital in some of our woolen mills, and their organization on a new basis, would be a good thing—good for the quality of the makes, and for the investing capitalist. But English capital seems rather to favor the States, though conditions there are not by any means stable. It is announced that an English syndicate is negotiating for the purchase of the mills of the Broadbrook Woolen Co., Broadbrook, Conn., and that the plant will be enlarged and equipped with the latest and most approved machinery, which will be brought fully up to the Bradford standard. The woolen importing house of Ogden & Brook, New York, are credited with being the promoters of the enterprise, and it is said will handle the account. Mr. Brook is now in Europe, and it is reported will bring back with him a first-class designer of worsted fabrics.

NEW AUSTRALIAN DUTIES ON DRY GOODS.

In the new Victoria tariff just passed the following new duties affect the dry goods trade: Fur and felt hats, each 2s. 6d.; woolen felt hats, 2s. The excess duty on woolen materials will be 30 per cent., and from the first day of 1898, 25 per cent.: on woolen apparel, 40 per cent., and from the first day of 1897, 35 per cent.; on woolen blankets, 25 per cent.; on the same when invoiced at less than 1s. per pound, 15 per cent. Cotton blankets are placed on the free list. On brushware the duty will be 30 per cent.; on carpeting, 15 per cent.; on furniture, 30 per cent.; on hosiery, 25 per cent.; on leatherware, 30 per cent., and on silk, 15 per cent. The old duties on the goods mentioned were: Fur and felt hats, each 3s.; woolen felt hats, each 3s.; woolen materials, 35 per cent.; woolen apparel, 50 per cent.; woolen blankets, 35 per cent.; on the same when invoiced at less than 1s. per lb.,

35 per cent.; brushware, 35 per cent.; carpets, 25 per cent.; furniture, 40 per cent.; hosiery, 35 per cent.; leatherware, 45 per cent.; and silk, 25 per cent.

TRADE IN MANITOBA.

F. G. Lewis, of Birtle, Manitoba, says that the comparatively small deliveries of wheat on the M. and N. W. railway, is not due to the farmers holding back for better prices, but to unfavorable weather for threshing. The farmers are now threshing their crops as fast as possible, and a lively movement may be expected from the northwestern part of the province from this out.

Mr. J. F. Hosegood, of McIntosh & Hosegood, Lake Dauphin, who is on his way to England, said in Winnipeg, the other day, that there are now 8,000 people living in the Dauphin district, and that new settlers are arriving every week. This season cattle to the value of \$27,000 have been purchased in the district by export dealers. All the grain grown there is required for local consumption, but next year there will be quite a surplus for shipment, and the settlers are hoping for the construction of a railway to afford them transportation facilities.

TRADE SALE IN MONTREAL.

Messrs. Benning & Barsalou held a large peremptory sale of woolens and worsteds last week. Over 1,500 pieces heavy-weight, 6-4 tweeds, coatings, chevots, etc., and 4,000 pairs of blankets and rugs, were sold for account of the Montreal Woolen Mill Co. The prevailing cool weather seemed to infuse life into trade, and all numbers catalogued and a quantity of duplicates were disposed of at fair figures. The sale amounts to about \$30,000.

NEW BRUNSWICK'S ENTERPRISE.

Arrangements have been about completed whereby the Central Railway of New Brunswick is to be extended 50 miles further to Fredericton, making 90 miles in all from where it leaves the Intercolonial at Norton. The new road will pass through the Newcastle coal areas, and in this connection capitalists will establish smelting works in St. John, N.B., the iron ore to be brought from Tor Bay, in Annapolis, across the Bay of Fundy, while the coal will be tapped in Queen's County on the line of the Central extension.

A ST. THOMAS FIRM.

Griffin & Wright, who have been in dry goods at St. Thomas for 14 years, are in difficulties owing to extensive enlargements of their business three years ago and to dull trade since. The estate will show a surplus of assets over liabilities. Two English houses and Messrs. Johnson, of Montreal, are creditors. The firm speak of retiring from business, but may go on. They are well spoken of.

ISSUE OF COTTON BONDS.

Mr. David Morrice, Sr., now in London, has arranged renewal in the London market of \$1,500,000 of Dominion Cotton Co. debentures falling due early next year. They have been renewed at 4½ per cent., which is a very good rate.

November Trade

NOVEMBER should be one of the heaviest business months in the year with the retail trade, and in order to keep up big returns it will be necessary to sort up with new goods that are right in character, also certain lines and colors which have proved to be strong sellers. This is just the point where foresight and good judgment take the lead, by keeping thoroughly assorted in such goods as the trade demands when business is to be done. By having two Buyers in the foreign markets and making free use of the cable we can place before the trade a thoroughly assorted stock of November goods. Here take out your note book and carefully enter under our name: Black and Colored Silk Velvets, Black and Colored Velveteens, Dress Silks, Fancy Silks, Double-faced Satin Ribbons, Faille Silk Ribbons, Mantle Materials in Beaver Cloths, Frieze Cloths, Sealettes, and Plushes, also Ladies' Perfect-fitting German Jackets. These are a few of our November leaders which will bring you sharp and profitable returns. When you have occasion to buy, give us a call. See our Travellers' Samples, or write for Patterns. We have the goods and want your trade.

Faithfully yours,

S. F. McKinnon & Co.

61 Bay Street
Toronto.

OFFICES:
35 Milk Street,
London, England.

RETAILERS ORGANIZE.

OUT in New South Wales the storekeepers have, as THE REVIEW intimated in its last issue, organized themselves into an association for protection and mutual assistance. At the meeting in Sydney one of the organizers explained the difficulty he had in bringing home to the public authorities any grievance or claim which the merchant class had. Said he:

"I was invariably met with this one answer: 'We have heard all you have said; but do you represent the merchants or the storekeepers in any official capacity?' 'No, I do not.' 'Have they any official organization?' 'No, they have not.' 'Then we must simply regard you as a private individual. We hear your opinions with respect, and there is an end to it. You are nobody officially. We cannot take any notice of what you say.' This, in effect, has been the way in which I have been received on several occasions; and it is the way in which any man present at this meeting, or any man in Sydney, would be received were he to go to a Minister or to a departmental official to air this grievance. They would hear what he had to say, and, no matter how strong his case might be, if he were not officially representing the storekeepers they would simply ignore him, and forget him as soon as he had gone outside the door."

Now, this holds good in Canada as in Australia. If you have a Board of Trade in your town or locality and it is effective in voicing the views of the trade, very well. But if not, the sooner you go in for an association the better.

THE REVIVAL OF BUTTONS.

The advices from Paris indicate a distinct revival in buttons. They appear there on bodices as well as skirts. The small buttons will be placed as a trimming one against the other, a fashion common in Canada ten years ago. In the tailor-made dresses many buttons are in material, and, in that case, very small. Some are in colored mother-of-pearl. Others are in Corrozo, carved wood, enamelled iron with bronze reflects, violine, etc. Many are in clouted steel, old silver, dull gold, plain or battered. Those buttons which are hidden in the depth of a pleat of some elegant chiffon, or are laid on velvet, lace, and fur, are naturally much richer. Then comes strasse, upon which mother-of-pearl is so finely worked that they look as though they were embroidered buttons set in rubies and lovely gems set in all colors. The most popular button at present, and which promises to continue in favor, is the "Watteau." Some buttons are enormous, whilst other are very small. Some are square as well as round.

DON'T RUN ON CHEAPNESS.

The right method to pursue in these days of rapid returning prosperity is to talk beauty, style and quality, rather than low prices, says a dry goods paper.

The merchant who sells the same amount in dollars and cents to-day as he did three years ago turns over a bigger pile of merchandise. If he can raise the quality of the goods sold from 10 to 25 per cent. by expatiating upon their superior qualities, instead of educating his customers to look for low prices, his sales and his profits will correspondingly grow more satisfactory.

What cares the average woman for a dollar or two extra in

the price of a dress pattern so long as it pays to make up and gives her entire satisfaction afterwards?

What cares the man who is buying his winter underwear whether he pays \$1 or \$1.25 for a garment if it keeps him warm and comfortable and gives good service?

THE MAN IN THE STORE.

Did you ever notice a man making purchases in a dry goods store? Generally he is about as happy and awkward as a fish out of water.

If such a guest entered your house you would immediately try to make him feel at home. Do just the same at the store. Buttonhole him as soon as he enters and pilot him to the required counter.

He may not know the name of the stuff he was sent for. Probably forgot it, but it is easy to find out what it is.

If you have an extreme case on hand call one of the salesmen and see that he gets what is wanted.—Dry Goods Economist.

IN MEN'S GOODS.

There seems to be a belief that there is a market for the finest imported umbrellas here. Tooke Bros. have a supply of the best qualities, with silver mounted sticks, and every other mark of high grade.

For the holiday trade W. R. Brock & Co. have just passed a large shipment of the latest novelties in men's neckwear, cashmere and silk mufflers, scarf pins and brooches, links, solitaire sets, cuff buttons, studs, pins, etc. In gloves the firm have in stock again the heavy black cashmere glove B.1. to retail at 25 cents. A repeat order has just been received. The hosiery department reports receipt of repeat orders for their cashmere hosiery No. 98, AA, and D; also the cashmere socks Acme. For holiday trade, silk handkerchiefs in Japanese, hemstitched, initial and brocades, etc., are to be seen.

The buyer for Wyld, Grasett & Darling, who returned last week from Europe, reports a tendency to the club house tie. Roman stripes are in demand as a material with neat effects in greys, greens and browns. A large shipment for the holiday trade is at hand, and samples will be out this week.

The first week of December Wyld, Grasett & Darling will show a special line in smoking jackets. These are remnants of choice goods and will be offered under regular prices.

In neckwear the firm will show a choice lot of full dress muslin bows with silk embroidered ends and in new shapes.

PETER ROBINSON DEAD.

What Canadian merchants have not heard of Peter Robinson, the great London, England, dry goods man? The cable last week announced his death. His large shops in Regent street and elsewhere were well-known to every man in our trade who crossed the ocean. He built up an immense business, and was a persistent and enterprising advertiser. His window displays were models of artistic decoration.



EVERY WEEK

We receive a shipment of

FINLAYSON'S
SUPERIOR LINEN THREADS

The stock is constantly moving out ; therefore, we have no rubbish or job lots.

Wholesale Agents for Canada

John Gordon & Son
MONTREAL

Please ask for

F. B. & CO.

And get the best.



TOOKE BROS.

63, 65, 67 & 69
LATOUR STREET

MONTREAL

BRANCH, 30 Wellington St. East, TORONTO

Men's Furnishing Department

Men's Underwear

All bought before any advance in price. Customers will get the benefit of this.

Hosiery

Look out for our "Iron Frame" Black Cashmere Sox at all prices, bought before any advance. Tans and other effects equally good value.

Umbrellas

The largest range ever offered to the trade, from the lowest price up to \$72.00 per dozen.

Waterproofs

Several special lines made for us. Excellent value.

Scarfs and Ties

All Black Goods bought before any advance in price. Colored Goods in the neatest designs and in new shapes confined to us. The "Adaptus," "Lyceum," "Blenheim," "Verona," "Rothsay," "Inverary," "Admiral," etc.—every price, from the lowest up to \$9 per dozen.

Braces and Belts

Every price represented.

Silk Handkerchiefs

In Plain White and Fancies—a very attractive lot.

Linen and Cotton Handkerchiefs

Our account for Piece Linens is not the smallest in Canada. We believe we buy our linens right. Handkerchiefs bought from the same manufacturers. Examine them.

Summer Clothing and Vests

A very extensive range in Nobby Effects. This is going to be a large department with us.

Please do not buy until you see our samples. SHIRT ORDERS are the largest we have ever had.

Our \$1.25 and \$1.50 English Finished Collars are selling at present faster than we can make them.

Ladies' Shirt Waists, Blouses, Etc. are accepted by the trade as being the best fit ever offered. Orders are coming in freely in consequence.

BUILDING UP A BUSINESS.

THE average merchant is apt to look upon any expenditure which does not at once show returns as an outlay which will stand the closest and most economical figuring before being authorized. We know dozens of instances where the temptation to save \$50 or \$100 in repairs, fixtures, lights, etc., often blinds good business judgment.

If running a store were a matter of one or two years, with a closing out at the end of that time, it might be good policy, says The Dry Goods Economist, to squeeze the last dollar out of the business by refusing to incur an expense that was not absolutely necessary. Fortunately, most merchants are in business to stay, but even so, their sentiments in regard to expenses do not vary much from those just mentioned.

An instance comes to mind wherein the folly of this belief is forcibly illustrated. The bulk of the dry goods trade in a certain city had always been monopolized by one house, which prospered and grew rich; the proprietors naturally assumed that it was because every advantage was to be obtained by trading at their store. The true reason, however, was the fact that there was no other establishment in town that had attained sufficient prominence to make fair competition possible.

A few years ago a new-comer appeared on the scene and erected a modern building with every approved appliance for doing business. Bright salespeople, light, fresh air, good service, good goods and elegant window displays soon brought trade. It came slowly the first year, the second year was much better and the third showed a large balance on the right side.

The old established house kept on in its old way and the new competition was ridiculed. Things have changed now, and that competition is feared, and with good reason. No merchant has a mortgage on the trade of his community, and nowadays people know what good storekeeping is, and if they have endured the old-fashioned ways of some establishments, it was because it couldn't be helped.

The wonderful influence of the mail-order business of large metropolitan stores on the trade in the smaller cities is to a considerable degree directly traceable to the poor storekeeping at home. Judicious expenditures for light window decorations, advertising, cash earners, good fixtures, comfortable chairs, intelligent help, and all the other necessities of an up-to-date business are forced upon the merchant of to-day, if he wishes to keep pace with his enterprising competitor.

Competition is most effective when it is allowed its own way, and the only way to meet it successfully is by adopting up-to-date measures for attracting the masses. The American shopping public is fastidious, it goes where comfort, cleanliness and intelligence are parts of the store service.

Cutting prices or continual sacrifice sales never yet made a substantial business or won profit in the end. A store wins trade because of its facilities for supplying that trade. Many stores that are stagnant to-day, after past years of prosperity, owe their present condition to that new competition of which the public are getting a better knowledge every day.

The demand for fur trimmings is still good. The new browns, fawns and drabs, also black fur and feather trimmings, are shown by Brophy, Cains & Co.

PRINCES USEFUL IN TRADE.

Mr. Thomas Wardle, the president of the Silk Association of Great Britain and Ireland, has written to The Times, with the sanction of His Royal Highness the Prince of Wales, to make known the fact that His Royal Highness has made a selection of white, black and colored silks of British manufacture for the purpose of making into waistcoats. It will be remembered that at a meeting of the council of the association held last year at Stafford House, Sir George Birdwood, one of the vice-presidents, suggested that the time had arrived when an effort might rationally be made to free gentlemen's evening dress from its present sombre and water-like appearance, and he proposed a resolution, which was unanimously passed, that His Royal Highness the Prince of Wales should be asked to give his sanction to, and approval of, such a movement, by initiating the wearing of figured and colored silk waistcoats for evening dress. This having been done, some special materials were manufactured, and, as stated above, selections have been made, not only by the Prince of Wales, but by a number of gentlemen who intend henceforth to adopt white, black and parti-colored waistcoats both for morning and evening use.

QUALITATIVE TESTS FOR TEXTILE FIBRES.

1. Microscopic appearance.
2. Cotton burns without smell, while wool and silk shrivel up and give off odor of burning animal matter.
3. A boiling solution of caustic alkali dissolves silk and wool, but has little action on cotton.
4. Concentrated sulphuric acid dissolves cotton and silk in the cold, while wool is little affected.
5. Schwertzer's reagent (ammoniacal solution of oxide of copper) dissolves cotton and silk, but not wool. Cellulose is reprecipitated by gum, sugar or acids, but the silk substance by acids alone.
6. A solution of basic chloride of zinc dissolves silk, but not cotton or wool.
7. A solution of cotton in concentrated sulphuric acid gives a purple coloration with an alcoholic solution of alpha-naphthol. This reaction really indicates the presence of sugar, and is therefore not given by silk or wool.
8. Million's reagent (mercurous-mercuric nitrate) gives a red color with silk or wool, but not with cotton.
9. Wool (also hair and fur) is blackened by heating with a dilute solution of plumbite of soda, which is prepared by dissolving litharge in caustic soda. Silk and cotton, as they do not contain sulphur, are unaffected in color.
10. Nitric acid colors wool and silk yellow, but does not affect cotton.
11. An acid solution of indigo extract dyes wool and silk, but not cotton.—Exchange.

AN ORDER FOR OVERCOATS.

The Militia Department has placed an order for 2,000 great coats with Shorey, of Montreal. The contractor has undertaken to waterproof this supply with the Rigby process as an experiment, and if the coats prove serviceable, it is likely both coats and trousers will be waterproofed thereafter.

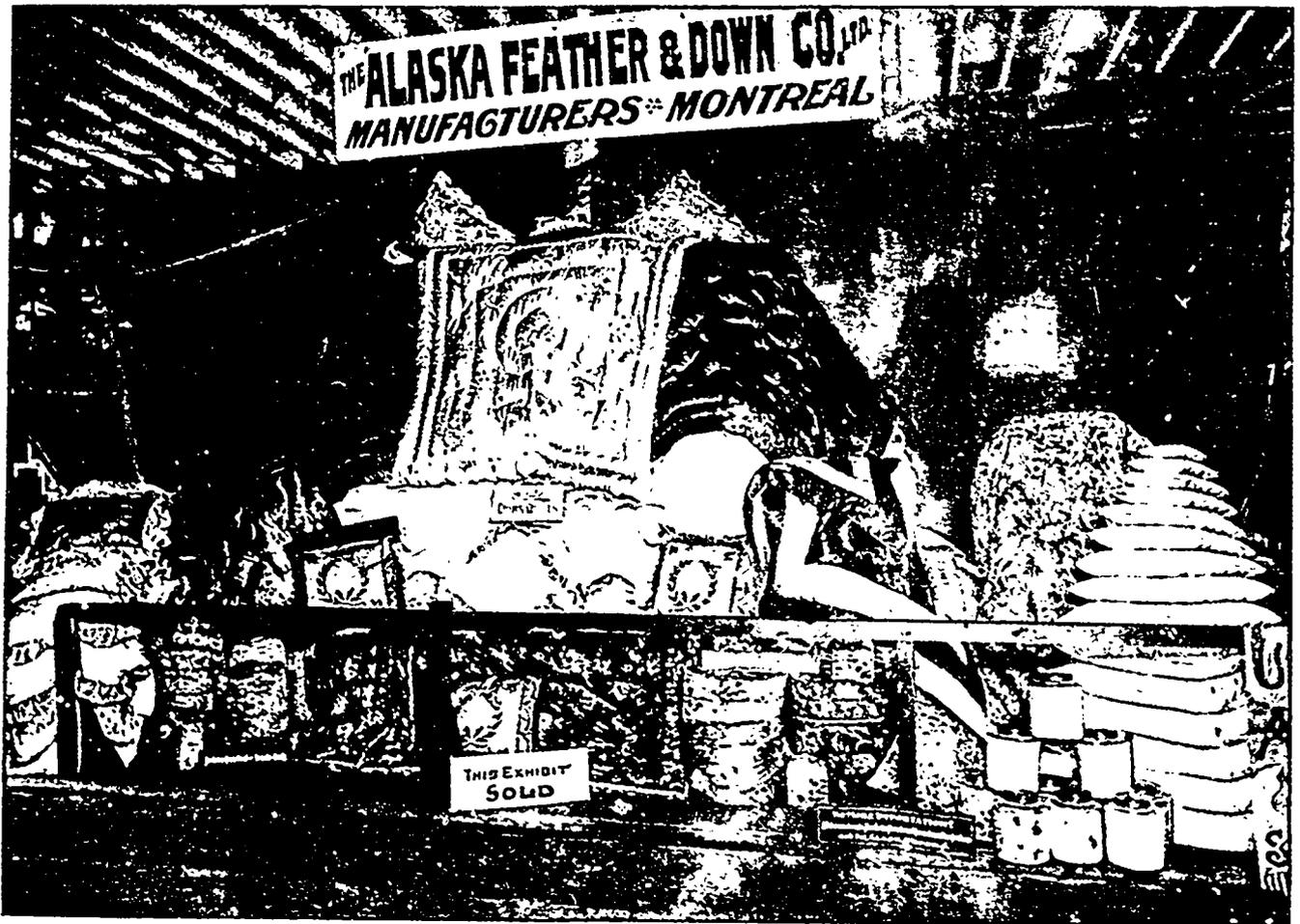
Christmas Goods

Samples are shown at

10 St. Sacramento Street	Montreal
Osgosby Building—11 Melinda St.	Toronto
75 Queen Street	Ottawa
27 King Street	St. John, N.B.
J. M. Macdonald's Office	Winnipeg

We make a specialty of Down Cushions covered in Art Satin, Art Silk and Art Sateen. Callers at our sample rooms will be shown an All Satin Cushion 20 inches square, with wide ruffle of the same material, filled with our Manitoba grade. The price of this cushion, in an assortment of colors, is \$18.00 less the usual discount.

The same cushion, in a larger assortment of colors, \$26.00.



Highest Award, Montreal, 1895.

Bronze Medal and Diploma, Toronto, 1894.

The "Alaska" Brand in Down Goods is favorably known all through the country. It stands

FOR PURITY—NO ODOR. FOR RELIABILITY—UNIFORM FILLING.
FOR FAST SELLING—TASTY DESIGNS.

Your customers will ask you for the "Alaska" Brand, also for

The "PURITAS" Cotton Comfort, made of pure white batting—sateen both sides.

The "LANATUS" Quilt, made of pure lamb's wool, carded into strong laps, which will not break in washing, and covered in Art Silk, Art Sateen, etc., etc., in tasty designs. It has fancy stitching like a Down Quilt.

This quilt is wanted by those who desire light bedclothes, yet warm.

By those who like to wash their bedclothing often and keep it in perfect condition.

By invalids who cannot stand the weight of heavy blankets, and by everyone who appreciates luxury in bedding.

Remember our name and our trade-mark.

The "ALASKA"
 Feather & Down Co., Ltd.
 Head Office and Factory, MONTREAL.

Dolls, Dolls, Dolls

SPECIAL VALUES

We have imported for the HOLIDAY TRADE the most attractive lines of Dolls ever offered in Canada. They embrace Patent, Kid Body, Jointed and Dressed Dolls, all with BISQUE heads, ranging in price from 45c. to \$15.00 per dozen.

These goods are exceptionally good value, and must be cleared out within the next few WEEKS.

LARGE AND SHOWY DOLLS TO RETAIL AT 10, 25 and 50c.

Please Refer to Memo. for a Few of Our Specials :



SPECIALS

No. 119.—Undressed Doll, 25 in. high, bisque head. \$2.25 doz.

No. 128.—Kid Body Doll, eyes open and close, 12 in. high. \$2.25 doz.

Kid Body

With light and dark brown hair, fair and dark eyes

No. 123.	12 inches long	\$2 00 doz.
" 124.	13 " "	2 25 "
" 125.	14 " "	3 30 "
" 126.	17 " "	4 50 "
" 127.	19 " "	6 50 "
" 133.	21 " "	9 00 "
" 129.	14 " "	eyes open and close 4 00 "

Patent Undressed

With fair and dark brown hair

No. 113.	10 inches long	\$0 45 doz.
" 114.	12 " "	0 75 "
" 116.	16 " "	1 10 "
" 117.	18 " "	1 50 "
" 118.	21 " "	2 00 "
" 120.	27 " "	3 30 "
" 121.	33 " "	4 50 "
" 122.	36 " "	7 50 "

Jointed

No. 134.	13 inches long	\$2 25 doz.
" 136.	21 " "	9 00 "
" 137.	23 " "	15 00 "
" 135.	21 " "	eyes open and close 6 00 "

THREE GOOD THINGS

1. **The Monkey Drummer**—Works easily and can drum any tune the operator is acquainted with. It is gaily painted, representing life in movement of arms. Is durable and will not easily get out of order. Price, \$2.25 dozen.

2. **The Climbing Monkey**—similar in design to the "Drummer," but instead of playing a drum climbs up and down a cord. Price, \$2.50 dozen.

3. **The Spider and the Fly**—And the Spider jumps for it. The greatest 10c. toy. Price, 90c. doz.

Choose an assortment and we guarantee that our values will please you.



Dressed

Put up half dozen to box, assorted Boys and Girls

No. 139.	14 inches long	\$1 25 doz.
" 140.	15 " "	2 00 "
" 142.	17 " "	2 00 "
" 144.	12 " "	1 25 "
" 145.	17 " "	2 25 "
" 143.	14 " "	Sailor Boys 2 25 "

SAMSON, KENNEDY & Co.

TORONTO

a 34 or 36 rather than the larger sizes. Press out every wrinkle and see that no dust or strings adhere to the garment. Make sure that the skirt on the figure harmonizes in color with the jacket. Never use a skirt of too gaudy a style, as it detracts from the interest which should be given to the jacket. The



1—Our Canvasser Secures an Advertiser.

bottom of the window should, at this season, be covered with terracotta felt. The background of the window should be white. In arranging the display the figures should be in the centre and should show the finest garments.

The stands or models should be so arranged as to afford a good view of each Ladies' garments should not be mixed with misses' and children's. A good way to rob the display of its stiffness is to intersperse between the garments a few fall hats or bonnets on stands. A large jardiniere at each side of the window is appropriate and pleasing. Always put the lighter shades of garments to the rear and the blacks and navies to the front. A cloak window should, if possible, be next to a dress goods display.

Says The Owen Sound Times: "Mr. W. R. McColl, of McColl & Lee, is perhaps the best pleased man on Poulett street to-day. The reason, however, is a very good one, for he is receiving congratulations from his friends over having won for the second time THE TORONTO DRY GOODS REVIEW prize for the best dressed windows. The prize, a very practical one—a \$25 cheque—was received this week with the notification of his success."

Our Halifax correspondent writes: "Window dressing is not carried on to any great extent in Halifax, but several firms are taking the matter up, and it may, in time, become general. McPherson & Freeman will have windows in their new store admirably adapted for this. The most tastily dressed windows to-day are those of Kane & Flett, on Barrington street. They display considerable artistic skill, and they tell me that it pays. G. M. Smith & Co. have also well dressed windows, as also have Barnstead & Sutherland, Power & Co., and Wood Bros. McManus, on Hollis street, and Scovil & Page, on Barrington street, are ahead in window dressing in gents' furnishings and ready-made clothing. Ross and Lane, both on Granville street, make fine displays in hats and caps."

SHOWING CARPETS.

A large United States firm has just adopted a new plan in its carpet department, which entirely does away with the expense of sending out samples. It has had over 100 different styles of carpets reproduced on paper, in colors, so that an accurate idea of the appearance of the carpet can be obtained. This work is done by a secret process, and is said to have caused an outlay of \$25,000. While it is expensive, it is claimed

it will be cheaper on account of doing away with express charges on samples. Over 1,000,000 cards have been sent out.

HOW TO SUCCEED IN BUSINESS.

The Bradford Textile Society does very excellent and useful work in the dissemination of commercial knowledge by means of lectures and the issues of a monthly journal. At its annual general meeting, held a few days ago, Mr. W. H. Mitchell delivered an interesting address on "Some Qualities Essential to Success in Business." Naturally, the lecturer dwelt upon the necessity for hard work, but he pointed out that "too close attention to business might be hurtful. The brain as well as the body needed rest, and it was a fact that many most successful men had strong interests outside business." This dictum, with which we cordially agree, will be especially welcome to those who have the early-closing movement particularly at heart. Mr. Mitchell went on to urge that despite the importance properly attached to hard work, technical information, and reasonable amusement, "the knowledge of human nature was the first condition of success in business life." This can hardly be regarded in the light of a discovery, but its repetition will none the less serve a useful purpose. The primary necessity is that a man should "know himself," and the direction in which his capabilities will be most likely to lead to success. Then he must be able to recognize the true character of those with whom he is brought in contact, so that he may trust the trustworthy, and avoid the unworthy. These and other similar considerations Mr. Mitchell laid before his hearers with eloquence and humor.—Drapers' Record.

THE LATE MR. GORDON.

The death of Mr. John Gordon, of the well-known firm of John Gordon & Son, removes a highly respected member of the dry goods trade. His funeral was largely attended by many business men, some of whom had been associated with him for over 40 years. He was born in Aberdeen in 1833, came to Canada in 1853, and entered the employ of Wm. Stephen & Co. He was afterwards a partner in James Roy & Son's, and during the past eight or ten years has been in business as head of the firm of John Gordon & Son. Mr. James R. Gordon will carry on the several agencies of the firm as usual, he having for some time been practical manager of the business.



2—The Advertiser Becomes Rich.

A big dry goods store in Indianapolis was completely destroyed by fire early one morning last month. The whole stock went. By next morning the firm had bought out a neighboring competitor, and over the ruins of their previous building was stretched this sign. "We are in shape to handle your business."

Xmas Novelties in Neckwear

New Shapes
 New Styles
 New Patterns
 New Colors
 New Combinations



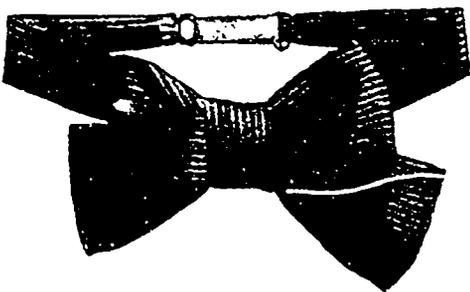
Bows . . .
 Lombards
 Tecks . . .
 Four-in-Hands
 Graduated Derby

We wish to draw special attention to our

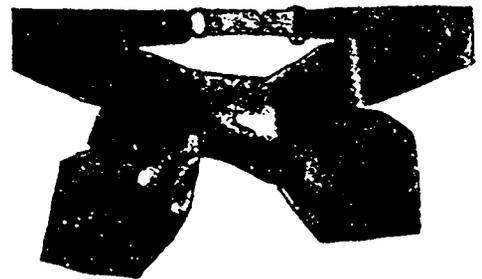
Rich Quilted
 Satin-Lined

GRADUATED DERBY

And Single Ties, each separate in a fine enamelled box.



WE SELL
 NO TIES
 OF ANY KIND
 BUT OUR
 OWN MAKE.



Lawn Bows Enormous range. French Rolled Ends, original and choice designs, two bows in each separate box, finest and most delicate silk stitching. All prices and lines kept in stock and each a leader.

E. & S. CURRIE

64 Bay Street

TORONTO

THE DECEMBER DIVIDENDS.

BEFORE the next number of THE REVIEW passes into the hands of its readers, what may be called a ready-cash date will have arrived. That is Monday, December 2nd, which is the half-yearly dividend day with so many of our banking institutions.

Already the Bank of Montreal has publicly advertised its half-yearly dividend of 5 per cent., the Merchants' Bank of 4 per cent., the Bank of Ottawa of 4 per cent., the Ontario Bank of 2½ per cent., the Standard Bank of 4 per cent., the Union Bank of 3 per cent., the Banque d'Hochelaga of 3½ per cent., La Banque Jacques Cartier of 3½ per cent., the Bank of Commerce of 3½ per cent., and the Traders' Bank of 3 per cent. Others will shortly follow suit. A good many tens of thousands of dollars will be paid out in hard cash in the first week of December. The total amount of subscribed capital stock in our banks is over \$60,000,000. An average half-yearly dividend of 4 per cent. on this sum is not far from two and a half millions of hard cash.

The stockholders don't all live in cities, but are scattered all over the country. They don't spend it all in the dry goods stores, but there is no reason why a reasonable slice of it should not go that way. The dividends come in time for the early Christmas trade. It is a time for tempting displays, for well-dressed windows, for special bargains, and for offerings of goods suited to the season. One need not be afraid of anticipating Christmas sales. Early purchases never exhaust the gift-giving spirit. Christmas week opens hearts and purses again, and an early December trade is well worth cultivating. Too much money in Christmas presents passes the dry goods stores. Efforts should be made to capture more of it.

A man often feels his inability to buy a suitable present in dry goods. He leaves that to the ladies of the family. See if you can't induce him to part with some of this dividend money. Put forward these articles of which he is capable of judging—fine dress goods in the new winter styles, golf blouses, drapery cloths, a fur mantle, a down quilt, etc. It will be necessary to dilate upon the eminently taking qualities of these as Christmas gifts. If let alone, he will go off to the jewelry or book store.

ENGLISH WOOLENS IN THE STATES.

American manufacturers of textile fabrics are, says The Clothiers' and Haberdashers' Weekly, now widely awake to the fact that European competition has become serious. Manufacturers of woollens reluctantly admit that foreign competitors have secured the cream of the orders of manufacturing clothiers for the spring season of 1896, and that, unless production in this country can be cheapened, the future is very unpromising. Some of the home manufacturers have, it is said, begun using shoddy, and if cheapening in that direction continues, the reputation of American-made woollens will suffer to such an extent that foreigners will get more of the orders of the clothing trade for high and medium grade goods. If competition is so keen that, as alleged by prominent manufacturers, the present rates of wages deprive them of a market for these grades in their own country, it is better to reduce the

scale at once than to allow foreigners to monopolise the business. Low wages are infinitely preferable to the idleness of a great industry, and to a sacrifice of the excellent reputation American-made goods have acquired. A general reduction of wages is not pleasant to contemplate, but it seems to be the least disastrous horn of a very disagreeable dilemma. It is better than the loss of the best market in the world.

A FORMER CANADIAN.

The death is announced at Oxton, Cheshire, England, of Francis M. Townsend, senior partner in the cotton firm of Townsend, Woolley & Co., Liverpool. Mr. Townsend's ancestors took part in the American revolutionary war. He himself was born and educated in Canada, and was a son of the late Canon Townsend. In 1864 he passed his examination at the Quebec Military School, but went into business instead of the army. In Canada and the Southern States he engaged in glass making and railway life before settling down in Liverpool. He was a prominent man there, being president of the Liverpool Cotton Association five years ago.

NOVEMBER PROSPECTS.

The warm fine weather with which the month opens, as THE REVIEW goes to press, is, perhaps, not the most stimulating for business. Still, reports indicate that November trade is opening well, and there is no reason why a good month's business should not be done. The retailer is in pretty good shape. The paper maturing on the 4th is reported by the leading Toronto firms to have been well met. In most cases expectations have been exceeded, while there is a general consensus of opinion that payments are much better than last year. The 4th of November is not, of course, a particularly big day with dry goods men, October and February being more important dates. But as an indication of country trade at the present moment it is worthy of note, and the reports are altogether cheerful.

THE ORIGIN OF DOYLEYS.

It is not generally known that the word "doyley," now a familiar one with ladies, is derived from the name of Robert D'Oyley, one of the followers of William the Norman. He received a grant of valuable lands on the condition of a yearly tender of a tablecloth of three shillings value at the feast of St. Michael. Agreeably to the fashion of the time, the ladies of the D'Oyley household were accustomed to embroider and ornament the quit-rent tablecloths, hence these cloths, becoming curiosities and accumulating in the course of years, were at length brought into use as napkins at the royal table, and called "doyleys."

THE TIME TO ADVERTISE.

I advertise particular things, give prices, take as much pains with my announcements as I do with my stock, and do my heaviest advertising in dull times, because then is when people look most keenly for bargains. — John Wannamaker.

Customer (in dry goods store)—Will this stuff wash? Clerk (from Boston)—No, madam. Customer—Well, I don't want it. Clerk—But it can be washed, madam.—Detroit Free Press.

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

—: IMPORTERS OF NOVELTIES IN :—

*Dry Goods,
Trimmings,
Silks,
Braids,
Curtains,*

*Embroideries,
Gloves,
Hosiery,
Muslins, and
Dress Goods, etc., etc.*

Our travelers are now out with sorting samples. They also carry Lace Curtains for 1896, and are making their last round with Import Laces and Embroideries for '96. In laces we are producing colors in some special lines never shown in colors before. Don't fail to see these samples this trip.

Kyle, Cheesbrough & Co.

MONTREAL.

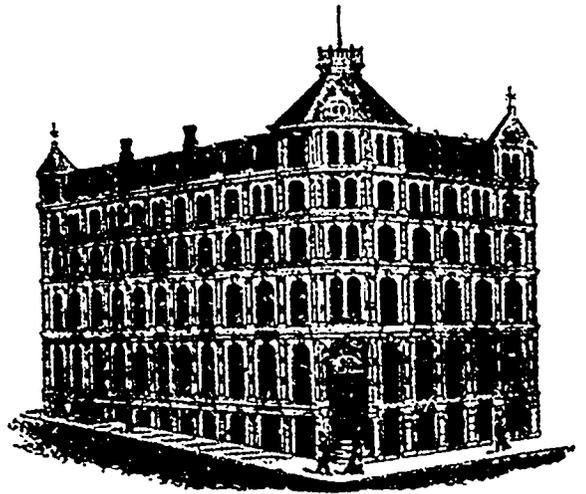
We Have Removed

To these large and commodious premises,
situated on Victoria Square.



Our Travelers

are now on the way with



Samples for Fall and Winter, 1895

BEFORE PURCHASING SEE THEM. IT WILL PAY YOU.

E. A. SMALL & CO.

Manufacturers of Clothing

MONTREAL

"J. J. CASSIDEY, SECRETARY."

A PEACEFUL man is E. B. Bigger, of the Journal of Fabrics, but in the October number of his publication he dresses down "J. J. Cassidey, secretary" of The Canadian Manufacturer in royal style. Mr. Bigger gave good advice to the woolen manufacturers—as THE DRY GOODS REVIEW has done more than once—and "J. J. Cassidey, secretary" of the Woolen Manufacturers' Association objected in his usual bulldog fashion, and as usual included THE REVIEW in his remarks.

This is what The Journal of Fabrics says of "J. J. Cassidey, secretary":

"If our contemporary has such a precious commodity as a 'constant reader,' that constant reader must have observed on its title page the long list of associations of which its editor, J. J. Cassidey, is secretary. It starts off with the Canadian Manufacturers' Association, and then follows a 'Woolen Manufacturers' Association,' a 'Knit Goods Manufacturers' Association,' a 'Carpet Manufacturers' Association,' a 'Glove Manufacturers' Association,' and a committee on the 'Toronto Industrial Exhibition Association,' of each and all of which J. J. Cassidey is secretary. When one reads this imposing list of secretaryships, one is not surprised that The Canadian Manufacturer claimed to have inspired the most important of the last tariff changes of the Dominion Government. Rather is one disappointed at not seeing it intimated somewhere in the title page that John J. Cassidey is secretary to the Premier, secretary to the Governor-General, and secretary to the Imperial Privy Council; and, as has been suggested, this luminous list of organizations and satellite associations might be fitly completed by the following addition: Light, Heat and Power Association of the Universe—The Sun, president; the Moon, vice-president; Jupiter, Venus, Mars, Neptune and Uranus, executive council; J. J. Cassidey, secretary.

"It is comforting to know from so high an authority as Brother Cassidey that a woolen manufacturers' association is in 'active existence,' and that it holds 'regular and special meetings whenever the same may be necessary.' One might be disposed to think from the constancy with which the same names appear year after year as officers of these textile associations, that the 'regular meetings' referred to are quadrennial or quinquennial; and there are some good manufacturers connected with these trades who would like to be enlightened as to what work has been accomplished at the meetings of these associations, how many have attended them, what are their names, and how many assistant secretaries Brother Cassidey employs to take down the minutes and attend to the voluminous correspondence of all these 'special meetings,' etc. We do not place any credence in the insinuation made that this majestic list of associations is placed on the title page of The Manufacturer for the purpose of catching a stray advertisement among foreign firms who have no acquaintance with the actual conditions of trade here; but we should be happy to relieve the curiosity of many a reader who would like to know something from time to time of the transactions of the associations controlled and owned by Brother Cassidey."

We are surprised at The Journal of Fabrics devoting so much space to "J. J. Cassidey, secretary." Newspaper men who know "the secretary" and his paper rather sympathize with and refrain from hitting him. It is well-known that his liver is in a chronic state of disruption and that he is never known to speak well of anyone in his paper.

THE MAKING OF OREPONS.

LECTURING at Leeds, Eng., recently on the weaving of crepons, Professor Beaumont said that the fabric, when constructed on the most elementary principles, is in reality a species of crepe. Crepons were made of worsted, silk, and a combination of cotton, worsted and silk. The crepons par ex-

cellence were compound fabrics, and composed at least partially of silk. The simplest and least costly types were due to some peculiarity in the quality and construction of the yarns used. If, for instance, threads of dissimilar shrinking properties were combined, the surface of the texture, after being damped, was liable to be more or less covered with loops or minute curls. By uniting such threads with yarns varying in twine and also in tension, the ordinary schemes of weaving could be made to yield a crepon. A primary condition in weaving was that if a fabric were composed at intervals of fast and loose weaves, the face would be somewhat uneven, cockled, or corrugated. It was this principle which the designer of crepons had utilised. Appearance in dress materials was the first essential, soundness of texture and wearing qualities being sometimes secondary matters. Fabrics might be loose in structure, porous and unserviceable, but if they were novel and pleasing to the eye they would sell. This in some degree explained the success of crepons, which were frequently most defective textile structures.

The crepon effect, continued the lecturer, varied from a mere waviness of surface to one consisting of a succession of well-pronounced ridges. Some of these textures were quite intricate in build, one example being examined in which single, double and gauze weaves were combined. Generally, backed and double-weave crepons were richer in technical elements than single-weave fabrics, and afforded more scope for figured effects. After the lecturer had explained the construction and technical details of several typical specimens, he said that the laws governing the designing and weaving of fancy crepons were principally of a technical character, and related to the use of materials of different qualities, yarns of different strengths and thicknesses; of warps tensioned variously, and of ingeniously-devised weaves. In all crepons threads differing from each other in elasticity and shrinking power were combined. The term shrinking here was not synonymous with that applied to milling or felting, but it was rather that which occurred when the fabric was released from the strain or tension put upon it in the loom.

THE QUARTER'S EXPORT TRADE.

An increase is reported in the export of goods from Canada during the three months, July, August and September, as compared with the same three months in 1894. The totals are: for 1895, \$32,481,642, for 1894, \$31,222,163. The details are:

	1894.	1895.
Produce of the mine	\$2,555,092	\$ 1,030,432
Produce of the fisheries	3,060,723	3,167,084
Produce of the forest	9,579,695	10,236,515
Animals and their produce	11,646,782	13,204,410
Agricultural produce	2,588,653	1,511,435
Manufactures	1,975,407	2,266,500
Miscellaneous articles	46,709	74,366
Total	\$31,222,163	\$32,481,642

Lumber, it will be seen, is a little more active, but the chief increases are in dairy and live stock products. Merchants will be glad to note that the farmers' products are moving out more freely. It is a good healthy sign for the country trade.

TRADE IN ORANGEVILLE.

Mr. Marshall Green, of Marshall Green & Co., Orangeville, was in Toronto this week, and called at THE REVIEW office. He spoke encouragingly of trade in Orangeville, which, he said, was on a better basis than last year, owing to less competition. There is a certain amount of house building proceeding in Orangeville, and the outlook is favorable for the town.

Do You Sell Boomerangs

in the
shape of
imitations
of Fibre
Chamois?
If so, you
are foolish.

*

FIBRE CHAMOIS has an established good name.
IMITATIONS have not.

FIBRE CHAMOIS has the confidence of every
consumer. . . .

IMITATIONS are disappointing.

Will a Customer . . .

have the same respect for you and confidence
in your goods if she has once been persuaded
to use the "just as good" imitations that are
bound to be disappointing?

Build up a reputation for honesty and reli-
ability. Always work for the next sale in pre-
ference to the present. That is the sort of
trade that will carry you safely through dull
times and panics.

The New Woman



is pretty much like the old one. She wants her dresses to
be exactly right. Last season's shade won't do.

FADED GOODS WON'T DO

To be sure you can sell off
color goods, but you must
take a loss to do it. Pay
us one-fourth what your "bargain counter" loss would be
and we'll re-dye and re-finish your old "stickers"—make them
actually new again.

We are the leaders in this work, and our prices are as right
as our work. Circulars and price list on request.

R. PARKER & COMPANY

WHOLESALE DYERS AND FINISHERS

Head Office and Works, 787-791 Yonge Street

Branches at Hamilton, Brantford, London,
St. Catharines, Galt and Woodstock, Ont.

TORONTO

TO BELINDA ON HER BICYOLE.

I.

Yes, I love the dear girls, and I do not much care
 What fashions they follow, what dresses they wear,
 A waist like a wasp or one needing a bodice,
 That would fit, without squeezing, the armless Greek goddess,
 Sleeves big as balloons, skirts scanty or long;
 Let them wear what they will, they can never go wrong,
 But I own that my heart grows as cold as an icicle
 When I see my Belinda perched up on a bicycle.

II.

When I see her limbs move in the natural way
 As she skips on the tennis court, ready for play,
 I simply adore her. But when up and down,
 They work like twin piston rods under her gown,
 Then she's not so entrancing, and sometimes I feel
 That I wouldn't mind seeing her broke on the wheel;
 So angry it makes me to view her at work,
 As if on a treadmill, "one dem'd horrid jerk!"
 So I fear, my Belinda, we'll ne'er go to church
 Unless you consent to come off from your perch.

—N. Y. Sun.

USE OF EGYPTIAN COTTON.

The rapid increase in the consumption of Egyptian cotton in this country is a marked feature of the industry. Within the last five years the importation has increased from 18,790 bales to 50,000 bales. Most of this goes into the hosiery and underwear trade, where it is largely known as "Maco." Egyptian cotton is long in staple, approaching but not equalling Sea Island in that respect, as also in fineness. It is slightly tawny in color, but the better the quality the less color it possesses, some of it being of the most delicate creamy tint. It has a strong fibre and takes dyes with brilliance and permanence. For those reasons it is peculiarly valuable for warps for dress goods. It is combed rather than spun, and, next to Sea Island cotton, it is the favorite material for balbriggans.—Dry Goods Chronicle.

BRIEF TRADE NOTES.

White buttons for spring trade here continue large. Report comes of a fashion in the States for small gilts and silver used in trimming.

W. R. Brock & Co.'s ribbon department reports just to hand all leading widths in black and colored faille ribbons, their regular qualities; black and colored double-faced satin ribbons, baby and velvet ribbons, etc.

An advance of 10 per cent. in waterproof clothing is reported.

We are glad to notice that W. Montgomery, so long and favorably known as a commercial traveler in Eastern Ontario and the Ottawa Valley, and who was with Gordon, Mackay & Co. for some six years, having severed his connection with that firm last fall, has now joined the staff of John Muldrew & Co., wholesale woollens and tailors' supplies, and will travel on his old ground. We wish him every success.

A SPECIAL IN HAIRCLOTH.

Samson, Kennedy & Co. are making a specialty of a line of 24-inch haircloth at 20c. a yard.

LATEST TRADE NEWS.

ONTARIO.

A counter petition is being circulated among the Sarnia dry goods merchants by Frank Mitchell and W. B. Clark, jun., praying that the by-law regulating the hour for closing the stores be not interfered with by the Council.

Mr. Countryman, of the firm of Countryman & Muir, Wallaceburg, has disposed of his interest in the dry goods business to Mr. W. Yates, Toronto.

Mr. A. Munn, the pioneer dry goods merchant of Ripley, has just returned from an extended purchasing trip abroad.

Cameron, Murdoch & Co., Lucknow, have adopted the cash system, find it a success, and do business with greater satisfaction on that basis.

The Brussels dry goods merchants will close their stores every evening, except Saturday, at 7 o'clock.

Murray & Down, St. Thomas, who some time ago put in a stock of gents' furnishing, have sold out this department to make room for their winter goods. The firm, as previously, will confine themselves exclusively to merchant tailoring.

S. B. Lossing's woolen mill at Otterville was destroyed by incendiary fire October 17. No insurance; loss about \$4,000.

The sudden death of Mr. John Boles, of Ingersoll, has been a great shock to the locality. He was a pioneer merchant and highly respected. He was born in County Down, Ireland, 1830, came to Ingersoll in 1856 and began business, which he conducted up to his death.

Petrolia has awarded the contract for firemen's rubber coats to Mr. Belasco, of the Imperial Clothing House.

J. A. Dephour, dry goods, Cornwall, is going out of business.

Mrs. F. Carpenter, milliner, Cornwall, is opening a branch of her business at Williamstown, Glengarry.

Botsford & Mutchmore, dry goods, Galt, have dissolved, R. W. Mutchmore continuing the business.

J. McKim is closing up his business in Wallaceburg.

The Ottawa Board of Trade has expressed a strong opinion in favor of two aldermen for each ward instead of three.

TORONTO.

T. S. Lobb's new store at the corner of Power and King east, Toronto, is in full swing. The front is large and well suited to the requirements of a good dry goods display. He is continuing his other store on Queen street east.

The Ontario Legislature has granted incorporation as applied for by the Irving Umbrella Co., Ltd., of Toronto, with a paid-up capital of \$25,000. The directors are: R. Millichamp, G. T. Irving, A. F. Rodger and T. D. Bailey, of Toronto, and Ed. J. Coyle, of Montreal.

J. Frank Riepert, of Montreal, was here last week and reports a good opening trade for Oriental silks.

Henry J. Joseph, of the Montreal Silk Mills, was here last week looking after the interests of the firm.

John Green, of John Green & Co., London, was in Toronto last week and gave THE REVIEW a call.

J. Bland, merchant tailor, has been succeeded by his sons, W. J. and F. S., who continue the business under the same firm name.

Caps

We make for the Largest Corporations in Canada

Railway Caps
Firemen's Caps
Police Caps
Band Caps
Military Caps
Naval Caps
Society Caps
Uniform Caps
Miners' Caps

Estimates given. Samples on application. Our stock of Cloth, Tweed, Sealette, Imitation Lamb and Outing Caps for Fall and Winter is always well assorted.

Newest Shapes. Best Quality. Lowest Price.

Proprietors of *The Toronto Cap Mfg. Co.*

A. A. ALLAN & CO.

Wholesale Only.
Letter Orders
Carefully attended to.

51 Bay St. . . TORONTO

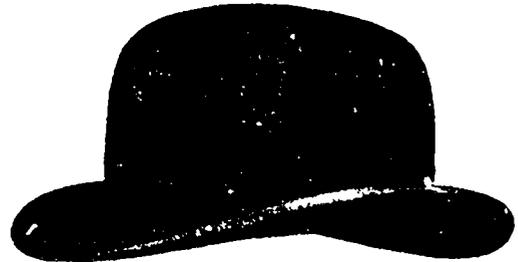
Strachan & Hay

Manufacturers
... of

Toronto

HATS AND CAPS

For the Wholesale Trade.



Soft Fur Hats. Stiff Fur Hats. Soft Wool Hats.

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

AMERICAN STYLES OUR SPECIALTY

Strachan & Hay Esplanade St. West Toronto

D. MAGEE'S SONS

ST. JOHN, N.B.

Hats, Furs
Robes, and
Gloves

IN . . .

Winter Caps

THE

Samples on Application

"Columbia" and
"Fowler"

Are two lines you cannot afford to do without.

A Full Range of Everything in Our Line

Greene & Sons Co.

MONTREAL

WHOLESALE MANUFACTURERS OF FINE FUR GOODS, JACKETS, CAPES, COATS, ETC.

HATS AND CAPS

Importers of

Gentlemen's Furnishings

LATEST STYLES.

LOWEST PRICES.

LETTER ORDERS CAREFULLY ATTENDED TO.

Our Travellers are now on the road with *SPRING SAMPLES* for 1896; also *FALL SORTING SAMPLES*.

GREENE & SONS CO.

Warehouse 515 to 518
St. Paul Street.

Montreal

MONTREAL.

John Platt, who for 45 years has been employed in the warehouse of J. G. Mackenzie & Co., died last month after a short illness. He was 74 years old, a native of Saddleworth, Yorkshire, Eng., and was highly thought of by the trade.

The death is announced at Brooklyn, N.Y., of Mrs. Elizabeth Pyatt Parsons, mother of Mr. John Parsons, manager of the Dominion Straw Goods Manufacturing Co., Montreal. Mrs. Parsons was a capable business woman, and conducted her husband's business after his death, assisted by her sons.

A buyer for Tooke Bros. stayed behind in England to secure a range of ties and scarfs, which, being from the firm's own shapes, are expected to be something new, which the trade has not yet seen.

Mr. Fraser, of the firm of S. Greenshields, Son & Co., and Mr. Hardy, one of their buyers, are passengers by the ss. Parisian, and bring with them the latest novelties from the principal European centres.

Thos. Mortimer, formerly with Green & Co., London, is now traveling in Western Ontario for Glover & Brais.

E. A. Wright, well-known to the trade as office and warehouse manager for Matthews, Towers & Co., severed his connection with that firm on the 1st inst. to accept an important post with J. L. Goodhue & Co., leather belting, Danville, Que., Mr. Wright has been with Matthews, Towers & Co. since the organization of the firm five years ago, and will be followed to his new position by many good wishes.

Matthews, Towers & Co. report a healthy sorting trade, the orders being cautious but frequent.

At a meeting of the Dry Goods Clerks' Committee it was resolved to work against the aldermen who are against early closing.

MANITOBA AND THE WEST.

Mr. Mundie, of J. W. Peck & Co., Winnipeg, has gone to the west on an extended trip.

Mr. R. J. Whitla, Winnipeg, has left to buy in the European markets.

R. H. Cline, representing Knox, Morgan & Co., Hamilton, is now covering the extensive territory between Winnipeg and the Coast.

Henry Atkinson, chief of the dry goods department in the Hudson Bay store in Calgary, has gone to Winnipeg to one of the company's stores.

Geo. Garratt, of Gloversville, N.Y., formerly of Acton, Ont., is asking a bonus of \$5,000 from Brandon to start a glove factory there.

A. Allan & Co., Calgary, announce that they have gone in for the cash system absolutely. Dressmaking work must be paid for on delivery.

THE MARITIME PROVINCES.

The fishing along the Gaspé coast is reported poor this fall, and business correspondingly dull.

Owing to the closing down of the mill of the St. Lawrence Lumber Co., at Bathurst, N.B., and the throwing out of employment of a large number of hands, things are quiet at that point. Through some misunderstanding as to who were the

proper parties to negotiate, the principals in England or the agent in this country, a sale of the mill property was made in each place, to two different firms, who are now contending for possession. As soon as this difficulty is settled work will be resumed, both the competing firms being wealthy, and this pretty town, so beautifully situated on the Baie de Chaleur, will again enjoy its old-time business activity.

More than two-thirds of the mills along the Miramichi are idle, owing to the general depression in the lumber trade in Canada and the United States, and also to the scarcity of logs, which, owing to the lack of rain in the spring, could not be floated down to the river. Millions of feet of logs have throughout the summer been "hung up," i.e., stranded, in the beds of the woods streams, and unless there comes sufficient rain this fall to float them down before winter sets in, they will become frozen in, and in the spring break-up will be carried with the ice out to sea and totally lost.

On the 10th inst. Chatham, N.B., was visited by a disastrous conflagration, which "wiped out" a section of the town, consisting of about fifty buildings, chiefly of the tenement class; it included, however, a small grocery store, a foundry and a carriage shop. Assistance was promptly rendered by the Newcastle fire brigade, but the salvation of the town was wholly due to a favorable change in the direction of the wind, which, had it been contrariwise, would have carried the flames throughout the business portion and swept the mass of tinder from end to end, the buildings being almost universally of wood, very old and highly combustible.

H. W. Yull, an enthusiastic friend of THE DRY GOODS REVIEW, manager of the branch store of Messrs. Blanchard, Bentley & Co., Truro, N.S., spent his holidays across the lines. He is a staunch Mason and a Knight Templar, and took in the great conclave of Sir Knights at Boston. The spectacle of so many Knights in line was a magnificent one and may never be equalled. He speaks in the highest terms of the reception that the strangers received. The courtesy of our American cousins knew no bonds. He admits that Boston is headquarters for Templar Masonry, but claims that Truro is the headquarters of the dry goods trade in Nova Scotia.

James H. Milne, former partner in the late firm of J. M. Milne & Co., Truro, has opened up a new establishment on his own account in Inglis street, where he will conduct a first-class tailoring business.

The Yarmouth Woolen Mill Co. have found it necessary to increase their plant and have added eight 6-4 Knowles' latest looms, one of Hunter's largest new fulling mills, and they have also increased their power by putting in a large boiler. They are now manufacturing in large quantities homespuns of new and handsome designs for ladies' costumes.

J. A. Clarke, of Brock & Paterson's, St. John, has gone to Gault Bros. & Co., Montreal. The firm and his colleagues gave him handsome presents before leaving.

The Tryon, P.E.I., woolen mills have been shut down, as S. E. Reid is away on a business trip to Newfoundland.

T. Partelow Mott, owner of a woolen mill and store in St. John, is dead from typhoid fever at the early age of 34.

The Maritime Wrapper Co., Woodstock, N.B., are enlarging and adding new machinery.

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY :

BRANCHES :

GRENOBLE, FRANCE | Paris, London, New York



GLOVES

A LARGE STOCK ON HAND.

Our Travellers will be around shortly with Samples for Spring Orders

Peter Schneider's Sons & Co.

185 and 187 Canal Street, NEW YORK CITY
27 and 29 Victoria Square, MONTREAL

Upholstery and Drapery Goods

Special Designs in Chenille Curtains for Fall Trade
Saxony, Bengal and Nepal Chenille Table Covers
Cotton Derby Curtains
Cotton Derby Piece Goods

SATIN REUSSE }
COTTON NEPAULS } For Upholstering Work—Fringes,
SILK TAPESTRIES } Gimps and Cords to match.
BROCADELLES }

The Irving Umbrella Co. Limited

Manufacturers

SUCCESSORS
TO . . .

IRVING &
COMPANY



SUNSHADES

**PARASOLS and
UMBRELLAS**

20 Front Street West

. . . TORONTO

These manufacturers represented in Manitoba and British Columbia by George A. Campbell, P.O. Box 995, Winnipeg; P.O. Box 466, Victoria, B.C.

We are
showing our

CHRISTMAS FANCY GOODS



this month—the most
beautiful range of novel-
ties ever imported.

Every Desirable Novelty in the
realm of

Needlework Goods and Decorative Fabrics

is here, and we are prepared for the largest busi-
ness we have ever done.

Special attention will be given
to Letter Orders.

Macabe, Robertson & Co.
TORONTO

Why?

There is a reason for every success. It either
fills a long-felt want, corrects a mistake, or is an
improvement on the then-considered best.

In Dress Stays two faults have long been
apparent. They would either bend out of shape
or cut through the dress.

Brush's Peerless Double Dress Stay

Is a success because it overcomes both these
faults. Made of double steels, one placed above
the other, with the ends so secured as to make
it impossible for them to cut through the dress,
it is more pliable than any other Dress Stay,
and cannot bend out of shape. Neither will it
melt apart from the heat of the body.

Made in Black, White, Drab, Blue, Pink and
Old Gold. Sizes, 6 to 10 in. Put up in
half-gross boxes or in sets of 9 steels.

Manufactured only by

BRUSH & CO.,
TORONTO

PATENTED AUG. 19TH, 1892



Men's Furnishings.

Wool Gloves and Mitts

Black and Fancy, Men's and Boys'.

Lined Kid Gloves and Mitts

Special values at leading prices.

Unlined Kid Gloves

White, Black, Tan and Brown, 7 to 10.

Cardigan Jackets

Domestic and Imported, full assortment.

Natural Arctic Underwear

Various qualities, 34 to 44 inch.

English Collars

Grandee, $1\frac{5}{8}$, 2, $2\frac{1}{4}$, $2\frac{1}{2}$ inch.
Glendowe, $2\frac{1}{4}$, $2\frac{1}{2}$, $2\frac{3}{4}$, 3 inch.
Mentone, (roll points) $2\frac{1}{4}$, $2\frac{1}{2}$ inch.

Full Dress Shirts

Open front, 9 inch bosom, Full Dress
Bows.

Cashmere and Wool Half-Hose

Carriage Rugs.

Wyld, Grasett & Darling

Always the Best

SOFTER AND CLEANER
COTTON BATTING

A marked
Improvement in the quality of

**NORTH STAR
CRESCENT .
PEARL . .**

Patent Roll Cotton Batting

Will make these Brands sell unusually well
during the Season of 1895 and 1896.

Baled or Cased

In 4, 6, 8, 12, or 16 oz. Rolls.

FOR SALE BY ALL WHOLESALE HOUSES.

COTTON NEWS.

ADVICES to Canadian buyers point to higher prices for raw cotton despite the slump which took place during the month of October. The drop is attributed to certain large operators in New York hastening to liquidate under the impression that prices could not long be maintained at recent figures, which show an advance during the last three months of about 30 per cent. from the lowest point. Since then the market has partially recovered, the closing quotations on the New York market November 2 being: November, 8.63; January, 8.73; February, 8.78; May, 8.82. The total visible supply for the week ending Nov. 1, as given by The Commercial and Financial Chronicle, is as follows: 3,261,549 bales, compared with 3,283,548 bales in 1894 and 3,267,477 in 1893. Owing to the large orders contracted ahead by manufacturers for goods up to July next, both in Europe and America, the situation is thought to point to the maintenance of prices. Early in December the cotton crop of the South can be accurately estimated, and by that time, or sooner, the exact prospects for the future will be definitely known.

THE PRINT AGREEMENT.

THE Print Agreement is still a live subject of discussion in the dry goods trade. All the wholesale houses but W. R. Brock & Co. and John Macdonald & Co. have signed it. The latter have for years made a feature of imported prints and will probably take advantage of the agreement to push the department to a still greater extent this year. Mr. Brock has always been strongly in favor of some agreement on Canadian goods to prevent cutting, but objects to a list which permits certain retailers to buy at the same price as wholesale houses. His firm has sent a circular to the trade announcing that they refused to sign the agreement, and that they will import largely from Great Britain and the United States. This circular has had its effect, for travelers have complained the past week or two that it is harder to make sales and buyers are putting off. In fact, the tendency is to wait until the last moment before placing orders. To counteract Brock & Co.'s circular, Gault Bros. & Co. have sent one to a few of their own customers praising the quality of the Magog goods, of which they offer a greater number of patterns than ever before.

The retailers who were told they could buy at wholesale prices if they signed the agreement are not showing any great anxiety to do so. In fact, as far as we can learn, only one house has bought so far, and that order was only a small one.

Whether by accident or intentionally, the framers of the agreement have put the big department stores who cut prices in a predicament. The Carsley Co., Montreal, and the Eaton Co., Toronto, dare not sign the agreement. If they did they would find their competitors underselling them. If the Eaton Co. took advantage of the agreement they could not sell at less than any retail house could buy. Robert Simpson or Murray & Co. would instantly fill their windows with, say, indigo prints, at a cent a yard less than the combination price, and use them as a leader against the Eaton Co. The latter, of course,

refuse to sign, and will buy from the jobbers. We presume, however, that big retail buyers, like Long Bros., of Collingwood, will take advantage of their ability to buy at jobbers' prices.

COTTON PRINTS.

To judge by a circular issued last month by the Magog Mills, it would look as if there was to be no jobbing of big lots by the end of the season, as they have already cancelled 112 patterns in their fancy weaves and piques, declining to take any further orders this season for them.

Prices in the cotton print list continue unchanged this month, as follows :

H. Cloth	4½ cts.
1 "	6 "
2 "	7½ "
2 "	Anilines, Black and Whites.....	7½ "
2 "	" Pompadour Styles.....	7½ "
D. "	8½ "
3 "	8½ "
C. "	9½ "
C. "	Anilines, Black and Whites.....	9½ "
C. "	" Pompadour Styles.....	9½ "
Solid Black No. 1	"	5 "
2 "	6 "
3 "	8 "
C. "	8½ "
Indigoes—	P.C. "	6½ "
	S.C. "	6½ "
	D.C. "	7½ "
	G.C. "	9½ "
		11½ "

SPECIALS.

Challies—Light	4½ cts.
" Dark	5 "
Delainettes	6½ "
Cretonnes	7½ "
Summer Suitings	7½ "
Salisburys	7½ "
Fancy Piques	8 "
A. Duck, 25 inches	7½ "
AA. " Indigo	9 "
C. "	10 "
Outing Cloth, 25 inches	10 "
Skirting, 37 inches	10 "
Ladas Tweeds	10 "
Printed Moleskins	12½ "

ADVANCES IN COTTON GOODS.

Since the last issue of THE REVIEW the Canadian Colored Cotton Mills have issued four circulars making advances of 5 per cent. in shirtings, galateas, tickings, flannelettes, gingham, cottonades, skirtings and denims.

The Merchants' Cotton Co. issued their revised prices on October 23rd, advancing 3-4, 9-4 and 10-4 in grey, plain and twills from 2¼c. to 2½c. per yard. Butter cloths are also ¼c. higher. A further advance of 1c. per yard is recorded in pillow cottons. Grey cottons, extra fine grades, have been advanced from ¾c. to 1c. per yard.

The Parks Cotton Co., of New Brunswick, on October 10th advanced warps, also single and double yarns, 1c. per lb. D. Morrice & Co. also announced an advance of 1c. per lb. in their yarns and warps.

A POPULAR LINE.

No article in children's underwear has met with more appreciation than the infant's vest with open front offered by S. Lennard & Sons, Dundas. Parents know the difficulty of using a close vest for infants. They are apt to be difficult to put on or get off, and the open front makes adjustment perfectly simple. The "Elysian" is consequently a favorite with the trade.

Lister & Co. Limited

32 Inch Black Silk Velvet

For Short Capes.

18 Inch Black and Colored Silk

Millinery and Dress Velvets

NONE TO EQUAL.

To be obtained from leading wholesale houses in Canada.

Manningham
Mills

BRADFORD
Eng.

Emil Pewny & Co.

Sun Life Building

MONTREAL

Honest Kid Gloves

What we mean by Honest Kid Gloves is that they are the best glove that can be produced to be sold at the prices we ask you for them.

If you require Kid Gloves, when you see this do not hesitate but write at once for samples.

Stock on Hand of all
Standard Lines

Factory : GRENABLE, FRANCE.

THE . . .

C. Turnbull Co.

ESTABLISHED
1859

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

Full-Fashioned Underwear, Ladies' and Children's Combination Suits, Men's Shirts and Drawers. Jersey Ribbed Perfect Fitting Ladies' Vests, Drawers, and Equestriennes, Ladies' and Children's Anti Grippe Bands. Sweaters, Striped Shirts and Knickers.

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

Thibaudéau Bros. & Co.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

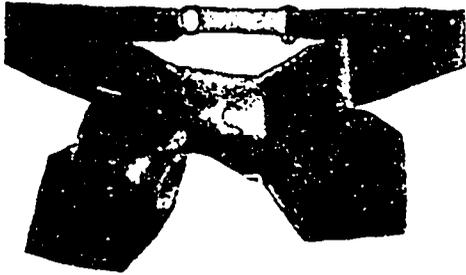
332 St. Paul St.

MONTREAL

NECKWEAR.

AT THIS time of the year the live retailer is on the lookout for suitable novelties for Christmas presents, and nothing is more acceptable to the average man than a good necktie.

The class of neckties most in demand for Christmas are of



No. 221—E. & S. C.

richer silks, more delicate tints and more elaborate patterns than sell at any other time of the year, the reason being that they are chiefly sold to the fair sex to give away for presents. The old-fashioned way of filling this demand was for the retailer to buy his new spring goods in November and take chances of getting some of them delivered to him before Christmas. Naturally, the keen retailers rebel against having spring goods shown to them as Christmas goods, and now welcome the change offered to them by E. & S. Currie of a special Christmas collection of great variety, the silks of which have been selected solely with a view to the holiday trade, and these they guarantee to deliver in November.

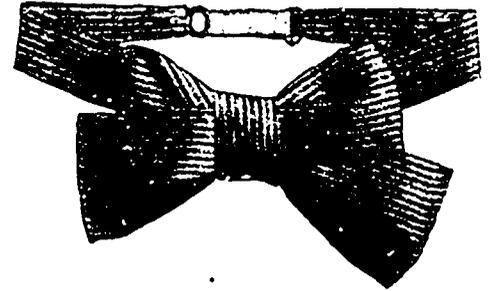
Another specialty with them is a single scarf in a fine enamelled box, with holiday lettering in gold, to retail at the popular prices of 50c., 75c. and \$1.

This firm also say that they will show on January 1 an enormous range of purely spring goods of an entirely different character to what they now show for Christmas. And they absolutely refuse to follow in the old rut-way of delivering goods for Christmas with 1st April dating, as they look on this as the inducement held out to help sales of goods not suited for the Christmas trade, and the time of delivery of which is open to doubt.

FIBRE CHAMOIS HAS COME TO STAY.

We live in an age of innovations, where new things in every line of business spring into life, are tried on their merits, and then either disappear from view as failures or else become so much a part of the established order of things that we forget we ever did without them. Not long ago Fibre Chamois was an innovation, but now its practical worth has established it firmly as a necessity to the dressmaker and tailor. The double value it offers makes it desirable for every lady: To get the necessary stiffness, and at the same time a comforting, storm-defying warmth, and all for a few cents, is irresistible. In the States nearly all the uniforms of men with outdoor work, such as policemen, railroad people, street car men, and others whose clothing is made by contract, have a lining of Fibre Chamois

throughout the coat and vest. And this is a good point of advantage for a clothing man offering tenders for such work. Great warmth is thus given without adding bulk or weight, and a much lighter cloth may be used and yet the result will be most satisfactory. There is no extra cost in thus making up clothing, in fact it is cheaper, for the Fibre Chamois takes the place of the haircloth and canvas at a much lower price. In military uniforms especially this interlining is invaluable, for such garments must have a firm body and unimpeachable stiffness all the way around, and yet be taut and trim without increasing the belt line unnecessarily, and in this capacity Fibre Chamois is unequalled. Nearly all wide-awake clothing men have realized before this that such advantages are going to be insisted on by their customers, and have had lines made up in this way, thus providing an outfit with a better appearance and capacities for comfort unthought of before.



No. 225—E. & S. C.

PRINCESS MAY SUITINGS.

A specialty is being made this season by McMaster & Co. of their Princess May suitings. The material is a crimp in light and dark colors, with every variety of shade and all new designs. The goods have chene effects, and the popular colors are blues, pinks, corn, butter and heliotrope. In the dark effects their popularity for second mourning is assured. In the better qualities the silk appearance is marked.

A SNAP IN WHITE COTTONS.

A complete assortment of Swiss embroidered handkerchiefs for the Christmas trade, to retail from 10c. to 45c. each, is offered by Wyld, Grasett & Darling. The firm note a good demand for wool hosiery and mitts and ladies' underwear, in fact, for all knitted stuff. Lines now offering that call for mention are an extra heavy line of boys' ribbed hosiery, seamless feet, all wool, to retail at 20c. to 25c.; a line of plain cashmere hose, ladies' sizes, seamless feet, to retail at 25c.; extra heavy in the same, retailing at 50c. The firm have a few cases of special value in white cottons at special prices to close them out. They are perfect goods, and the offer is a snap.



No. 227—E. & S. C.

Mr. James Beckett, the popular manager of Mr. Caudwell's spot cash stores, has returned to Brantford from Toronto. He called upon Mr. Caudwell and found him comfortably located at Dr. Walker's. He is rapidly improving and hopes to be home the second week in December.

**It's
in the
shape
of
the Door**

where we have a distinct advantage over all other makes of safes.

Our door is constructed with a double tongued and grooved frame, made of galvanized homogeneous steel, in such a form that heat, which, with the old style of door, penetrated into the safe, is now entirely excluded.

You can rely on the

Taylor Safe.

**Kleinert's
Dress
Shields**



**The Gem
Invincible
Featherweight**

We guarantee all shields bearing our trade mark and offer to pay for any damage to dress from use of same.

I. B. KLEINERT RUBBER CO.

Toronto
28 Front St. West

New York
716 to 726
Broadway

OBSERVE

That we are headquarters for the following :

BURLAPS. All the newest designs in Turkish, Persian and Fleur-de-lis effects.

ORIENTAL Rugs. All sizes, from 1½ x 3 to 12 x 14.

UNEXCELLED patterns and prices for all goods we show.

LOOK out for the plums; if you don't secure them your opposition may.

TOURAINE SILK effects on cotton goods which are away down in price.

ELEVEN MILLS. We submit the samples from eleven mills to choose from.

ROYALINE CREPONS—plain and figured. These are the daintiest effects on the market.

AND SILKS (art), plain and creped. Embossed and waved Silkalines and Sateens. These are the latest out.

THE above are used everywhere for draping Mantels and Pianos, covering Cushions, etc.

EASTERN and Oriental effects are now the correct thing. We show them on all classes of goods.

WHEN our traveler calls, do not fail to see this unequalled assortment.

AMERICAN designs lead the world for beauty and cheapness combined. We have them!

REMEMBER you will find among our samples everything in this line worth seeing.

THE time to make your selection is Now. The holiday buyers are looking for them.

30 Wellington Street East, TORONTO

CLOTHING AND WOOLENS.

TRAVELERS for clothing houses are now out on the road with spring stuff, and orders are coming in well.

Mr. Barrett, of McDougall, Barrett & Co., Montreal, has returned from Europe.

E. A. Small & Co. find trade in the Northwest satisfactory, showing a marked increase over last year. In British Columbia mining districts, like the Kootenay, H. Shorey & Co. report a larger demand for the better class of clothing.

In frieze coats, Canadian goods seem to have the call. As previously noted in THE REVIEW, this year's native friezes, both for men's and ladies' goods, are excellent. One firm, which had a special line of fine Irish friezes from the Athlone mills, found that they made no strike in competition with the native stuff.

"The increase in the use of Canadian material for clothing is noteworthy," said Mr. Adams, of E. A. Small & Co., to THE REVIEW. "In the ten years between 1870 and 1880 the proportion was, roughly speaking, probably less than one-third of native stuffs. Now, perhaps four-fifths of the clothing in this market is made from them."

For spring overcoats the demand is for blue and grey and drab worsteds and Oxfords. Green shades are steadily making their way forward for next winter's styles. In suits already the green mixtures are much in favor.

R. C. Wilkins, Montreal, is introducing a line of overalls with bibs and braces, for boys from 5 to 10 years of age. As they will save a great deal of wear and tear in the boys' stockings and pants, there should be a good demand for them. They are sold at \$5.50 per dozen.

Hutchison, Nisbet & Auld report that the sorting season trade keeps up satisfactorily, while placing orders for spring are more than ordinarily good.

"How do people take the advances in clothing?" was asked of a retail mantle man. "Well," he replied, "I think the last man gets the order. That is to say, the customer goes round to all the stores in the place, finds the advance general, and finally buys at the last point of enquiry."

John Fisher, Son & Co., Montreal, are able, they announce, to sell at the old prices despite a rising market. The English house of the firm, being on the spot, were able to buy early from a strong belief in the continued upward tendency of prices, and since Mr. Fisher, of Montreal, crossed to England in June the firm bought 2,000 pieces, which are being delivered as required. But the low prices in these goods are a great attraction, as the English mills in some districts have been working night and day, and advances in some lines of imported woollens have ranged as high as 50 per cent. since last May.

The great demand for English woollens from the United States throws Canadian orders quite into the shade this season.

While a Canadian buyer sat recently in a manufacturer's office placing an order for some hundreds of pieces in certain lines, cables came in bidding for 10,000 pieces in three lots. No wonder the English maker is not tumbling over himself to grasp the colonial trade this year.

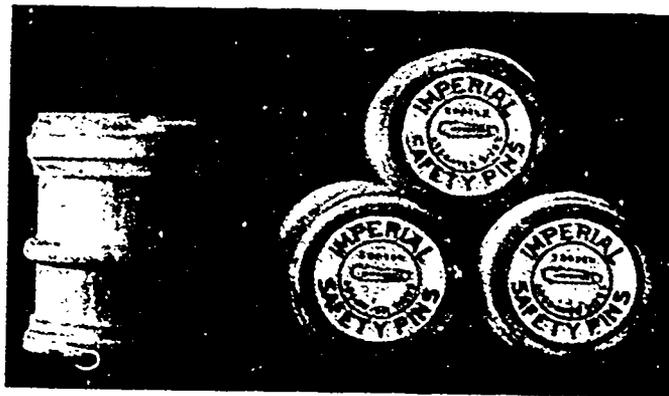
H. Shorey & Co. continue to push with success their range of Rigby costumes. Those for ladies, consisting of skirts and blazers, go very well, their adaptability for street wear in rain or shine being greatly appreciated. This waterproof material is still in large demand in the States from Philadelphia to Chicago.

R. C. Wilkins, Montreal, has got out a very nice show card, made of aluminum and finished with carmel. "The Rooster" shows up to good advantage.

This is the time when buyers are looking about for fancy woollens. Hoods, clouds, mitts, bootees, infantees and other useful lines in this class of goods will be found at Brophy, Cains & Co.'s.

THE IMPERIAL SAFETY PINS.

Just as in so many other Canadian lines, safety pins made in Canada are meeting with much success. Although there is only one factory in Canada making them, prices have been brought down over one-third in recent years. This is due to foreign competition, and does not offer much temptation for the manufacture of safety pins in this market. In fact, the Canadian pin



owes its success to its quality, being superior to the European article and equal in every respect to the United States pin. A recent feature which is telling in their favor is the method of putting the goods up. Instead of being lumped into card-board boxes, the makers are sending them out in neatly-turned spool-shaped cases, containing three dozen to a case. These are quite ornamental, look well both in the shop and in the consumer's home, and will doubtless help the sale of the pins. The company which makes them—the Montreal Suspender and Umbrella Co., Montreal—sells to the wholesale trade only.

H. L. Smyth & Co. have removed their Toronto office from Bay street to the Manchester buildings, Melinda street. Mr. H. L. Smyth, who is at present in the European markets, will be back early in December. During his absence F. P. Roger is in charge of the office.



Ready-Made Clothing

We have the most complete clothing factory in the Dominion.

Samples and prices on application.

Clayton & Sons
Halifax, Nova Scotia

FOREIGN AND DOMESTIC
WOOLLENS



and

Tailors' Trimmings

A fully assorted stock on hand.

Hutchison, Nisbet & Auld

34 WELLINGTON STREET WEST

— TORONTO

James Johnston & Co.

26 St. Helen Street, **MONTREAL**

Importers of British and Foreign Dry Goods. Dealers in Canadian and American Staples, Etc.

DEPARTMENTS

Silks, Ribbons, Trimmings, Dress Goods, Velveteens, Hosiery, Gloves, Underwear (Gents', Ladies' and Children's), Smallwares, Handkerchiefs in Silk, Linen, Cotton, Muslin, Laces, Embroideries; Cloths, Tweeds, and Gents' Haberdashery.

A Fine Assortment of Scotch Zephyrs in stock.

DOMESTIC COTTON GOODS OF EVERY DESCRIPTION

SPECIAL . . .

Attention Given to Letter Orders

We invite all Merchants visiting the City to call. They will be cordially welcomed.



Sole Agents for the Antiseptic Sanitary Diaper

Put up in 10 yd. lengths, in the following widths:
18, 20, 22, 24, 27 in

MERCHANTS AND FEATHERS.

This is the time of the year when the prosperous farmer looks over his flock of geese and turkeys, surveys them with pride, and calculates how many dollars this fall-harvest will bring him. So much per pound for the stripped bird, so much for wing and tail feathers to the manufacturers of feather dusters, and so much per pound for the downy small feathers. In former years the latter item was always a dubious one, for unless one of his friends wanted a feather bed there was no demand for this article; latterly, however, and since the establishment at Montreal of the Alaska Feather and Down Co., quite a few country merchants offer to buy feathers all the year round. They get them from the farmers in trade and sell them at an advance to this company for cash, thus making a double profit. For the benefit of our country readers here are the latest quotations of the Alaska Company: Goose feathers, 35 to 40c. per lb.; duck feathers, 25 to 30c. per lb.; hen feathers (colored), 4 to 6c. per lb.; turkey (soft), 2 to 2½c. per lb.

JAPANESE SILKS.

The Canadian branch of H. Ishikawa & Co., of Yokohama, Japan, at Montreal have received in the past few days a shipment of colored Japanese silks, in all shades, 23 and 27 inch widths; white handkerchiefs, in assorted sizes and grades; gold stamped cotton crepes, in 30 different patterns, suitable for Christmas decorations and fancy work, hand-made Dantsu rugs, from small door mats to those suitable for large parlors. These are going into stock to fill small orders. The same steamer brought several shipments which went direct to the larger buyers.

SMALLWARES.

This is a department which requires careful watching both in buying and selling. Put a competent man in charge and you will find it one of the most profitable departments in your business.

Brophy, Cains & Co.'s shelf smallware department is well assorted; they are constantly adding new lines to it.

DOING A LARGE BUSINESS.

The Dominion Suspenders Co., of Niagara Falls, have been so heavily oversold this last two or three months that they have been far behind in shipping, although they are working to their full capacity, and also overtime. They are now catching up, and will be able in a week or two to ship very promptly.

GLOVE NOTES.

Mr. E. W. Foster is visiting the principal points in the Maritime Provinces for his firm, Fitzgibbon, Schafheitlin & Co., Montreal.

Prices are firmly maintained. Good schmaschens continue very scarce.

A STRIKING LINE.

The golf blouse continues in high favor, and Kyle, Cheesbrough & Co., Montreal, report a shipment just in, and more coming. They have also a striking line of black cape velveteens, 32 inch, which the trade will wish to have.

CHARLES H. RICHES SOLICITOR OF PATENTS

Canada Life Bldg., King St. West
Patents and Trade Marks procured in Canada and foreign countries. Handbook relating to Patents free on application. **Toronto.**

NORTHERN

Established 1836
ASSURANCE COMPANY OF LONDON
Capital and Funds, \$36,465,000
Revenue, \$5,545,000
Dominion Deposit, \$200,000

Canadian Branch Office:
1724 Notre Dame St., Montreal. **ROBERT W. TYRE,**
G. E. Moberley, Inspector. **Manager.**

MARINE INSURANCE

THE MANNHEIM INSURANCE CO.

Grant Open Policies to Wholesale Grocers and Importers at specially favorable rates. Further particulars obtainable by applying to Local Agent, or to

Jas. J. Riley & Sons, **MONTREAL**
Managers for Canada

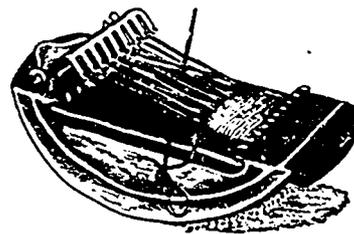
THE PEOPLE'S Building and Loan Association

(INCORPORATED)

HEAD OFFICE - - - - - LONDON, ONT.

When business is prosperous every merchant should put by a regular monthly sum in our Class "A" stock. It will be available when you need it most. \$3 deposited monthly is estimated to mature a \$500 certificate in 7½ years. Larger amounts in like ratio.

Security, first mortgage loans—the basis of wealth. Money loaned to buy a home, to build, to re-model the old house or pay off old mortgages. Agencies in all the principal towns and cities in Ontario. Write for manuals and name of resident agent in your locality. Do not delay. It will pay you.



AIRD'S STOCKING DARNER

By the use of this little loom the finest table linen, as well as the coarsest stockings, can be more neatly and better repaired than by hand and in one-twentieth of the time. Made in bronzed steel, and pays early 50 per cent. profit.

CANADIAN DEPOSITS.

E. O. TINLING, Winnipeg.
BLAIBROOK BROS., Montreal.



K. Ishikawa & Co. YOKOHAMA JAPAN

We are now ready to fill your orders for

Colored Japanese Habutai Silks.
Hemstitched White Silk Hdkfs.
Gold-Stamped Cotton Crepe.
Hand-Made Dantsu Rugs.

Send for prices and samples to Canadian Branch,

NO. 23 ST. JOHN ST., MONTREAL.

Special

Having secured at old prices
a large supply of . . .

Clay Twills,
Venetian and
Corkscrew Worsted

(BLACKS AND BLUES)

We are in a position to offer them to the trade much below
present values. Samples are in the hands of our travelers,
or may be had on application.

JOHN FISHER, SON & CO.,

442 and 444 St. James St., MONTREAL

FRENCH KID GLOVES

IF YOU ARE IN DOUBT

As to your Quality, Style or Delivery
Date this fall

PROTECT YOURSELF

By ordering NOW

EUGENE JAMMET'S

UNEXCELLED QUALITY

7 Stud Laced, gusseted, \$12.00; guaranteed line,
a specialty. Shades—light, medium, dark tans
and blacks.

Full Stock of Lined Gloves on hand for Immediate
Delivery. Samples on Application.

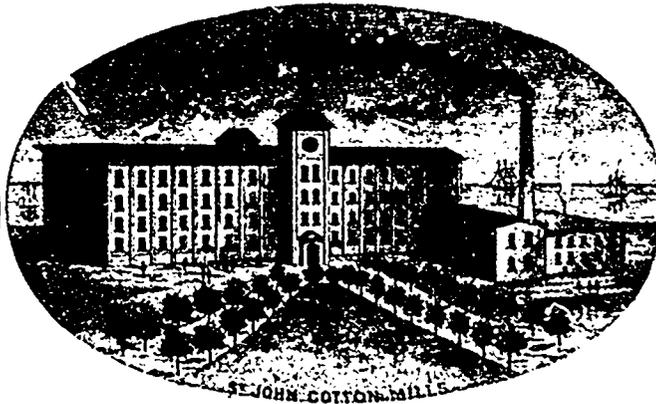
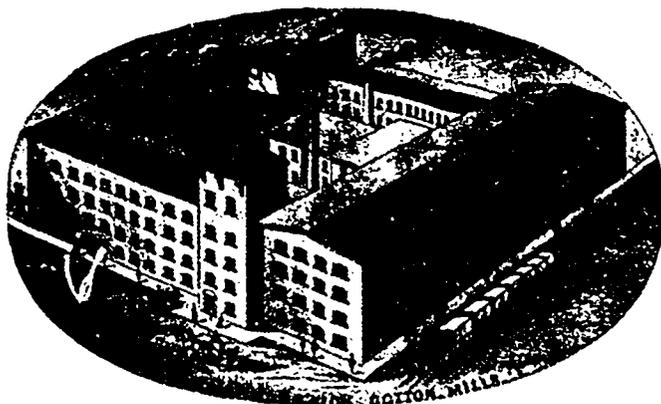
FITZGIBBON, SCHAFHEITLIN & CO.

(Late THOURET, FITZGIBBON & CO.)

MONTREAL

WM. PARKS & CO'Y, Ltd.

ST. JOHN, N. B.



Cotton Spinners,
Bleachers, Dyers
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

AGENTS . . .

WM. HEWETT & CO., 30 Colborne Street, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

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

ST. JOHN, N. B.

QUEEN VICTORIA.

We do not know whether the manufacturers of the Victoria Crochet Thread had in mind the eminent position held by the individual whose name it bears or not. Certainly the new crochet thread which has been placed upon the market has many points of superior excellence which would place it in the front rank of any similar product. Every woman who has had any experience in crocheting the various threads that have been placed upon the market the last few years has been troubled by the common fault which has existed in all, that of the thread kinking. The Victoria Crochet Thread has a peculiar twist which entirely does away with this difficulty, and at the same time renders the thread soft and pliable after washing. In addition to this good quality, there is one more which should be mentioned. Any piece of work which is commenced from one box of crochet thread can be carried on by a spool from another box without any fear that the thread will run uneven. This is a distinct advantage to all crocheters who previously have had to buy several boxes at one time in order to avoid the difficulty of matching from another box. We call particular attention to the advertisement of the Victoria Thread in this issue.

DRAPERY GOODS.

Boulter & Stewart, whose "ad." appears on another page of this issue, though comparatively a new house, are now one of the best known firms in Canada in their special lines. They started in to make a specialty of goods used for drapery purposes, covering of cushions, etc., and they claim with confidence to be decidedly "on top" in this respect. Their travelers cover Canada from the Atlantic to the Pacific. They are always pleased to furnish samples by mail when requested. It will pay to examine their novel "ad." on page —.

THE UMBRELLA CO.

The Irving Umbrella Co., Ltd., have moved into their new quarters, 20 Front Street West. With factory and sample room centrally situated, this will be convenient for buyers from outside. Anticipating advance, the company bought for the spring trade as early as July last, and they are able to give values in tops, with a splendid selection of sticks and handles. A large assortment of these latter is carried in stock, and is continually being freshened with new styles, as close touch is kept with the stick market.

RIBBONS.

Brophy Cains & Co. are well assorted in black and colored reversible satin ribbons, all the new shades.

DEMAND FOR DOWN QUILTS.

The Alaska Feather and Down Co. has been working overtime during the whole of the month of October. This shows that not only staples are firmer, but that also for fancy goods there is an increased demand.

FLANNELETTES.

S. Greenshields, Son & Co. have made a large clearing purchase of flannelette suitings. They can be retailed from 8 to 10c. per yard.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

Collars, Cuffs, and Shirt Fronts, white and colors, specially adapted for Travelers, Sportsmen, and Mechanics. For sale by all wholesale houses. If you cannot procure, write direct for samples and prices. Largest and leading manufacturer in Canada of these goods.

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

BEATTY, BLACKSTOCK, NESBITT, CHADWICK & RIDDELL

Barristers, Solicitors, Notaries, Etc.

OFFICES—Bank of Toronto, cor. of Wellington and Church Sts.
TORONTO, ONTARIO.

Solicitors for Bank of Toronto; Board of Trade, Toronto; R. G. Dun & Co. (Mercantile Agency), etc.

"HONEST GOODS AT HONEST PRICES."

Made at the _____

Montreal Fringe and Tassel Works

MOULTON & CO.

12 St. Peter Street

Agent for Ontario:
Ben. Allen, Toronto.

Montreal

MILLER BROS. & CO. MONTREAL

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

COLLARS Comet, Opera, Hanlan '18, Oro and Marquis.

MOZART CUFFS

Angelo & Raphael Reversible Linen Collars and Cuffs.

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

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

"Glove-Fitting." Long Waisted. Trade Mark.

CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

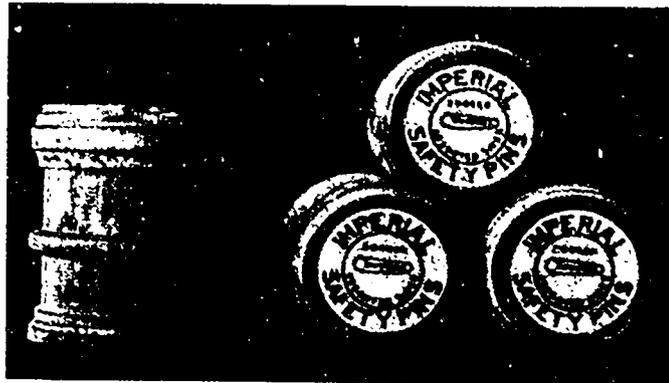
A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

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

"Pitfalls of the Dry Goods Trade"

A series of able and exhaustive essays upon the above subject is now published in pamphlet form. They furnish much food for reflection, and contain many valuable suggestions regarding matters of importance to every retailer.

Sent to any address upon receipt of **10 cents**



Ask your wholesale dealer for the . . .

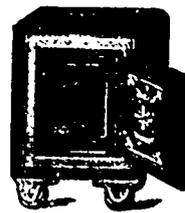
IMPERIAL

SAFETY PINS

The neatest package on the market. Each box contains 3 dozen assorted sizes, and can be retailed at 10 cents.

Manufactured by **THE M. S. & U. MFG. CO.**
568 St. Paul St., Montreal.

The Wholesale Trade only supplied.



Champion Fire and Burglar-Proof Safes

Made with Solid Welded Angle Iron Frame, Iron Inside Doors; 1,000,000 Changes Combination Lock. Twelve years trial have proven them the Best. Fifteen sizes in stock. Write for our Price List.

S. S. KIMBALL

577 Craig St.

Montreal, P.Q.

Thorpe Manufacturing Co.

25 Melinda St.

TORONTO

Wholesale Manufacturers of

Fine Ready-Made Clothing

Pants a Specialty

Our Travelers are on the road now. If they do not call on you, send for a Sample lot.

Write for Prices for Knickers.

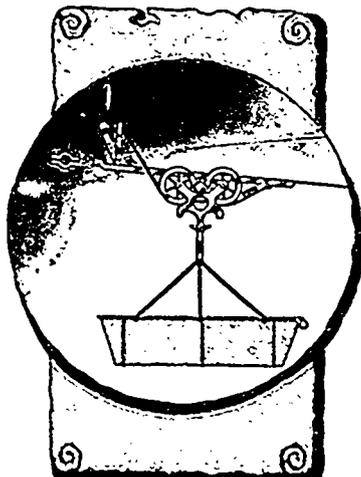
A Pension for Life

DO YOU WANT ONE ?

See one of our agents about it, or send for explanatory circular to Head Office.

MANUFACTURERS' LIFE INSURANCE COMPANY

63 Yonge St. (cor. Colborne) TORONTO, CANADA



DESK TERMINAL.

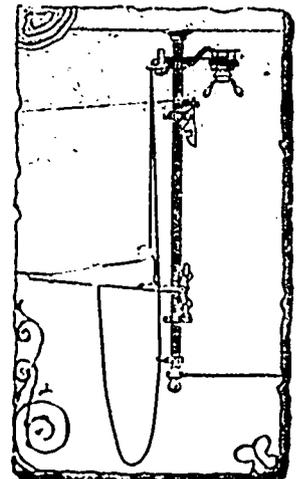
"LAMSON CASH CARRIERS."

These illustrations show our "Nonpareil Cash and Parcel Carrier." The best Package Carrier offered on the market. We manufacture and always have on hand all other styles of Carrier you may desire.

Send for our new Catalogue. Correspondence invited.

E. ST. AMOUR, Temple Building

MONTREAL



SALESMAN'S TERMINAL.

Reliance Brand

Full fashioned Ribbed Hose, Plain Hose, Gents' Half-hose in Black and Colors, Elastic Over-hose, Ladies' and Children's Mitts.

We are offering some good drives in

BOYS' RIBBED COTTON HOSE

To clean out Stock. Warranted Stainless.

Letter Orders promptly attended to.

— MANUFACTURED BY —

THE WILLIAMS, HURLBURT CO.
COLLINGWOOD, ONT.

BEEN MAKING HOMESPUNS 28 YEARS

OXFORD Tweeds and Homespuns

For Spring and Summer. Handsome, Cool, Durable. Unexcelled for

Tourists' and Business Suits

All genuine Oxford bears our Trade Mark. Tape woven across the ends of every web.

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

Dogs for Business Men

Irish Terrier Puppies for Sale—From stock that has won first prizes in leading British and American shows. They are now the fashionable breed in Great Britain. They are the most faithful companions, best watch dogs (the Standard Oil Co. use them exclusively), for they will fight until the last drop of blood in their daring little bodies in defence of their master or his property. No rats can live where they are. They are excellent dogs for the woods, and very fond of the water.

KINKORA KENNELS IMPORTERS AND BREEDERS

P.O. Box 2179 MONTREAL

P.O. Box 2501 TORONTO

WESTERN Incorporated 1851.

... ASSURANCE COMPANY.

FIRE
AND
MARINE

Head Office

Toronto
Ont.

Capital . . . \$2,000,000.00
Assets, over . . . 2,375,000.00
Annual Income . . . 2,200,000.00

GEO. A. COX, President.

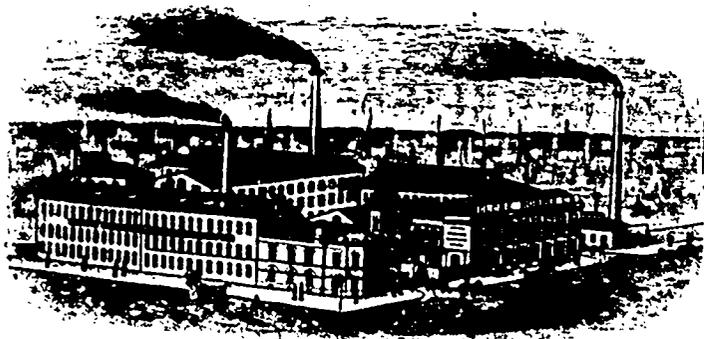
J. J. KENNY, Vice-President.

C. C. POSTER, Secretary.

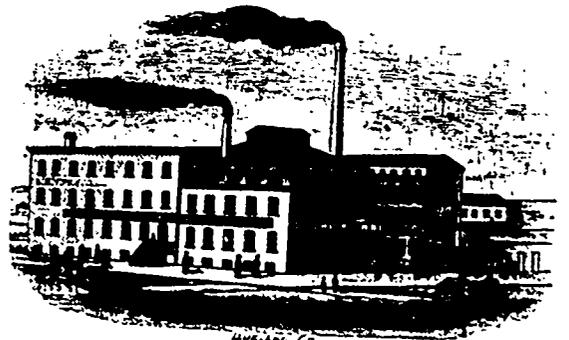
The "ELITE" Waterproofs

MANUFACTURED BY

THE GLOBE RUBBER COMPANY



MANCHESTER, ENGLAND



and

QUEBEC, CANADA

They are positively guaranteed for 5 years. Made in medium and best qualities and latest styles. Highest award granted at Toronto and Montreal Exhibitions.

Ask Wholesale Houses for "Elite" Waterproofs

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

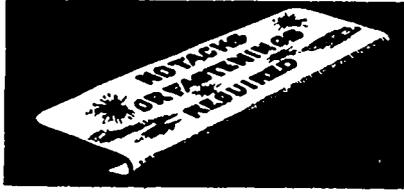
MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE.—
24 Catharine St. North.



CANADIAN COLORED OTTON MILLS CO.

SPRING
1896

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

—: NOW READY :—

See Samples in Whole-
sale Houses.

D. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO

TO CANADIANS . . .

Miles & Co.

NEW ADDRESS . . . TAILORS

4 Sackville St., Piccadilly,
London, W.,

Late 21 Old Bond Street.

ENGLAND.

Matthews, Towers & Co.

WHOLESALE

Men's Furnishings

73 ST. PETER STREET

WE WANT
YOUR TRADE

Montreal, Que.

S. Lennard & Sons

ESTABLISHED 1878.



"Elystan" Nursing Vest.

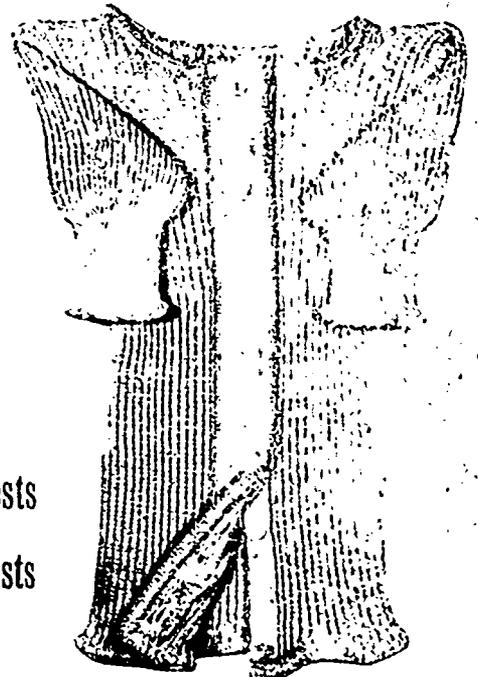
MANUFACTURERS OF

HOSIERY AND UNDERWEAR

We are patentees and sole
manufacturers of

"ELYSIAN" Nursing Vests AND Infants' Vests

Made from finest European Varns.
Wholesale trade only supplied.



"Elystan" Infant's Vest.

S. Lennard & Sons - Dundas, Ont.

Precontracts



SPRING SEASON
.. 1896 ..

OUR central idea is to place before customers goods suitable for their trade, and superior in value to any on the market. To this end we are applying ourselves with great success. Early this year, before any advance of much importance in manufactured goods had taken place, we felt convinced a decided turn in the tide of commerce would very soon set in, and accordingly shaped our course of action for the future by sending our buyers to the markets early, thus placing many of our contracts before any advance took place, and all of them before the great advance for Spring Season, 1896. Some of the manufacturers with whom we placed these early orders have already offered us a fair profit to cancel same, owing to raw material and yarns having advanced so much.

Our travellers are now on the road with samples for Spring Season, 1896, and we desire to point out that by placing orders with us early, you will secure goods at the lowest point for this season's trade; as any repeat orders we may have to place with manufacturers will be at an advance of from ten to fifty per cent.

Our Prints are equal, and many lines superior, to those of former seasons. The prices are the same as last year, with the exception of some lines, that are even lower, notwithstanding the advances in cottons and the combination that has been formed in Canadian prints.

We wish it to be thoroughly understood that we are not in any combination, or under any promise or agreement whatever as to how we shall buy or sell.

Our Linen Department has grown to large proportions and many of the lines for this season are of special importance.

Our Dress Goods embrace all the leading lines in Sicilians, Brilliantines, Alpacas, Wool and Mohair Mixtures and a variety of French and German novelties in mixed Silk and Wool Goods.

Woollens is one of the lines that has advanced greatly, but, notwithstanding this fact, we are showing them at old prices.

In our Gents' Furnishings and Haberdashery Department we are showing a larger range than usual of our business-building lines.

Our Carpet Department has added still greater vigor to its selection of lines specially manufactured for our own trade.

Previous to our semi-annual stock-taking Dec. 1st, we will clear all odds and ends at special prices. We shall be pleased to see you in our warehouses when visiting the city.

Orders Solicited.

Filling Letter Orders a Specialty.

JOHN MACDONALD & CO.

Wellington and Front Streets East

**Manchester
and London**
ENGLAND

TORONTO