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The Dry Goods Review

1894



HERCULES
SUSPENDERS
WARRANTED
2 YEARS
D.S.C.
MAKERS

Fall Trade Number

THESE CHILDREN
Will wear...
"Health Brand"
Combinations
THIS FALL

PUBLISHED BY TORONTO.
THE McLEAN PUBLISHING CO. MONTREAL.
LONDON, ENG.

All Goods
proofed by the
CRAYENETTE
CO. may be thorough-
ly relied upon for Quality
and wear; and the Cravenette
Stamp may always be accepted
as a guarantee of both the PROOF
and the QUALITY.

GOODS STAMPED
PRIESTLEY'S

Cravenette

Trade Mark, "The Varmlined Board"

Are recognized as the only satisfactory
POROUS WATERPROOFS that have ever been placed on the market.

AUTUMN, 1894

Briggs Priestley & Sons

Have just brought out a considerable
addition to their

Dress Fabrics for Gentlewomen

Both in Black and in Half-Mourning.
For full particulars apply to

S. GREENSHIELDS, SON & CO.

Sole Agents for Canada

No Mourning Department
can be properly furnished
without a selection of the
above.

MONTREAL

MILLS.

LAISTERDYKE, IDLE, and THORNTON, near Bradford, Yorkshire

BEE HIVE
SOFT KNITTING
52

BEE HIVE
KNITTING WOOLS
J. & J. BALDWIN
HALIFAX

BEE HIVE
FINGERING
4 PLY 52

BEE HIVE
FINGERING
3 PLY 51

BB

BEE HIVE WOOLS

J. AND J. BALDWIN
MANUFACTURERS

BEE HIVE
SCOTCH FINGERING
PETTICOAT FINGERING
MERINO FINGERING
MERINO
ANDALUSIAN
PYRENEES
SHETLAND
& VEST
WOOLS

BEE HIVE
BERLIN FINGERING
SOFT KNITTING
BALMORAL FINGERING
FLEECY
LADY BETTY FLEECY
INDIANA
DRESDEN
WOOLS

CLARK BRIDGE MILL, HALIFAX

THE "TENDIMUS" SKIRT BAND

(ROUND WOVEN ELASTIC TOP.)

Made in
all Colors
and Fancy
Stripes,
3½ and 4½ in.
Deep.



PERFECT
SHAPE.

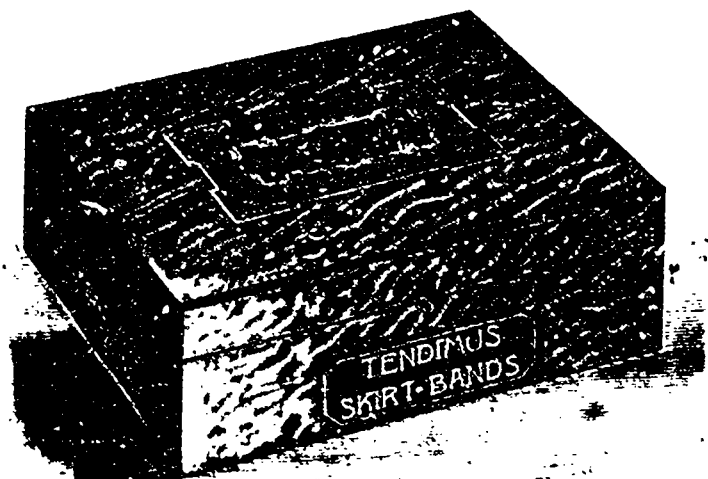


Having
an Elastic
Heading is most
Comfortable in
Wear, and the
Rubber Threads
being specially
Protected in
Weaving,
its Durability is
Guaranteed.

The "TENDIMUS" BAND is now supplied in

HANDSOME INLAID ROSEWOOD CABINETS

CONTAINING
Six Dozen
WITHOUT
Extra Charge



Also in 3 doz.
Strong Cloth
Stock Boxes.
And in the
usual 1 doz.
Cartons.

Sole Agents for Canada

W. R. BROCK & CO., Toronto.

HENRY MARLOW & Co.

90 WATLING STREET, LONDON, E.C.

Manufacturers and
Merchants

— ENGLAND

High-class Novelties and Specialties

— IN —

Fancy Satin, Pongee and Brocade Cushions
“ Plush and Printed Silk Frilled “
“ Head-Rests and Chair Backs
“ Tea Coseys and Antimacassars



Fancy Table Covers
Eiderdown Quilts
Art Muslins
Frilled Curtains
Lace and Guipure Curtains
Swiss Lace Curtains
Madras Muslins

Nightdress Cases
Pillow Cases
Brush and Comb Bags
Colored Border Tiffins
Fancy D'Oyleys
Pin Cushions
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Tapestry Curtains and Table Covers
Hemstitched Linen Goods

THE CELEBRATED
Oxford Underclothing

... FOR ...

Ladies and Children

FLANNETTE



LONGCLOTH

NEWEST PARISIAN STYLES

PRICE LISTS ON APPLICATION.

W. F. LUCAS & CO.

129 London Wall, E.C. LONDON, ENGLAND.

Lister's SILK SEALS, Lister's SILK PLUSH.

"LISTER'S"

A Familiar Household Word

Lister's SILK VELVET Lister's MOHAIR PLUSH

LISTER & CO.

LIMITED

Manningham Mills, BRADFORD, YORKS

H. L. SMYTH & CO., Montreal and Toronto

Sole Agents for Canada.

Alfred Walsh & Company

BRADFORD
ENGLAND

BEING MANUFACTURERS, WE CAN SELL AT EXCEPTIONALLY
CLOSE PRICES, OUR CELEBRATED

Full lines carried
at our

Toronto Warehouse

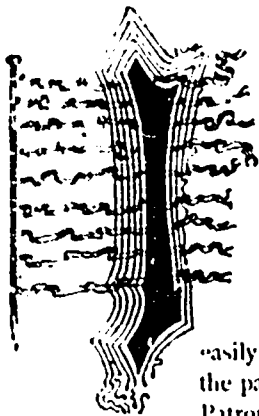
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Write for
Samples and
Quotations

**Soliels, Cheviot Serges
Royalettes, Estamines
and Italian Cloths**

ALFRED WALSH & COMPANY

THE POLICY OF THE PATRONS OF INDUSTRY.



On the Toronto Saturday Night of August 4th, "Mack" scores the "patron" policy in the following terms:

Two weeks in the country have convinced me that the newspapers of the various cities in Ontario, and the politicians by their speeches and manoeuvrings, have put an injury upon this province that will not be easily remedied. During the recent elections the papers and the politicians discussed the Patrons of Industry movement as something that was purely political, and whenever a Conservative paper had the opportunity to announce that a Patron had taken the field against a Liberal with big chances of defeating him, it dwelt upon the fact with great relish. Whenever a Reform paper could state that a Patron had come out in opposition to a Conservative with chances of flooring him, it also manifested joy. The fact that the Patrons were commercial revolutionists were quite ignored. The movement was regarded simply as one that lent a new interest to the campaign, and the politicians vied with each other in extending courtesies to the new-comers where any small advantage could be gained. In a constituency where a Liberal and a Patron were in opposition the Conservatives thought it good politics and very cunning to put up no candidate, but to plug straight for the Patron and elect him. Where the conditions were reversed the Reformers evinced the same cunning and elected the Patron. Nearly every Patron in the House owes his election to the remarkable cunning of one or other party machine in his constituency. And the business depression that will now sweep over the towns of Western Ontario will be due to the same remarkable cunning. Up in Huron Mr. M. Y. McLean was a Liberal nominee, opposed by Mr. Weismiller, a Patron, and while the latter found the organized farm vote at his back, Mr. McLean was soon made aware that in Seaforth and the other towns or villages of the constituency, he could not count upon any more votes than if it were an ordinary party contest. Conservative townspeople thought such an opportunity of defeating a Reformer was a great political joke. They did not pause to reflect that in defeating one man another must be elected, and that Mr. Weismiller was sworn to a dry goods and grocery policy that would, if triumphant, empty seventy per cent. of the residences of Seaforth and other towns, and leave no business solvent but that of liquor selling. The townspeople, infatuated with political cunning, did not pause to consider that every vote they cast for a Patron candidate added length of days and gave succor and strength to an organization that would have cows pasture in the market squares and have bats fly about in every shop at present occupied by a local retailer of merchandise.

In South Grey the situation was the same. * * *

This language [of mine] can only be called exaggerated on the ground that the Patrons are too human to stick together long enough to accomplish the ends they have in view. The town of Seaforth and the town of Durham and the town of Kincardine and all other towns and villages, are considered unnecessary in the Patron scheme of political economy. If we may assume that their logic is indicated by their commercial

scheme, we must conclude that they consider the existence of a town in the centre of a farming district as conclusive evidence of their being robbed, and when, by diverting their trade, they succeed in drying up the channels of business that have kept the town alive, and cause it to languish and its buildings to decay and fall into the streets, then only can they rest assured that that robbery has ceased. The idea that all men who do not grow grain or produce food or manufacture implements used upon the farm are middlemen and useless drones in the hive of life, is a favorite dogma with a prevalent variety of farmer who is more given to argument in the village bar than to cultivating his fields. The attempt to organize all these theorists into a compact body and to gather round them all those hard-headed and honest men who abound in agricultural Ontario, was not to be feared until the cause was engineered through a general election with considerable success. But now, with 16 or 17 representatives in the Legislature and the prospect of further gains should other constituencies be opened up, there is reason to fear that the movement will in some districts embrace the entire farming community, and leave retail businesses no option but to go out of existence. And this is the charge against politicians and local party papers, that they have, in their blind eagerness to discomfit an old time opponent, fostered a new antagonist, who will turn out to be not only politically adverse but who is bent upon financial reprisals that extend to the bitterest limit and cease only when its strength fails.

Suppose that the attempt to organize the farmers should succeed the movement has been assisted in every unexpected quarter and they should become a compact body for business purposes. The pith of Patron gospel is that the middleman is an excrescence, and that the farmer can and shall deal direct with the factory, the refinery, the first producer of whatever he needs. This sounds very simple. Goods, however, require to be stored and insured and parcelled and shipped whether the distributing point be in a country town or in the wholesale quarter of the metropolis. The starving-out of retail stores would result in fattening a host of so-called wholesale houses. They could not handle the trade of the country without increased premises and a multiplication of clerks. The man who formerly conducted a little business in a western village and supplied a hundred farmers with necessaries, would now hustle behind a counter in a Toronto supply house and fill the needs of his old customers. But there would be many points of difference between the first and the last condition. For one thing, there would be a little building, a combined house and store, standing idle in Elmroot. It would yield no taxes for school purposes, contribute no sum to church support, and into its kitchen there would not daily disappear a basket of vegetables, meat, poultry or dairy produce. The local markets that dot the country would disappear, except in so far as they are shipping points. The large cities would grow larger, and the towns and villages would shrivel up, if all farmers became Patrons. There would be no gradations between metropolitan and bucolic life. Those who could not find employment in the cities as "middlemen" (after the location of middlemen had thus been transferred from a thousand points to one central point where all such lines of business could be organized into monopolistic strength) would be forced to take up land and vastly increase the bulk of grain, roots and meats produced without widening the present market by an inch. In fact, all these people thus forced into the business of agriculture would not, as at present, be consumers, but would become producers, so that for a reduced demand there

would be an increased supply. If the outlying parts of Ontario were converted into a vast field of grain and all capitalists and handlers were centred in the cities, things would in this modern day be in such pretty shape for the operation of combines and the practice of oppression that history could offer nothing to compare with the conditions that would ensue.

At present, between the granary of the farmer and the vast storehouse of the millionaire, there stand a dozen shrewd men bidding against each other, interested in keeping corn moving in Egypt, and checkmating the mammoth purchasers who would corner grain and starve the world into paying extortionate prices for food. At one time in France, when means of transport were crude, manipulators bought up the staple food supply of the realm, and allowed 75 per cent. of it to rot so that during the ensuing famine they could secure fabulous prices for the preserved 23 per cent. In these days, when fortunes are so vast and when time and space are annihilated by swift steamers and marine cables, the inextricable complication of the commercial fabric is the only thing that prevents a few men from getting the whole earth under their thumbs. The simplifying projects of the Patrons if successful to the fullest extreme (as they can never be, however), would restore the social situation of the Middle Ages when all men were clear-cut into two classes—serfs and masters. The tiller of the soil would subscribe to no oath of fealty to the millionaire in his city office, but after the whole country outside the cities had been converted into one vast farm the social grades would disappear with the commercial grades, and the great dealers of the city would demand and secure the products of the farm at whatever price they cared to give. The natural trend of events is towards government by finance rather than by family. Hereditary rule is weakening. Patriotism was once the life-principle of politics, and trade had to accommodate itself to such conditions as the jealous observance of the national honor might impose. Nowadays patriotism and national honor must reconcile themselves to the requirements of trade. There must come a day when a metropolitan board of trade will rule a nation more intimately and surely than will its parliament and senate. And this governing body will not be composed of men elected by the votes of the people, but of men who shall mount up by the propelling force of dollars and are made great by their commercial acumen. To simplify the commercial tangle, as the Patrons purpose doing, would bring that day at once upon us, and we should have a nobility of moneyed barons, lords and masters more potent, tyrannical and unfeeling than their hereditary forefathers.

When we discuss the Patrons and their commercial objects it does not do to lightly ridicule what they propose doing. Suppose that they should produce in their midst a Wiman or a Van Home, with a genius for organization, could not such a man perfect the scheme to a degree at all events sufficient to stagger for ten years the local trade of every town in the country and to make a lasting effect upon the domestic commerce of the continent?

It is said by some that the Patrons have abandoned their commercial purposes and but seek to bring about certain legislative reforms. Don't you believe it. There are shrewd men in the order who started out in the belief that the failure of the Grange movement was due to its utter insignificance in politics, to its lack of weight with Parliament, and its consequent want of glitter and prestige in the eyes of farmers. These

faults, which doomed the Grange movement, have been remedied in the Patron movement with a success that its promoters could scarcely have hoped for. The Patrons can almost balance parties and dictate terms before one item of business is undertaken in the Ontario Legislature. But this is not the end the Patrons have in view—it is only the means to an end. It imparts consequence to the organization and enables it to enroll hosts of members every night throughout the land.

SILKS AND VELVETS.

THE following extract from the Draper's Record, of July 7, 1894, is interesting: "Lister & Co. have just brought out cheaper and lower qualities of their patent mohair velvets, which are to be known in the future as 'Lisango.' They are especially suitable for the upholstering of steamship saloons and seats of tram cars or railway coaches, in fact they are admirably adapted for any situation in which hard wear is expected. Another novelty brought out by this firm is a light-weight silk dress plush, especially designed for children's wear, and which, from its rich appearance, can scarcely fail to meet with a large demand."

Myra's Journal, of July 1st, 1894, says: "The English silk manufacturers have had some reason to rejoice over the result of the silk exhibition at Stafford House, for not only was it once more proved that England can be first in the field in this line if she likes, but the exhibition led to large orders being given for many of the beautiful silks shown. Amongst the most admired fabrics were the specimens of Lister's tussah silks, which I recommend as beautiful materials for summer dresses two months since. H. M. the Queen and H. R. H. the Princess of Wales, have endorsed my opinion of these tussah silks by purchasing several pieces of them from Debenham & Freebody, and the Queen has also ordered from Liberty's a dress length of beautiful brocade, a length of white watered silk crepe, and some pink silk crepe woven with silk stripes. The black satins shown by another firm of manufacturers were also duly appreciated, and indeed it would be difficult to meet with anything finer than these, and some specimens of brocade shown were equally beautiful."

Life, of May 19th, says: "The Princess of Wales during her visit to the silk exhibit paid a unique compliment to the fabrics of Lister & Co. At her request the case in which these were exhibited was opened, and the silks taken out for Her Royal Highness to examine. The 'Lisarcine' (Silk Rainproof Seal) and the tussahs and broche silks met with the largest share of admiration from the Royal visitor."

WHAT BRITISH COLUMBIA CLAIMS.

At the annual meeting of the Victoria, B.C., Board of Trade an exhaustive report was presented. It showed that according to the population of British Columbia, it was the largest manufacturing province in the Dominion, the number of employees having increased 300 per cent. during the year. Trade continued healthy, but not so great as during the previous two years. The Dominion Insolvency Act was approved. The following officers were elected: President, A. C. Flummerfelt; Vice-President, C. E. Renouf; Secretary, F. Elworthy; Council, D. R. Kerr, G. Leiser, W. H. Ellis, L. C. Fitcher, H. Bostock, A. B. Gray, H. E. Cannon, and H. Croft, with a large Arbitration Committee.

The "Distingue"

Is admittedly the Best Selling . . .

WATERPROOF

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

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

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



VICTORIA.

The Distingue Waterproof.

S. GREENSHIELDS, SON & CO., Montreal,

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

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unsurpassable by any other."

GAULT BROS. & CO., Montreal,

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

ROBERT LINTON & CO., Montreal,

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

WYLD, GRASETT & DARLING, Toronto,

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

CAVERHILL & KISSOCK, Montreal,

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



OXFORD.

The Distingue Waterproof.

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

ASK TO SEE SAMPLES.

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

"The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."

New Season's Goods JUST IN

FALL ...1894

All the latest fads and fancies in new and nobby neckwear. An endless variety to select from. We have a full line of patterns in the olive, green or bronze colorings, so popular this season.

OUR LEADING SHAPES

The Kossuth, a flowing end knot scarf.
The Rosebery, the latest New York idea.
The Dalkeith, a small knot with wide spread aprons.
The Sappho, a neat up-to-date knot.

THESE ARE NOVELTIES

We carry also all the staple shapes. See our **Regent Club**, a big improvement on the ordinary graduated Derby. Derby ties, 2, 2 $\frac{1}{4}$, 2 $\frac{1}{2}$, and 2 $\frac{3}{4}$ inches wide. Bows in desirable patterns. Large **Culross** ties in rich brocade patterns, from \$4.00 to \$12.00 per dozen.

BLACK NECKWEAR always in stock in all shapes. Send to us when you want **anything** in this department.

Special values in reversible White Jap. Derbys, from \$1.50 per dozen.

Plain Color Neckwear always in stock in all grades.

Twice Round or **Stock** bows in White Lawns, Black Silks, and Satins, etc.

40 different shapes in high class **White Lawn Dress Bows**, comprising staples and all the latest Parisian ideas.

Our Portland, Critic, Lyric, Monte Carlo, Windemere, and Principio well known lines of **English Collars** now in stock.

A choice range of **Tweed** and **Black Paramatta Waterproof Coats** from leading English and Scotch manufacturers.

Self-closing and small-folding **UMBRELLAS**. A fine selection of natural crook handles in fir, cherry, etc.

Send your letter orders to us—we'll see that they are executed correctly.

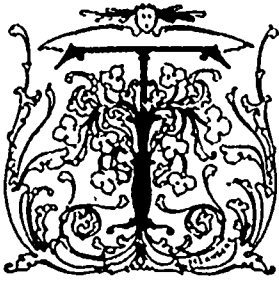
Men's
Furnishings
Exclusively

GLOVER & BRAIS

184 McGill Street.

MONTREAL

AMONG MONTREAL'S WHOLESALERS.



THE month in dry goods has been characterized by no particular activity, and up to the date of writing the volume of business has been of moderate proportions. Travelers out on their placing trips generally coincide in stating that a great spirit of caution actuates buyers generally. At least this is the report given by every member of the trade called upon here. Everyone remarks that it is not only retailers who are proceeding on cautious lines, but that wholesalers themselves are proceeding under close-reefed topsails, so to speak. Not that they anticipate any serious developments, but they feel that it is just as well at present to be on the safe side.

Payments were fair at the opening of the month, but since then they have dropped off. In seeming paradox there is a surfeit of money offering on loan here, and a leading merchant said that lenders jumped at paper that was sound, the great difficulty, however, being that collateral of this description was not plentiful.

The general tendency of values has been steady, and the impression is general that when the tariff bill is either accepted or rejected by the United States Congress and the uncertainty dispelled, values on all imported fabrics will be immediately influenced. American buyers who are not doing anything at present will commence to operate abroad, and the immediate effect will be a strengthening in values. It is for this reason that several of the large general houses here have already made preparations in advance for such lines of staple goods as they must have on their shelves.

During the early part of the month and the latter portion of July there was a good demand for cotton for future delivery. Since then, however, it has been rather dull.

Shipments of fall goods have been arriving freely from England during the past few weeks, and many of the houses have been distributing some of them on orders. This is especially the case in fall tweeds, a number of orders having been received for them as well as for the finer English cloths, West of England meltons, etc.

Speaking with a leading wholesaler in regard to the city retail trade here, your correspondent secured the following interview, which fairly sums up the situation. Said the gentleman:

"It would be difficult to recall a time when the retail dry goods men of Montreal were more guarded in their buying than at present. The feeling exists among many dealers that the fall trade will be less than usual. Trade is always more or less quiet in the months of July and August, owing in part to so many families being out of town. Added to this is the fact that wage-earners feel the necessity of economizing, and are buying necessities only. Several small failures have been reported within the past ten days. Some of the more careless retailers in their eagerness to make sales are cutting marked lines, such as prints and flannelettes, below cost; these individual cases are being reported daily to the wholesalers for their guidance in future dealings with the firms referred to, and when the climax comes Montreal creditors will be found low down on the list."

The well-known case of the General Bazaar Co., which was referred to in two previous issues, has been settled since last

writing. The composition accepted by the creditors was 60c. on the dollar, the amount involved being about \$100,000, and security was given for \$30,000 until the payment was entirely made. Louis Boisseau, the elder brother of the late firm of Boisseau Bros., carries on the business at the old premises, corner of St. Catherine and Main streets, and is now engaged in a clearing sale at greatly reduced rates, and the other traders have to grin and bear it.

The wholesale millinery openings have been announced for the week of the 4th of September. A call at the different warehouses elicited the fact that it was too early for them to speak of their goods.

Thouret, Fitzgibbon & Co.'s glove department report that in fancy glace gloves, cadet blue, navy and myrtle are about the only shades likely to be the "go" for fall wear. Dark tans and browns are good under any circumstances, but greys seem to have had their day.

Brophy, Cains & Co. say that black will be a very fashionable color this autumn. There will be a run on black silks gros grain taffetas, bengalines and gros de Londres. They have the goods.

Those who have check silks left in stock should have them made into petticoats. Check silk petticoats are the mode in Paris; the handsomest have a ruffle of lace around bottom and a broad flounce of lace above it. The laces you can get from Brophy, Cains & Co.

Any buyer who likes to look at some handsome lines of fine fall underwear, mufflers, etc., should spare some time when they get a call from Matthews, Towers & Co.'s travelers. If they want any goods of this sort they will not find it time wasted.

A busy warehouse when the writer called was the big store on the corner of Victoria square and Craig streets of S. Greenshields, Son & Co. Their stock of English and other imported goods is as usual a very complete one.

'Thibaudeau Bros.' new carpet showrooms, which have been referred to in previous issues, have a very handsome appearance at present. This firm shows an unusually large range of carpets.

Every lady can wear navy or black dress goods. Brophy, Cains & Co. make a specialty of these. They have already cabled treble repeats for their most expensive lines.

Priestly's fine serges and dress fabrics have been an active line with S. Greenshields, Son & Co. this season. They continue also to do a large trade in cravenettes.

Ladies are quick to know and appreciate the house that always has handsome new dress goods. Have you seen Brophy, Cains & Co.'s samples? They are all new, beautiful goods, in designs peculiar to themselves; trimmings to match. Moired velvets in cream, coral, citron, sedum and dracena. Plain velvets in cream, lemon, ciel, rose, beige, poppy, emerald, buttercup, hunters' green, browns and other shades.

Thouret, Fitzgibbon & Co. report that French pearl-shade gloves are still asked for and difficult to procure, fall import orders being closed some time since.

Very large buttons will be worn on the new autumn toilettes, especially on the skirts. Brophy, Cains & Co. have them, and also braid trimmings in vandykes and fancies, colored wave braids of all widths.

Jet and jet combination trimmings, jet and moire combination trimmings, butter, cream and two-tone cotton lace, butter, cream, black and two-tone cotton insertion, full lines of black

Thouret, Fitzgibbon

& Co.

MONTREAL

Sole Agency

And BERLIN, Germany

Jammet's
French Kid

Gloves

Orders
for
Sample
Packages
Solicited.



La Chartreuse
Laced

Andree . .
Button

SPECIALTIES.

NO OLD STOCK CARRIED.

Fresh Goods

In Summer Shades.

Blacks

In Monthly Shipments.

T.B.

THEY HAVE NO
SECRET TO CONCEAL

EXAMINE THEM

ASK FOR THEM

WEAR THEM

A Big Difference

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

The chief glory of . .

. . Tooke Bros.' Shirts, Collars and Cuffs

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

For sale by the leading Wholesale Houses
throughout the Dominion.

Wyld, Grasett & Darling

1894 FALL IMPORTATIONS 1894

DRESS GOODS

Black and Colored Henriettas
French Serges, Navy and Black
Estamines and Imperial Serges, 54 inch,
several qualities
English, French, and German novelties,
including choice tweed effects
Mantlings a fine variety
Velveteens, special brand "Lancaster"

SMALLWARE DEPARTMENT

Frillings - newest goods shown
Trimmings, Novelties in Lace Braid
Beaverette, Jet Gimps, Hercules Braids, etc.
Hosiery—full range of plain
Ribbed Wool, and Cashmere Hose
Cashmere Gloves—fine gauge
Suede and heavy lined
Pin Spotted Swiss Muslins


. . . MEN'S FURNISHINGS . . .

Neckwear Small knots with wide ends, two inch Derbys, and Scarves to be tied by the wearer,
with extra wide aprons. All repeat orders now in stock, which include the choicest of our best
patterns.

English Collars "Glendowe," "Grandee," "Mentone," all sizes and heights in stock.

Rubber Coats, in Black Paramatta and small tweed patterns, sewed seams and edges, 30-inch capes,
and ventilated under arms.

Umbrellas Steel Rods, with Gingham, Gloria, Alpaca, and Silk Cloths, elegant handles.

 An inspection of our general stock, which is
selected with care and taste from the head
sources of supply, is solicited.

Wyld, Grasett & Darling

and cream silk lace, are all offered by Brophy, Cains & Co. They now have also every number in their 39-inch Victoria lawns in stock. The trade know them as B60, B70, B80, B90, B100, etc.

The exodus of buyers to the other side of the briny has already commenced. Among the first to leave, as usual, has been Geo. B. Fraser, one of the firm of S. Greenshields, Son & Co.

Thouret, Fitzgibbon & Co. report that advices from abroad indicate that suedes, except in a high quality, seem to be out of the market, and that jobbers are refusing to guarantee anything else.

J. G. McKenzie & Co. report more activity in domestic tweeds and woolens, and hold that the indications in these point to more activity. They have experienced quite a brisk time recently in Canadian underclothing.

The domestic tweed department of Gault Bros. is a busy scene just at present. The demand for fall tweeds has shown more life than other lines, and this firm's trade in Canadian goods of this sort is, perhaps, the largest in the country.

Advices just to hand by leading general houses here indicate that prices at primary centres on woolen goods, such as cashmere hosiery, are upwards, the adjustment of the new American tariff having given values a strong tendency in that direction.

Hodgson, Sumner & Co. anticipate an increase in the volume of trade as soon as the crops are in. They have their usual full line of fall supplies of all kinds. Attention might be called in this connection to their very large and varied assortment of underwear and hosiery, the latter plain and ribbed, etc., etc.

It is understood that the firm who secured the round lot of prints at a cut of 12 to 15 per cent., which was the clearance of a line in first hands, are carrying the bulk of them over until next season. They have marketed a small portion of them, however, and it was no doubt from this fact that talk of a regular campaign of lower prices by the manufacturers arose.

The manager of a well-known St. Paul street firm, talking on the subject of the large number of failures reported recently in the retail trade, characterized them as a blessing in disguise. They would, he hoped, have the effect of ridding the trade of an undesirable class of people with lack of capital, lack of ability, etc., etc., etc., whose business career proved plainly that they were of no benefit to themselves, while causing a vast amount of injury to the trade in general.

CHEMICALS AND PROOFING.

The old rusty brown inside of rubber garments vanished when chemists discovered a means of showing a pattern on this proofing which is used on the inside of all "Distingue" garments. Mr. Frankenberg's chemists have, during the past few months, made further and considerable advances and improvements in this "Art" proofing of the "Distingue" garments, and as a consequence this brand of goods will become all the more suitable and valuable.

J. W. Holden, who represents "The Distingue" in Canada, is now on his way across the ocean with samples of new styles and shapes, and importers will have a chance to view the latest productions in September. The advertisement of these goods on page 7 is worthy of a close reading.

HOW TO WEAR BLACK.

HOW to wear black may, nowadays, be considered an art in itself, or a special department of the art of dressing. A plain black dress was at one time looked upon as an ordinary thing for every-day wear. Now it is the best "form" on occasions when ladies feel that nothing but their very best is suitable. Its make-up must now be perfect, and the materials of the best. It is necessary to be very particular about the fabric of which a black dress is made, as --to make what seems like an Irish "bull," yet is merely a statement of facts -- in nothing else is the color so important. A black dress must be really black, and must



A NEAT BLACK DRESS.

possess certain qualities of lustre, or dulness, according to the manner in which it is to be used. These the goods made by Priestley have in an eminent degree.

The sketch given here is a special design for making up some of Priestley's materials for this season's wear. It can be made in drap d'Alma, or in one of their celebrated black serges, with the high collar, big bow, and the lining of the revers of a black and white dotted silk. The bodice is the latest development of the zouave, close fitting. A full line of Priestley's goods should be procurable in every first-class dry goods store.

H. SHOREY & CO.

MANUFACTURED BY THE
CELEBRATED

MONTREAL, QUE.



RIGBY POROUS

WATERPROOF CLOTHING

THE ever increasing sale of **RIGBY** goes to prove that it is **POPULAR** with the **PUBLIC**. **RIGBY** garments serve a double purpose, as they can be worn in ordinary wear and are sure protectors in a **Rain Storm**. The most popular coats are those made with deep capes, and very extra long. They are handled by **Jobbing Houses** throughout the **Dominion** and the **United States**, and are manufactured by the **Beaver Manufacturing Co.**, Boston, Mass., and by the undersigned

H. SHOREY & CO.

1866 NOTRE DAME STREET

Montreal

Canadian Down

Write us for special prices before
ordering elsewhere . . .

We meet the hard times by
special discounts . . .

Made in our own factory from **CANADIAN** feathers is what we use.
Try our Mail Department for

IT IS THE BEST
BUY NO OTHER
WE GUARANTEE OUR BRAND



Down Quilts and Cushions

Always ask for the "Alaska" brand

The ALASKA FEATHER & DOWN CO., Ltd.

10 St. Sacramento St.

MONTREAL

FALL DRESS GOODS.

SPEAKING of fall dress goods with Mr. Irving, manager of Caldecott, Burton & Spence's dress goods department, he remarked that serges occupied the most prominent position in their sales for fall. Hard-finished lines were in strong demand. Blacks lead, with navys and browns following closely.

His firm were showing two special lines of covert coatings in grey and fawn mixtures, which were very pretty and extra value. He said that while the Americans were giving covert coatings a position over all other materials, many doubted their attaining a leading position in Canada.

Sedans or satin-finished amazons come next to covert coatings and serges in Caldecott, Burton & Spence's sales. Fawns are strong in these, as are browns and blacks. These are to be used for capes as well as for costumes.

Cheviot twills and French diagonals have met with much success, and altogether the season may be classed as a dyed goods season.

In fancy dress goods, considering everything, the movement is satisfactory. Crepons, as well as some evening wear stuffs in cream and opera shades, have sold extremely well.

Generally speaking, the silk market is quiet, although blacks are increasingly active. Buttons remain in their cemetery-like attitude.

Trimmings are turning more to braids. Narrow jets have been selling well, but they are not so suitable as braids for fall and winter costumes. Narrow, straight and serpentine braids are consequently selling better now than in the period of early fall orders. Tubular braids are reported fashionable, and will run later in the season.

A BUYER'S VIEWS OF FALL TRADE.

IN conversation with R. L. Davidson, dress goods buyer for John Macdonald & Co., he detailed a few of the characteristics of the fall trade according to his experiences.

In silks, black goods are improving rapidly, and recovering from the deadness which they have experienced for nearly three seasons. Faille Francais, Peau de Soie and similar fabrics are selling well. Some old weaves have been resuscitated, such as Royal Armure and Tricotine. But undoubtedly the leading thing in blacks for fall will be spotted and figured blacks, the spots and figures being small, not too prominent, and self-colored. These are shown in all blacks and also in damas silks. The quieter styles seem to take better in Canada than in Paris, for in the latter larger spots, larger figures and brocades seem to please the ladies' fancies much better than the modest, plain black or the self-spot silks.

Black moires will continue to run moderately during the fall, but the colored moires are dead. Colored silks generally are somewhat flat owing to the fact that the market has during the past two years been flooded with Japanese silks, and the demand has not increased proportionately with the supply. Prices are low, and a Japanese war can have little effect on them, for the demand at best is not large.

This has proved a great ribbon season. The amount of goods imported was ahead of previous seasons, and the fall trade promises exceedingly well. Colored moires have been dropped, but blacks are still good. Bright colors will take for fall.

As to laces, Mr. Davidson said it had been a wonderful year, although the trade was nearly over. The demand for

Valenciennes had been remarkable. The fall trade would be small, however, as little that was new was being shown, with the exception of a few novelties in blacks.

Embroideries are moving perceptibly, but slowly. Next spring's samples are now being shown, and are exceedingly taking and tasty.

Shawls are shown in nice designs in fancy knitted. Silk embroidered and fancy mixtures are abundant and are receiving a great deal of attention. Solid colors are also good for the general trade. Velvet shawls for the Northwest and British Columbia are always carried in excellent range by John Macdonald & Co., and they send large quantities to that part of Canada.

In frillings, boxes of assorted collars of the latest novelties are shown, and the beauty of the goods is enhanced by being shown in an artistic manner.

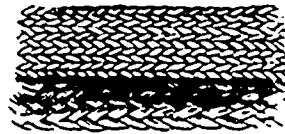
Velvets and velveteens are not so promising as last season, but still a very successful trade may be anticipated.

In ladies' hosiery and vests there is nothing strikingly new, but staple lines are moving very well.

In dress goods black and colored cashmeres are going well. A double cashmere, extra heavy weight, is finding much favor owing to its suitability for the cold fall evenings and the chilly winter weather. The serge is "Queen of the Season," however and all qualities are in demand. Cheviot serges are very good, and cheap qualities of the various weaves are in demand. Canadian tweeds have revived somewhat, while covert coatings are holding well with the best trade. Figured and plain satin cloths are both receiving much attention. Fancies in any class are not so good as plains.

DRESS FACINGS AND TRIMMINGS.

A new dress facing is shown in the accompanying cut, and can be procured from W. R. Brock & Co. It is called R.D.F., and is a combination of a braid and a cord. This corded edge is where the wearing qualities are found, and it is claimed to be much ahead of a wholly flat braid or a velvet facing. It is easily attached, is low in price, and should be popular. It can be procured in black, cream, navy, four shades of brown, fawn, cardinal, etc. In W. R. Brock & Co.'s dress trimming department, lace braids, military, Hercules, and fancy wave braids, jet trimmings, jet gimps, and other more extreme novelties are shown in abundance. The collection is thoroughly up to date, both in point of designs shown and with respect to colorings.



R.D.F. DRESS FACING.

In ladies' and misses' underwear they are showing all lines that can be wanted. All sizes and prices can be had. This firm has the reputation of always having extraordinary value in this class of goods, and they claim that the value and assortment this season exceeds any previous efforts. They make a point of showing special drives to retail at the popular prices, 25c., 50c., 75c., and \$1. Their hosiery and glove departments receive special care and attention from the buyer of their third floor, who is continually on the hunt for drives to retail at popular prices. An inspection of the stock by expert close buyers will convince the most critical that some of the greatest snags and leaders can be purchased from its large and attractive assortment.

THE QUALITY

OF

**PATENT ROLL
COTTON BATS**

Will Be Better Than Ever
Season 1894-1895

BRANDS:

NORTH STAR CRESCENT
.. PEARL ..

The Worsted Weaving Co.

BRADFORD, ENG.

"Chain Warp" Serges

We can offer exceptional values, and invite the correspondence of the trade. This serge is "par excellence" the thing for summer and winter wear, and is guaranteed to stand soda or sea water.

It is made in qualities suitable for ladies' and gentlemen's wear. . . .

VENETIANS, CHEVIOTS

And other Fall goods now in stock.

54 Bay Street, TORONTO

FOR . . . **Fashionable Dress Goods and Novelties**
BROPHY, CAINS & Co.

WE SELL . . .

The highest class of Black Dress Fabrics "For Gentlewomen."

Black Velours in plain and Jacquart effects.

Black **Confection** suitings in small neat designs. These are shown by no other house.

For **Fashionable** tailor-made gowns you **must have** our Covert Coating, Duchess of York Coating, and Satin Faced Cloths.

In Paris and London reversible Costume Cloths will be the rage this coming season; we have them; the combinations are beautiful.

We are showing **new goods only** for Cape Cloths, Wraps and Mantlings. See our Fine Faced Box Cloths and Novelties in Reversibles.

Lister's "Lisvel" Black and Colored Velvets, and Lister's "Lisreine" rich silk seals, **rainproofed** by special process—these are British made goods at moderate prices.

In **Silks** we have Bagdad Surahs, Pin Spot Bengalines, Paisley Figures, Black and Colored Moires and Moire Antiques.

"Try-me Soie" is one of our New Silks. Very Handsome Ranges in **NEW Fancy Dress Goods with trimmings to match.**

We keep Wm. Currie & Co.'s Odorless and the "Distingué" Waterproof Garments.

ENGLISH FLANNELETTES. Our usual full assortment in all other Departments.

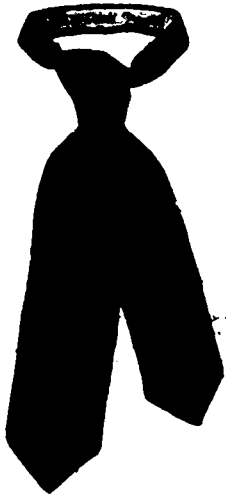
Brophy, Cains & Co.

196 McGill Street

MONTREAL

DOMESTIC NECKWEAR.

DOMESTIC goods are undoubtedly coming to the front. The old prejudices against Canadian-made goods are rapidly passing away. They were reasonable, perhaps, at

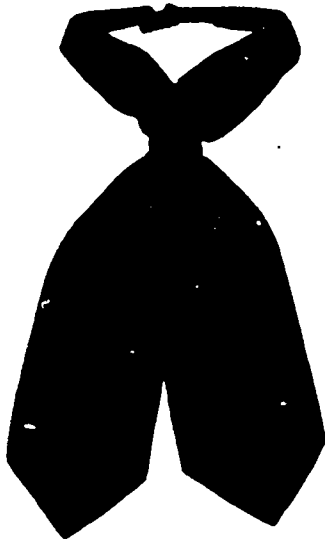


The Trump, No. 119.

one time, but these reasons have passed away, and along many lines Canadian manufacturers have succeeded in producing goods equal to those imported. This is true of neckwear, and the pioneers in this trade, E. & S. Currie, are showing lines for the fall trade worthy of special notice.

"The Trump" (No. 119) is a new 50-cent tie, with special features. It is an imitation Teck, with all-round band and soft knot, and fits well to the collar. It closely resembles a tied 2-inch Derby and hangs just as perfectly. It is shown in fine woven silks, corded ottomans and new fancies.

"The Novelty" (No. 102) is a fancy scarf—a novelty, as its name indicates. It possesses, as may be seen, one-and-a-half inch bands, which fasten at the back. The knot is small and almost circular, while the aprons



The Novelty, No. 102.

are generous. It is a very aristocratic scarf, and is shown in fancy silks and other fabrics, including swivel and jacquard silks, ottomans, black silks, etc.

A 2-inch Derby will be found illustrated in their advertisement. The width is the same at each end, thus giving it a generous appearance, which pleases buyers.

A Round-end Club House is another leading tie. In Victoria Lawns, some half a hundred varieties and several qualities are displayed. All the staple lines in knots, Tecks, four-in-hands and bows, including new fall styles and designs, are in full assortment.

A COMPLETE NECKWEAR STOCK.

Wyld, Grasett & Darling have received this month another shipment of men's ties, including the choicest of their best patterns and shapes which they found so much in demand earlier in the season, and for which they cabled repeat orders. This last shipment makes their neckwear stock for the fall season complete and very attractive. In knots they show three equally desirable shapes, "The Oriole," "The Oxford," and "The Osgoode," as represented in cuts in previous issues. They report little demand for the large knot of last season, and state that the 2-inch Derby is fast becoming a universal favorite, and, in fact, is even now almost entirely crowding out the wider widths formerly worn. Both in the made-up scarf and those to be tied by the wearer, the tendency is for a small knot with wide

flowing ends, and in extreme cases this idea is carried to such a degree that each end measures 10 to 12 inches. The favorite patterns are spots, small figures, and various other small neat designs, these being particularly suitable for the small knots. Outside of the staple colorings, such as navy and black grounds with white and cardinal spots and figures, the demand this season is for green in various shades such as Nile, bronze, grass, lizard, resida, etc.

HERE IS A BRACER.

It is not often a firm gets such a letter as the following, and it is enough to make the manager of any firm feel good:

CALAIS, MAINE.

DOMINION SUSPENDER CO., NIAGARA FALLS:

GENTLEMEN,—Enclosed please find check to balance. The goods are very satisfactory. I will endeavor from this time forward, by closing out what suspenders I have, to use your goods only, and I think they are better made goods than any I have ever handled, say in the thirty-eight years that I have been in business.

You may use this recommendation, as it comes unsolicited.

Respectfully yours,

M. SILVERSTONE.

FURNISHING NOTES FROM ABROAD.

ENGLISH shirts are now being made with a reversible cuff. It is merely a double cuff sewn across its centre to the edge of the shirt sleeve in such a way that the wearer can at once change the soiled portion for the clean one without the slightest inconvenience. The principle has also been applied to the shirt front, but in its present form it is not altogether satisfactory.

The way the ribbon is put on straw hats is seemingly quite stationary. But Minister's Gazette of Fashion tells of a new style of bow. Hitherto the ends of the bow have been cut off short and stitched down to the side of hat above the band, but under this latest arrangement they are made considerably longer and dexterously turned over on to the brim. The effect is to impart an additional smartness to the hat, quite chic in fact, that is most acceptable. A black silk ribbed ribbon treated this way looks best.

The tendency in men's handkerchiefs is to use smaller sizes. The bulkiness of the present sizes is quite an inconvenience.

Sweaters have been in big demand in New York. A fifty-cent sweater has had a big run in that city.

The ready-made clothing manufacturers in the United States are having what Uncle Sam's boys call "a durned hard time" of it. Orders are scarce, and even a difficulty is experienced in procuring new woolsens to make up suitable goods.

Wyld, Grasett & Darling have passed into stock this month some very desirable lines of men's umbrellas. They show special value in steel rods, both nicked and japanned, with laventine, gloria and silk tops, and new designs in handles. These are most attractive goods and worthy of inspection. They also show a number of lines with 27-inch paragon frames, in various cloths made from American designs. Their finer numbers are made with pure silk coverings and small, nobby frames known as the "Cobweb," "Featherweight Perfectum," etc.

Dress Goods

Sales have increased lately, and Prospects are Brighter all round.

OUR SELECTIONS FOR FALL

Have been such as to sustain our reputation for Dress Novelties.

Let Merchants who handle but a moderate stock of Dress Goods make their selections now, as the studious buyers for large houses are already picking up the best lines, knowing that the early trade is the most profitable.

VELVETEENS The latest fashion reports say that the demand for Velveteens is increasing, and sales promise to be much larger than last year. We have special values in Blacks, and Colored in all shades to match Dress Goods.

LETTER ORDERS AS
USUAL RECEIVE OUR
PROMPT ATTENTION.

Knox, Morgan & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

FALL 1894

CALDECOTT, BURTON & SPENCE

FALL 1894

Our Contracts are complete and we shall show for the FALL SEASON, 1894, a large collection of goods in the following departments--

Dress Fabrics

From the looms of France, England and Germany.

Dress and Trimming Silks

Latest styles French, Swiss and German.

Ribbons, Laces, Curtains

Every fashionable color. Choice designs.

Hosiery, Gloves, Underwear

Every size Children's, Women's and Men's in Cashmere, Merino, Heavy Wool and Silk.

Jet, Braid and Fur Trimmings

To match Dress Goods.

The stock will be **Up to Date** in those goods that are in demand and which **Build Up Business and Produce Profit** to the **Live Retailer** and we cordially invite a visit from Buyers when in Toronto.

CALDECOTT, BURTON & SPENCE

TORONTO

THE HAT TRADE.

SHOULD anyone have the hardihood to suggest on the floor of any hat and cap wholesale house that trade was as good as last year, he would be speedily sat upon. The volume of business is not encouraging, in fact it is quite discouraging. The straw hat trade was fairly good through the hot weather and settlements were not bad. But when dealers were asked for import orders for fall styles there was a decided slowness which all the influences of new styles and all the blandishments of suave travelers were unable to overcome. Fall styles of fedoras are in quiet demand, but have not sold to a corresponding extent with the stiff felts.

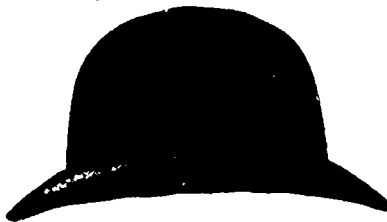
A. A. Allan & Co. show many new styles of soft and stiff felts in blacks and colors.



No. 384.

In the latter, the same shades will predominate as found favor last spring. Three of Wakefield's are here illustrated, of which the first is a soft hat of a full shape. The number is 384, and the price \$18 per dozen. Orders placed for this hat foretell great popularity for it.

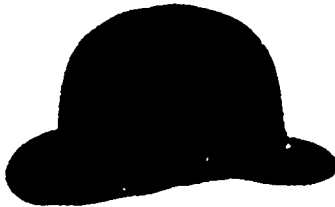
No. 402 is a stiff hat of an exceedingly pretty and taking style.



No. 402.

The crown tapers very slightly straight from the brim, is quite high and full and bedecked with a heavy open roll brim. Altogether it is a style which is suitable for the general trade, as it avoids the extreme fashion and is yet one of the newest shapes. The price is \$18 per dozen.

No. 409 is a modification of the preceding hat and is ever less extreme. The crown is slightly lower and less tapering and the brim is narrower. This is a very pretty hat and of a better quality than 402, being worth \$21 per dozen.



No. 409.

THE UNITED STATES HAT TRADE.

The Hat Review says: "Light and dark browns will be in favor for the fall season; these colors are very generally shown. We are quite confident that a derby with distinct taper crown will find marked favor during the fall and winter; such a shape will prove especially attractive to young men -- and as we have previously remarked, young men determine the styles. Make a note of this pointer. There is a tendency toward fuller crowns, and somewhat wider brims in derbys for the fall season."

The Clothier and Furnisher says: "The fall business so far is an uneven one, some of the manufacturers of stiff hats being overcrowded with orders, others fairly busy, and still others with little or nothing to do. As this applies to manufacturers of similar grades, it is difficult to account for the peculiar state of affairs, but the fact remains. The retailers generally are closing up a fairly good summer season, and, as the straw hat trade is largely cash, collections have somewhat improved. With the

prospects of excellent crops and the absence of any tangible reason for a continuance of dull times, it is difficult to see why business should not improve as the season advances."

The American Hatter speaks thus: "It is extremely difficult, if not absolutely impossible, to prophesy at this time regarding the popular style for fall. By popular we mean medium and cheap grades. The pointed, round crown for fine trade in the large cities is dead, if, in fact, it ever found favor with this class of buyers, but in medium grades of goods it is still a prime favorite in all sections of the country. Large orders have been placed within a week in the New England States for this style, and the West and South have been large buyers since the beginning of the season. Taper square crowns are also selling to quite a considerable extent. The consensus of opinion of those who cater for fine trade is that a very full crown with heavy curl will be the thing. The English styles made for wear by Englishmen are low crowns with wide brims."

A LIVELY WAREHOUSE.

IT didn't seem like dull times when THE REVIEW visited Samson, Kennedy & Co.'s warehouse and learned that they had been busy until 10 o'clock every night for two weeks with fall orders. The endless confusion and profusion of goods coming in and going out showed conclusively that S., K. & Co. were not sleeping while times were dull.

Laces are moving rapidly. They report a great demand for valenciennes, especially the heavy insertions. Their stock is quite extensive, and the colors that predominate are creams and beige, but blacks are also very good.

Sequin laces are much in demand for the fall trade. These are shown with small diamond-like beads, with broad, smooth beads, or with bead ornaments as decorations. Blacks are used principally, but in some cases silver beads or spangles decorate the lace, and in some lines even gilt beads are seen. But the quieter descriptions have the first and principal call.

Irish guipures are as good as ever, while bourdons are even better for fall than for spring.

Some new veilings of very pretty designs are shown. Chenille spots and borders still predominate.

Ribbons are now shown in immense ranges, including some strikingly new styles and colorings. Two-tones are in very large display and promise well. Reversibles in dark colors are also in stock, with blacks of every description.

In dress goods, serges and fancy tweeds of all kinds have sold well and promise to maintain their important position in the season's selections. Armure cloth, with its crepey effect, has done well, while coating cloths have sold in cashmere colors. Satin cloths have taken well also.

In their haberdashery department fancy hair ornaments occupy an important place for the moment. They show good values and extensive ranges in celluloid, bone, metal, aluminum and gilt varieties. Braids are shown, but are overshadowed by jet gimps and beaver edgings. A jet trimming with a sequin effect is taking extra well with the better trade. Tinsels are shown in these as well as blacks.

A special purchase of 120,000 of one line of flannelette shirts, men's sizes, has enabled them to make a drive at \$2.35 per dozen, which is unapproachable. They are selling about 600 dozen a week.

Greene & Sons Company

MONTREAL



WAREHOUSE:

513, 515, 517, 519, 521, 523 AND 525 ST. PAUL ST.

HATS, CAPS AND FURS

Straw Goods

**Seal Jackets
and Capes**

A Specialty

GENTLEMEN'S FURNISHINGS

Large Assortment.

Latest Styles.

LOWEST PRICES

FALL 1894

Lonsdale, Reid & Co.

FALL 1894

Our stock is now complete, and we shall show for the Fall Season a large collection of goods in the following departments:

MONTREAL

Dress Fabrics

English Flannelettes

Trimming Silks

Ribbons and Laces

Every Fashionable Color.

Novelties in Smallwares

Hosiery and Gloves

Jet Braid and

Fur Trimmings

To match Dress Goods.

The Distingue Waterproof

In Men's and Ladies'.

For Quebec and Eastern Ontario we are sole agents for the celebrated Crompton Corsets and Hygeian Waists. Special values in above lines. We are favorably known through the Dominion.

LONSDALE, REID & CO. 18 and 20 St. Helen St. **Montreal**

THE PRICE OF SEALSKINS.



REPORT has been current among the newspapers that the price of raw sealskins is away down, and Lampson's will not advance over \$5 per skin. When J. D. Allan, of A. A. Allan & Co., was asked concerning this, he termed it as a piece of fabrication of the meanest type, and a report foundationless and untrue. Lampson has not refused to advance

money on sealskins up to the usual amount, which last year averaged about \$10.50 per skin. The advances, most of which are yet to be made, will about equal those of last year, for Lampson's would be quite safe if they got the world's production of seals at \$10 per skin.

Speaking of the world's production, it is smaller than most people imagine, amounting to not over 120,000 skins per year. This is made up principally as follows :

Japan	40,000	(1894 catch.)	} average.
Alaska	7,500	(by contract.)	
West Coast	20,000		
Lobos Islands	1,500		
Miscellaneous	51,000		

The South Shetland fur seal has almost disappeared, the catch falling from 112,000 in 1800 to 200 in 1887. The South Sea fur seal catch is insignificant. The Alaska seals are, of course, very important. The Victoria seals taken on the north-west coast of British Columbia are quite numerous. The Copper Island, near Kamschatka, is much like the Alaska seal, and a large number are taken. The Robben Island seals are unimportant. The Japanese fur seal is now being taken in large quantities, and the hunting grounds are comparatively new to the commercial world. The West Coast seal is unimportant just now; it inhabits the Farralones Islands, off San Francisco, and St. Barbara and other islands on the coast of California. The Luna fur seal is commercially valueless. The Cape Horn, or Lobos Island seal, is found principally on the Lobos Islands, at the mouth of the Rio de la Plata. The Cape of Good Hope fur seals are scarce and of little value. The New Zealand and Australian fur seals have declined from 200,000 a year (about 1815) to a few hundreds each year now. The wool seal is referred to in another article.

With the catch of seals thus limited, the price cannot vary very much so long as there is any demand at all. The United States in good times is the greatest consumer, while Russia is a large consuming power which made itself much felt at the last January sales. France uses a good quantity of miscellaneous furs but very few seals.

Moreover the price of the sealskin depends as much on its dyeing and dressing as on the value of the raw skin, and for this reason also prices cannot decline rapidly.

Nevertheless manufactured seal garments will rule slightly lower than last year, ten per cent. at least. It may go lower than this in some cases, but this will be about the average reduction. The consuming public of this country does not promise at present to take much advantage of this reduction. Still a heavy crop, a revival of trade, and a cold winter may work a radical change and defeat present prospects. Seal gauntlets and caps will be much more inquired after than usual by both sexes.

STYLES IN LADIES' FUR GARMENTS.

Fur capes will be worn very considerably by the female portion of the population, although the tendency to extreme lengths is not so great. As a cold weather garment, the long open cape is not a great success in Canada unless worn over a jacket. Moreover the extreme length makes it less suitable for wear during the cool evenings of summer and fall, as it looks too much out-of-season. Only short capes fill these conditions to satisfaction.

The fact that fur trimmings on dresses and jackets will be worn more than ever, all kinds of furs will be in strong demand. The history of trade teaches this.

Muffs show a tendency to return to the ancient stove-pipe sizes. Great large things like our grandmothers carried are shown. In France they have gone wild in their extreme desires for these articles.

Boas are looking up again, but like large muffs will sell only moderately in Canada.

Ladies' gauntlets will be worn more than ever. Young ladies will wear gray lamb very extensively. For general wear, gray lamb, Persian lamb, beaver and seal will be the leading kinds of fur. The low price of seal will increase the sale of gauntlets of this fur, although it is not quite so serviceable as some of the others.

WOOL SEAL GROWING POPULAR.

Last year wool seal capes were the leading feature of the Canadian fur cape trade, and since that time a marked increase in the demand has also appeared from other countries of the world. The demand for wool seal is thus at present universal. Its long hair makes an excellent appearance in a full-sized cape, and to this fact is due, in a great measure, its popularity.

The wool seal is found in the Arctic seas in the neighborhood of Jan Mayen Island, Greenland and Baffin's Bay, and along the coasts of Labrador and Newfoundland. The leading species is usually called the Greenland seal, the saddle-back or harp seal. The "saddle" is a dark mark on the back of the male animals. When the young Greenland seals are about four to six weeks old they are called Whitecoats, from the long white fur or hair with which they are covered before they take to the water, and which corresponds to the fluff or down on young birds. The woolly nature of this yellowish white fur caused it to be called the wool seal. At six weeks of age it takes to the water, loses its long white fur and takes on a shorter, darker coat, and is then called a "spot."

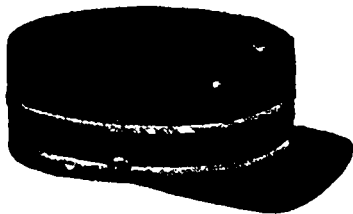
Great Britain imported 132,762 skins from Greenland in 1891 and 274,995 from Newfoundland in the same year. Newfoundland seal are much flatter in fur than Greenland.

These skins when dyed and dressed are very different to the skin when taken from the animal, and in fact is hardly recognizable except by the length of the woolly hair and the texture of the same.

INNOVATIONS IN MEN'S FURS.

Canadian men are following Europe more and more in their styles. In fur coats there has always been a great contrast between the Canadian and the European plan of wearing them. Following the Esquimaux and Indian style of garb, the Canadian coats have the fur on the outside of the garment, and the

A. A. ALLAN & CO. ALEXANDER



WHOLESALE

**Hats, Caps, Furs,
Robes and Straw Goods**

*CAP DEPARTMENT ... Manufacturers of
Railway, Firemen's, Police, Band, Baseball,
Lacrosse, Cricket and Society Caps. Also,
Tourist and Yachting Caps.*

Elegant Designs. All Prices. Orders Solicited

A. A. Allan & Co.
51 Bay Street, TORONTO.

& ANDERSON

We are Selling
Agents for

**"THE CELEBRATED CORTICELLI" CO.'S
PRODUCTIONS,**

*And we sell all their goods on same terms
as the manufacturer.*

*In order to secure prompt delivery, send
your orders direct to*

Alexander & Anderson,
43 Front Street West, TORONTO.

FALL.. OPENING

1894

We beg to announce to the
trade that our

On Exhibition

ENGLISH, FRENCH AND AMERICAN
HAT AND BONNET PATTERNS



Opening Days

for the coming season will be on

AUGUST 27th, 28th and 29th.

NOVELTIES FOR SEASON

D. McCALL & CO.

MONTREAL

1831 NOTRE DAME ST.

TORONTO

12 AND 14 WELLINGTON ST. EAST.

cloth inside. In Europe the very opposite obtains, the fur being always used as lining.

A good story is told of a son of Senator Sanford, the Hamilton clothing manufacturer, who is now hob-nobbing with the Canadian Premier, in pursuit, it is said, of a title. This son was finishing his education in Leipsic, and while there made himself well known wherever he could as "Senator Sanford's son." The cold season coming on, he ordered a Persian lamb overcoat for himself, and, like a true Canadian, had it made with the fur facing the weather and the public gaze. When he appeared on the streets of the German town in this garb he became a seven days' wonder, and even yet the tailors and fur merchants tell of Senator Sanford's son's Persian lamb coat.

Fur linings were used somewhat more than usual in Canada last season, and will be again this season. A mink lining is worth all the way from \$60 to \$125, a nutria lining \$25, and a rat lining \$20.

Men's caps will run about as usual, with, perhaps, an increased demand for seal. Fine Persian lambs will sell well, as usual.

Gauntlets will be much worn and will be made of otter, beaver and Persian lamb.

Speaking with J. D. Allan, of A. A. Allan & Co., concerning the probable volume of trade, he said that he expected a very fair season if the weather was cold, and he was confident fur dealers would be satisfied this year. His house had made ample preparations for a large consumption.

SOME POINTERS FOR RETAILERS.

SOME pointers for retailers on fall goods were given to THE REVIEW by Mr. Cronyn, of W. R. Brock & Co., and are summarized as follows:

Linens can be bought from manufacturers in Great Britain at reduced prices by buying stock lots. They have done that this year to some extent and are able to sell at prices which are no higher than it would cost to lay them down in the regular way. This applies to tailors' canvas, dress canvas, towellings, cream damask, bleached damask, table linen, and towels.

In cloakings they have a large range. Beavers are leading, box cloths follow closely, and tweed effects are good. Serges, niggerheads, hopsacks, and astrachans are selling well. Seal-ettes are improving. A special line of fancy mohair for children's wear is selling at a very low price.

In flannelettes the demand from retailers has been slow and stocks are low. Two leading lines in their stock, one a 32-inch cloth, are attracting some attention.

In prints they have a supply of staple lines, bought cheaply and to be sold correspondingly.

In tailors' linings four special lines of black Italians, 54-inch goods, have been selling very rapidly. Five special numbers in sleeve linings are also doing well.

In trimming silks they have a full range and in colors suitable for the lines of dress goods they sell.

Double-faced printed plush to retail at 20 cents, and French printed flannels, 28-inch goods, are two leaders which have proven very seductive to retailers.

In their dress goods department their sales are ahead of last year, and a larger assortment is shown. Wool and coating serges in navy and black; covert coatings in browns, greys and

shot effects; armure cloths in crep. effects, mohair figures and brocades, all-wool sedans, children's plaids, new style tweeds—these are some of the leading lines in their immense assortment.

In staples their lines of grey flannels and of blankets are, they claim, specially worthy of attention.

There is not the slightest doubt that W. R. Brock's display for fall is ahead of any of their previous attempts, and this will be a benefit to their customers as well as to themselves.

TRADE POINTERS.

Greene, Sons & Co., St. Paul street, Montreal, show this season one of the largest lines of men's furnishings, etc., ever offered to the trade.

Everyone is bound to recognize the advantage of a material that is porous and at the same time absolutely impervious to water. The Rigby porous clothing and cloth is an exemplification of this, being the result of experiments by John Rigby, a Fellow of the British Chemists' Society. The result of these experiments was a proofing compound by which any woolen material can be made entirely impervious to water and at the same time possess all the advantages of being porous. H. Shorey & Co., of Montreal, possess the exclusive rights all over the world of this patent. Suitings can be made of it, and it is at present largely used for trousers and for ladies' ulsters, while a large trade is done by the firm in gentlemen's overcoats made from cloth treated with the compound. The advantage that such possess over an ordinary mackintosh are obvious, for they can be worn equally well in dry or wet weather. Messrs. Shorey have been handling these goods now for two years, and in addition have also appointed several leading wholesale dry goods and gents' furnishing jobbers as their agents. The first year they handled the goods they placed over \$100,000 worth, and the sales have increased every year since. It is being largely used at present by custom tailors, specially treated serges being a splendid thing for yachting and other outing suits. It has been subjected to any amount of tests, but the firm remark that the best one of all is its ever increasing sale. It may be mentioned, however, that in their warehouse on Notre Dame street, Messrs. Shorey have a small tank made of the cloth filled with water, and it has never leaked a drop in two years.

The enterprising firm of Lonsdale, Reid & Co., Montreal, have taken possession of their new warehouse, which gives them one of the largest and best-lit show rooms in Montreal. The firm is making an unusually large display for fall. The latest designs in dress fabrics for fashionable gowns, ribbons, laces, hosiery, gloves, silks and novelties are at all times in stock. All buyers who visit Montreal will find it advantageous to call and inspect their lines for the season. Their travelers are always on the road with samples of new lines sent forward from the foreign markets every week.

Receivers have been appointed for the Umbrella Trust in the United States. It was formed in 1892. The different manufacturers will have to build up a new trade.

The Canadian sealing fleet has had wonderful luck in Japanese waters this spring, the catch numbering 44,669, which is an average of 1,276 skins per schooner. Before proceeding north of the Japanese Archipelago, the vessels took the precaution of shipping their catch direct to Victoria.

IMPERIAL SHADINGS.

CONTROL of a new device for coloring shade cloth has been secured by Menzie, Turner & Co., 24 Bay street, Toronto, and they claim to be able to furnish the trade with a superior quality of goods at the price of second grade goods. If they can make good such a claim as this, they must at once control a large portion of the shade business of Canada.

They also handle all classes and designs of laces, fringes, poles, pole trimmings (both in wood and brass), shade pulls, tassels, drapery pins, in fact everything and anything connected with the window shade trade.

They carry in stock ready for shipment a varied line of plain, dado, and fringed shades, samples and particulars of which are contained in their new "Imperial" color book, which will be found quite equivalent to a book of samples.

A GLASGOW FIRM.

Stewart & McDonald, of Glasgow, have factories in Scotland, England and Ireland. For seventy-five years they have been building up a business, and now it extends to every quarter of the globe. It takes five large departments to hold their dress goods, so varied is the line they carry. This will give an idea of the size of their business. With such an enormous capacity, and with the world as a market, they should have great advantages to offer their customers.

Robert Harrower, their Canadian agent, has an office in Montreal.

HUDSON BAY CO.

The annual meeting of the Hudson Bay Company took place in London on July 16. The accounts show £75,000 available for dividend. Out of this a dividend of ten shillings per share was declared, absorbing £50,000, and leaving £25,000 to be carried forward. From the report to the shareholders it appears that there was a heavy decline in the prices realized for the furs sold in London in the early part of this year. Notwithstanding the prevailing depression, however, the sales business has steadily improved and is giving satisfactory results. The receipts from the land department were less than the previous year, the principal decrease being in farm lands, owing to the general conditions applying, but the sale of lots in Winnipeg was stated to have made the result of the land department better than it otherwise would have been. The

concluding part of the report states that to the economies which have been recently enforced in all branches of the service the profits now shown are in a measure due. The report, under the depressed conditions of trade generally, is looked upon with favor in London financial circles.

In accordance with the provisions of the company's charters, the following members of the board retire by rotation and were proposed for re-election: Sir Donald A. Smith, K.C.M.G., governor, and Mr. John Coles.

PERSONAL AND OTHER MENTION.

N. B. Heath, general merchant, Leduc, Man., has been burned out.

In the quarter ending June 30th, 1894, Vancouver, B.C., exported \$10,546 worth of silks to the United States.

The Dominion Blanket and Fibre Co. seems to have been running behind, and some investigations have been held.

The Frontier (Niagara Peninsula) Merchants' Association held an excursion to Toronto recently, and the party comprised some 170 persons.

Messrs. Hamilton & Co., dry goods merchants, Montreal, have brought suit against the Bradstreet agency for \$50,000 damages for malicious misrating.

The stock of the Toronto Fringe and Tassel Co. has been sold twice. The first sale was a suspicious one, and a second was ordered, a much higher price being realized.

James Rosamond, the founder of the well-known woolen industries in Almonte, and father of B. Rosamond, M.P., died on the 18th inst. He was in his ninetieth year.

Some American trade journals might just pocket the information that Newfoundland is not a part of Canada, but that both are independent colonies, or parts of the British Empire.

George Craig, the dry goods merchant, has commenced building a two-story solid brick building on Main street, Winnipeg, adjoining the Cosmopolitan Hotel. It is to cost about \$5,000.

John Thompson was tried at Sarnia, charged with having, by false pretences, obtained a quantity of clothing from J. L. Swift, a merchant of Watford. He was sent to the common jail for one month.

Crop bulletin No. 44 has been issued by the Manitoba Department of Agriculture, and is, on the whole, very encouraging. The estimated wheat yield for the province is placed at 15,761,868 bushels, or an average of 15.6 bushels per acre. The present population of the province is estimated to be 192,000.

STEWART & McDONALD

Dry Goods Manufacturers

GLASGOW

Robert Harrower

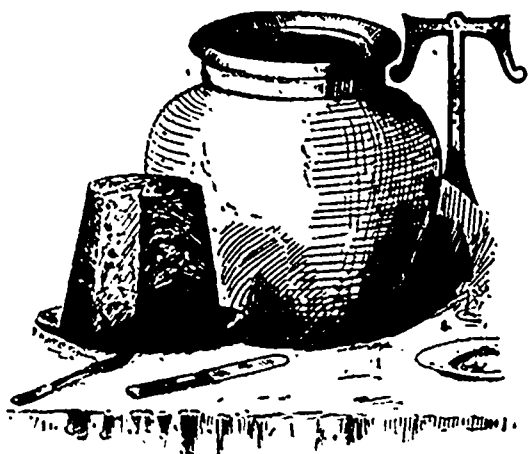
AGENT

206 McGill St., MONTREAL.

Cloths, Tweeds
Cottons, Flannels
Dress Goods, Prints
Silks, Ribbons, etc.

Linens, Carpets
Muslins, Hosiery
Handkerchiefs, Laces
Tailors' Trimmings, etc.

THE DRUMMER'S PLEA.



IS said that woman dear will vote in days
that are to come ;
And in the fields now worked by men,
that they will make things hum ;
The occupations we have now she'll claim
as her own right,
And at the games we love to play she'll
beat us out of sight.
But let the scythe of Time with rust of
countless years corrode,
Ere woman, lovely woman, ever travels
on the road.

We've had the glib-tongued agent with
the book to sell appear,
And pour her tale of eloquence into our troubled ear ;
We've seen the lovely model, as she donned a fetching cloak,
Walk back and forth with stately air, and with the buyer joke ;
But let us hope the day'll not come when forth from their
abode
The ladies of the cloak trade will appear upon the road.

O woman, think of what this means, and let us have our trade,
And leave us to the customers that by hard work we've made.
For, oh, consider what it means to be a drummer bold,
You'll have to smoke and open wine, and hear such stories told !
If not without a country you will have no set abode
And this is what it means, dear girls, to travel on the road.

To have the porter call you, and in thundering tones declare
You've only got ten minutes to arrange your auburn hair,
To have six trunks of samples that you've got to pack each day,
To play draw poker on the train and while the time away ;
And then—this happens with the rest—to sometimes get a
“load.”
Dear girls, if you'll avoid all this, don't travel on the road.

Be lawyers, clerks, and ministers, and politicians, too ;
Be editors and angels, but no matter what you do,
Oh, never be a “tourist” with a gripsack by your side,
But if you feel ambition's touch, then be a drummer's bride.
Come, be the rulers of our homes, where cribs are all the mode,
And while you rock the cradle, let us travel on the road.

—TOM MASSON, in the Clothier and Furnisher.



FALL WOOLENS.

FOR overcoatings beavers again stand first, meltons next, while tweeds and friezes are used in the long ulster. The first two fabrics are used in the finer class of long coats, although there is a growing feeling for worsteds for smart coats.

In suitings the tendency is still for quiet designs and patterns, although this applies more particularly to worsteds. In Scotch tweeds, the designs that are shown and that are selling well are, though not so bold as sometime ago, yet bright with a trifle of color and also overchecked. These are shown for both suitings and overcoatings. This is a change and indicative of future styles.

The striped trouserings are going back, and although quite a quantity is being sold, yet they do not hold the entire business as they did in the years past. All styles of patterns are now being used. Small neat effects, particularly in worsteds, are competing strongly for a leading position with the general trade, they having already secured it with the best trade.

Fancy vestings promise to run all through the fall and winter. Some very new and handsome things are shown.

A GREAT WOOLEN HOUSE.

One of the largest stocks of woollens in Canada is carried by W. R. Brock & Co. In point of display their stock is very suitably arranged, and is kept well-up-to-date.

Domestics of all descriptions such as worsteds, chevots, serges, frieze, and other characteristic fabrics are leading as regards real merit in design and quality, and as regards holding of color, durability of wear, etc. W. R. Brock & Co. have built up a prosperous trade by carrying in stock complete lines of all grades of domestic woollens.

Their stock of black worsteds in coatings and trouserings is up to, if not in advance, of previous season's collections. For the past four or five weeks the market has had an upward tendency owing to the reduction in the U. S. duty in woollens, and hence present stocks are valuable.

Fancy vestings are numerous. A handsome dark blue corduroy with a silk spot is something unique and dressy.

HINTS ON WINDOW DRESSING.

PERHAPS you have some hats in stock which you would like to sell before the next season's hats come in and you have about a week or ten days to do it in. A good way to do it is to make a hat display in your window, says an exchange.

The hats should be placed on standards which may be adjusted to various heights. The two large standards have adjustable arms which in turn have adjustable pegs. The pegs in this case are upright and the hats are hung on.

One would naturally think that in a hat window would be a good place to display handkerchiefs, neckties, etc., but in looking around for hat windows we found nothing but "solid windows." We then interviewed three or four window trimmers on the subject and each one told the same story: Nothing should be in a hat window but hats. One trimmer said that occasionally he puts in a few pairs of gloves, a cane or two, and perhaps some umbrellas, but they should never be placed in a very prominent part of the window.

Some may object to attempting such a display as this on account of the cost of the brass or nickel-plated standards. We

admit that for a single display the furniture would be rather expensive, but think how many kinds of display can be made with these standards, for, indeed, what cannot be displayed on them? More than that, they are labor saving. There is hardly a store of any size that has not one or more windows displayed by means of these standards. When not in use in the windows they can be well utilized on the counters for displaying handkerchiefs and the like.

THE BOY AND THE BOSS.

The boy came briskly into the office, doffed his hat, and bowed to the boss.

"I understand you want a boy, sir," he said.

"Yes, we have a vacancy."

"Can I fill it?"

"Can you? What sort of a place do you want?"

"Where there's as little work and as much pay as the house can stand."

"Um, most boys when they come are willing to take all work and no pay."

"I'm not most boys."

"Oh, you're not? You are pretty fresh, aren't you?"

"Yes, sir; but I know it, and I'm getting cured."

"Do you expect to get the kind of a job you want?"

"No, sir, nobody gets what he wants, exactly, but it doesn't hurt him to expect a good deal."

"What pay do you think you should have?"

"Three dollars per week."

"The other boys we have had only got two."

"How many have you had in the last year?"

"Eight or ten."

"I thought so. That's the kind of a boy a two dollar boy is."

"And are you not that kind?"

"No, sir; if I come, I hang up my hat and stay."

"Suppose you don't like it?"

"I'll stay just the same."

"Suppose we bounce you?"

"I'll be glad of it, sir."

"Glad of it?"

"Yes, sir; if the house isn't satisfied with the right kind of a boy, it isn't the right kind of a house for the right kind of a boy to be in."

The employer took a second look at the boy. "Um," he said, "will you say that again?"

"No, sir; it's time I was going to work if I'm going to work, and if I'm not, it's time I left. Do I go in or out?" and the boss with much doubt in his mind said "in," and the boy went in with a will.

THE MOST IMPORTANT.

Work belonging to the office is the preparation of the Balance Sheet, Profit and Loss Accounts, and the adjustment of the Capital, Partnerships, or Dividend Accounts.

Many otherwise good bookkeepers go astray on this work, and unless you have competent inspection the error passes uncorrected.

Many a time an actual loss is made to appear a handsome gain.

My business includes the preparation and inspection of all classes of important Statements.

A. C. NEFF

Chartered Accountant, Auditor, Valuer

32 Church St., Toronto

FALL CLOAKS AND DRESS GOODS.

ALEXANDER & ANDERSON began about a year ago to manufacture cloaks. Since then they have extended their factory, secured the best designers and established a large trade. Now they show a range of samples which is more extensive than anything else in the market.

No doubt they will meet with people who sneer at the idea of Canadian-made cloaks as they do at everything else of domestic manufacture, but Canadian cloaks are a reality, and are occupying a position in the market more and more extensive.

The styles this year are for plain tailor-made jackets without capes or fur trimming. These are tight-fitting and full-skirted. Paletots are also strong in favor. Browns are very popular, but blacks are holding strong. Fur trimmings will not be seen so much this winter, but has not disappeared by any means. A great deal of braid is being used, and this firm show some exceedingly stylish and taking garments with this trimming.

The fabrics most used are faced cloths, such as beavers, meltons, boxcloths, etc. A few rough effects are seen, but they are not bought to the same extent as in some previous seasons.

In dress goods this firm are showing a complete stock, several large shipments having just been opened up. Amazons in plains and twills occupy a leading position. Fancy checks, tweed effects, covert and worsted coatings, etc., all are in long range. Velvet shawls and Scotch wraps are receiving prominence, as are plain and fancy skirts of various kinds.

Navy, grennat and brown fabric gloves are going to take a leading place in this fall's trade. Alexander & Anderson have just received a stock. They have opened up cashmeres, suedes and electa fleecings in plain and fancy points.

In dress trimmings they show the new frill dress trimming and the new tubular cords. Tinsel effects in some trimmings are being much enquired after, and promise to have quite a run.

ART DRAPERIES.

Art draperies are in increasing demand for decorating purposes. Every live dealer carries a stock, and a well assorted range is almost a necessity. The product of eleven different mills is represented in the stock of Boulter & Stewart, 30 Wellington street east. Their advertisements on page 46 give further information.

Though but a few years in business they have rapidly come to the front as an art drapery house. They are now showing new designs in silk, sateen, silkline and other leading fabrics suitable for fancy curtains, screens and cushions.

They also show many other novelties for the dry goods trade, including children's headwear, down cushions, etc.

Boulter & Stewart will be pleased to meet visiting buyers at their warehouse.

HOW THE WAR WILL AFFECT TRADE.

WAR between China and Japan can affect Canada's trade to a certain extent, but the effect will not be very appreciable unless Great Britain and Russia are drawn into the struggle.

The three most important ports for this trade are Hong Kong, Shanghai and Yokohama. It is unlikely that Hong Kong will be affected, as it is virtually a British port. Shanghai may be blockaded by Japanese warships and trade be interfered

with. Yokohama will not likely be affected, as it is a Japanese port, and if the Japs are defeated in Corea and in their aggressive attack on China they will give up the struggle before China becomes aggressive.

Canada sends some cottons and a few other articles to Japan. There is no reason to fear that this trade will be interfered with. On the other hand, there is a possibility of an increased demand springing up.

The imports from China and Japan are mostly teas and silks. Considerable raw and manufactured silk is sent to Canada, but even if this trade would be annihilated there are other markets which could supply what little Canada needs of this commodity. Teas, of course, cannot be procured elsewhere, and if this trade is stopped it will seriously affect the Canadian Pacific Railway's carrying trade on both land and water, and will deprive it and Victoria and Vancouver of considerable revenue.

The possibilities of this war are terrible in their aspect: the probabilities are that nothing serious will happen. War is fast becoming a matter of history. Once it occupied the chief attention of man. Now the advance of civilization, the greater international contact, and the increased attention paid to trade and internal national improvement have rendered war a nuisance instead of a glorious occupation.

A SUCCESSFUL STUDENT.

W. R. Allen, second son of Joseph Allen, managing partner of the British American Dyeing Co., returned home to Montreal by the 'Lake Ontario', after passing a very successful examination as technical chemical dyer, at Yorkshire College, Leeds. Out of a class of twenty-seven, Mr. Allen took third position, the fourth man being thirty-five points behind him, and the first man only five points ahead. After passing here, Mr. Allen competed for the honors at the City and Guilds of London Institute, which are open to such students as have obtained certificates at the technological colleges of Leeds, Manchester, Glasgow, Edinburgh, Huddersfield, Bradford, Dublin, etc. Here he not only eclipsed his rivals in the Yorkshire school but carried off the highest honors of the year from all comers, having won the first prize and silver medal, the highest medal awarded, and the £2 prize given to the Institute by the Dyers' Association of London, for the winner of the highest honors. It may be remembered that J. D. Allen, Mr. Allen's eldest son, carried off the honors at the same institution in 1887, and fellow-citizens will share with Mr. Allen, senior, the pride he must feel in his two gifted sons. W. R. Allen, who is only nineteen years of age, will return to England in September to resume his studies in the honor course at Leeds. -Witness.

SPECIALS IN CURTAINS.

Three special prices in lace curtains are now being shown by John Macdonald & Co. These are lines that have just arrived, and the patterns are shown for the first time. The price is special, because these were stock lots bought at less than manufacturers' regular prices. They can be retailed for \$1, \$1.25 and \$1.50.

New colorings and designs in rug fringes are being shown just now at much below former price.

A new range of chenille covers is also displayed for the fall trade. The colorings and designs are very taking.



Our Stock
Now fully
Assorted
Dress Goods
Complete

W. R. Brock & Co.



The duty paid at Custom House on goods coming into this country for home consumption shows a decrease of about \$1,600,000 **for the months of June and July.** This indicates the business feeling among business men and the incoming of a more healthy state of trade.

British and Canadian Woolens and Merchant Tailors' Supplies a specialty.

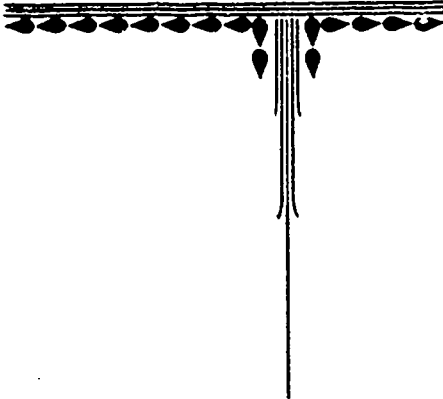
W. R. Brock & Co.

TORONTO



TORONTO

A Church Carpet



You frequently have a call for a church carpet. For the moment you are puzzled how to meet it. We serve you by always having **a large stock on hand, which will enable us on the shortest notice to fill the largest order that will come your way.**

The stock is the best, and out of long experience in this line we know just what designs are needed. Our price to the trade ensures you a nice profit on the transaction.

JOHN KAY, SON & CO.

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Vol. IV.

TORONTO AND MONTREAL, AUGUST, 1894.

No. 8.

**THE J. B. McLEAN PUBLISHING CO.,
LIMITED.**

Trade Journal Publishers.

AND

Fine Magazine Printers,

10 FRONT ST. EAST, - - - TORONTO.

**J. B. McLEAN,
PRESIDENT.**

**HUGH G. McLEAN,
SEC. TREAS.**

SUBSCRIPTION, \$2.00.

Published the 15th of Each Month.

BRANCHES :

- MONTREAL—140 St. James St.
E. DESBARATS.
- NEW YORK—Room 93-99, Times Building.
ROY V. SOMERVILLE.
- CHICAGO—60 Wabash Avenue.
EDW. S. MACKENZIE.
- LONDON, ENG.—Canadian Government Offices,
17 Victoria St., London, S.W.
R. HARGREAVES.
- JOHN CAMERON, General Subscription Agent.

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TWO METHODS OF RETAILING.

A CUSTOMER went into a retail dry goods store in a certain Canadian city and asked to see some carpets. These were shown, and the proprietor finding everything was not suitable, told the customer that some new stock would be in next morning if the customer would call at 10 o'clock. The matter was so arranged.

The next morning Mr. Customer called on Mr. Proprietor, but found him out. A careful enquiry elicited the pleasant news that he had left no instructions with any of his clerks to attend to that particular customer, or to show particular goods.

Mr. Customer was naturally somewhat indignant, and keeping his cheque-book in his pocket, went to an opposition store.

Here the clerks pounced on him and almost took his breath away with their eagerness to show him everything that was in the house. Very politely and gentlemanly, they played their fish and finally landed him for \$500 worth of goods.

These instances do not occur every day; they do not occur in every town; but they do occur sometimes.

There are cases when a man can sit down, take his ease, and watch the volume of his business roll up into enormous magnitude, as does a snowball in the hands of the urchin on a soft winter morning. But these instances occur in other lands than this, away beyond the blue unknown where fairies, not newsboys, play tunes on their chins.

There are smart men in business to-day, and their competitors must be smart, or they will not get their share of trade. Untiring energy, eternal vigilance, unerring watchfulness and consummate business skill—these are the qualities on which success is built up and maintained.

VELVETS AND VELVETEENS.

WHEN retailers were first asked to pay an advance in prices of velveteens, owing to the increase of 10 per cent. in the duty made last March, they demurred. Then they positively refused to buy at the advance.

But wholesalers' stocks at old prices were soon exhausted, and new retailers' stocks are exhausted. The consequence is that the retailer has again come into the market and is paying a price nearly 10 per cent. higher than he paid in February of the present year.

The indications are that velvets, velveteens and plushes will be used this fall and winter to a greater or less extent, and that stocks must necessarily be improved over their present scant condition.

CANADA'S TRADE.



IN spite of a world-wide depression in business, in spite of a steady decline in prices during the past five years, in spite of financial troubles in countries with which she trades—Canada, on June 30th, closed a most successful fiscal year. The exports are almost equal in value to those of last year, and last year they were \$4,600,000 ahead of 1892, or \$20,150,000 ahead of 1891. That this country has been able to hold her own in this trying year is a matter for congratulation.

True, the pathway of trade during the year has not been too rosy. The drain of money spent by those who went to the World's Fair last year; the steady decline in the price of cereals, of which Canada exports large quantities; the embargo placed on Canadian cattle in the British market; the declining demand from the United States for Canadian goods; the below-the-average crop in Manitoba and the Territories—these have been some of the thorns along the mercantile pathway. These are some of the causes which have made a marked reduction in the imports of the past six months. The people generally are buying less, and as a consequence importers are importing less.

The total trade of the Dominion during the past twelve months is here given, and a comparison made with the preceding twelve months. The figures taken are the unrevised figures, and will be slightly increased when full returns are received:

IMPORTS.		1892.	1893.
July	\$	9,545,262	\$10,692,637
August		13,518,575	11,375,862
September		10,218,059	12,193,226
October		9,986,529	9,801,157
November		8,144,132	9,144,132
December		8,256,269	7,686,688
		1893.	1894.
January	\$	9,160,464	\$8,573,554
February		7,989,834	6,999,360
March		10,449,939	9,730,942
April		9,389,800	8,151,229
May		12,149,847	9,161,161
June		12,001,030	9,421,493
Total	\$	120,809,740	\$112,931,441
Decrease			\$7,878,299

EXPORTS.		1892.	1893.
July	\$	12,712,350	\$12,683,597
August		13,248,607	13,572,817
September		13,833,118	12,779,137
October		13,466,438	13,706,003
November		14,964,502	14,964,502
December		9,166,270	9,898,334
		1893.	1894.
January	\$	4,975,175	\$4,657,593
February		3,770,822	3,742,516
March		6,545,336	3,601,807
April		3,989,562	3,792,847
May		8,277,768	7,863,960
June		13,372,295	13,225,873
Total	\$	118,392,243	\$115,488,986
Decrease			\$2,903,257

Canada is not the only country that has bought less. The United States in 1892-3 bought \$860,400,022 worth of goods;

but in 1893-4 the total is only \$654,835,873, a decline of about 25 per cent. The decline in Canada's imports is less than 8 per cent., so that she has quite an advantageous position compared with the United States. Moreover, Canada's purchasing power has been about \$24 per head for the year, while the purchasing power per head in the United States has been only about \$10. This enormous difference is due in part to the greater share of domestic goods used in the United States; but still this will not account for the total difference.

The following figures show the course of Canada's trade since 1868:

Fiscal year	Total Exports.	Total Imports.
1868	\$ 57,567,888	\$ 73,459,644
do. 1869	60,474,781	70,415,165
do. 1870	73,573,490	74,874,339
do. 1871	74,173,618	96,092,971
do. 1872	82,639,663	111,430,527
do. 1873	89,789,922	128,011,281
do. 1874	89,351,928	128,213,582
do. 1875	77,886,979	123,070,283
do. 1876	80,966,435	93,210,346
do. 1877	75,875,393	99,327,962
do. 1878	79,323,667	93,981,787
do. 1879	71,491,255	81,964,327
do. 1880	87,911,458	86,489,747
do. 1881	98,290,823	105,330,840
do. 1882	102,137,203	119,419,500
do. 1883	98,085,804	132,254,022
do. 1884	91,406,496	116,397,043
do. 1885	89,238,361	108,941,486
do. 1886	85,251,314	104,424,561
do. 1887	89,515,811	112,892,236
do. 1888	90,203,000	110,894,630
do. 1889	89,189,167	115,224,931
do. 1890	96,749,149	121,858,241
do. 1891	98,417,296	119,967,638
do. 1892	113,963,375	127,406,068
do. 1893	118,564,352	129,074,268
do. 1894	*116,000,000	*122,000,000

*These are approximate, as full returns are not yet in.

British trade has also gone backward. A British paper summarizes it as follows: "In 1890 the foreign trade of the United Kingdom appeared to reach a culminating point. The exports of British goods in that year reached the satisfactory volume of £263,530,585, and this was supplemented by £64,721,533, the value of our exports of foreign and colonial merchandise. Since 1890 there has been a steady and persistent fall, until 1893 showed totals of £218,094,865 for British, and £59,043,405 for foreign and colonial merchandise. The total depreciation in our export trade, comparing 1893 with 1890, is therefore £51,113,848, approaching very nearly to the gross value of our re-export trade. The figures for the various years' exports are as under:

1890	£328,252,118
1891	309,113,718
1892	291,640,166
1893	277,138,270

"Nor is this all, for a corresponding shrinkage is exhibited in our imports, with the difference, however, that the maximum volume was attained in 1891 instead of 1890. The figures for the same years' exports stand thus:

1890	£420,691,997
1891	435,441,264
1892	423,793,882
1893	404,688,178

Adding the two groups of figures together, the difference in the

amount of our trade inward and outward in 1893 as compared with 1890 is £67,117,667.

"It is desirable to see precisely where this great falling off of trade exists. Of the £51,000,000 odd shrinkage some £35,000,000 is in trade with foreign countries and £16,000,000 with the British possessions. Our export dealings with France have shrunk approximately five millions; with Holland, three-quarters of a million; with Germany, over two-and-a-half millions; with Sweden, Norway and Denmark nearly a million; Belgium, half a million; Portugal, half a million; Spain, a million and a half; Italy, over two-and-a-half millions; Greece, half a million; Turkey and Egypt, one million; China, two millions; Japan, nearly half a million; the United States, ten-and-a-half millions; Mexico, three-quarters of a million; Chili, three-quarters of a million, the Argentine Republic, nearly three millions.

"Coming to our British possessions, the heaviest falling off is with Natal, one-and-a-half millions; British India, five-and-a-quarter millions; Straits Settlements, a million and a quarter; Hong Kong, half a million, and Australasia, eight-and-a-half millions."

During the past year one conviction has been deepened in the minds of the great bulk of the Canadian people, and that is that Canada's future does not depend on her wheat-producing powers. Wheat may be a large feature in her trade, but it will not continue to be the greatest article of export. Mixed farming has fixed itself firmly in Ontario, and it is rapidly being taken up throughout the Northwest. The low price of wheat in the world's market, the increasing competition from markets where labor is much cheaper than in Canada, has led to the conviction that the future of this country depends on its wool, mutton, beef, pork, poultry, butter, and cheese; and on its mineral and timber supplies. Mixed farming and manufacturing must be added to wheat growing to ensure Canada's greatness.

Canada's railways have been and must continue to be a great factor in her development. During the closing days of the present session of Parliament, a grant of \$750,000 a year has been made for a line of fast Atlantic steamers. This will throw a great deal more trade into the hands of Canadian railroads. True the Government gives all the money and the railroad companies take part of the profits, still this is to be expected until the people learn that the great roadways of every country—the arteries which carry the red, life-giving blood of commerce—should belong to the people, managed by the people and for the people. But this line of Atlantic steamers, making 20 knots an hour and sailing direct to Canadian ports, will advertise Canada in a way she was never advertised before, will keep her people always under the protection of the British flag. The Australian or the English resident of China or Japan can reach British Columbia on a Canadian line of steamers, cross the continent on a Canadian railroad, take steamer from Halifax, St. John or Quebec to Great Britain on Canadian steamers, and from Great Britain cross the other half of the world in ships flying the same Union Jack. English and Canadian steamers and railroads will thus have direct communication around the globe—a feature great in possibilities. The carrying trade that will thus be brought to Canada's steamers and railroads must be a feature in the making of Canada's greatness.

Looking forward and backward, it can be seen that many difficulties have been overcome, and some remain to be faced. Yet, though all hopes have not been realized, prospects are sufficiently bright to make the citizens of this Dominion proud of her present and future progress.

FAILURES IN FIRST HALF OF YEAR.

ACCORDING to Bradstreet's returns, 957 failures were reported in the Dominion for the six months ending June 30th last, as against 887 in the first half of last year, an increase of 70, or 8 per cent. Total liabilities are given at \$9,509,342, compared with \$8,215,759 in the first half of last year, an increase of 16 per cent. Against this there is an increase in the assets of 42 per cent. The province of Ontario reports 38 more failures for six months of this year than last, the province of Quebec 49 more, New Brunswick 5 more, Manitoba 4 more, and British Columbia 2 more, all others reporting fewer. It is worthy of note that while business failures throughout Ontario carry with them an increase of 12 per cent. in liabilities, those in the province of Quebec show an increase of debts amounting to 62 per cent. The following table, giving a comparison between this and last year, will be found interesting:

Province.	Number of failures.		Assets.		Liabilities.	
	1894.	1893.	1894.	1893.	1894.	1893.
Ontario	427	390	\$1,605,293	\$1,417,822	\$1,601,849	\$1,218,975
Quebec	347	302	1,164,513	699,591	1,669,104	2,430,011
New Brunswick	43	37	302,437	152,000	591,250	280,830
Nova Scotia	58	61	170,991	108,888	116,002	571,315
Prince Edward Island	5	17	17,850	48,650	28,150	106,200
Newfoundland	1	6	4,300	664,160	8,700	200,530
Manitoba	30	35	109,647	182,794	120,602	126,781
Northwest Territory	5	11	9,000	25,125	28,131	70,291
British Columbia	20	28	440,450	144,600	640,652	272,900
Totals	957	887	\$4,844,482	\$2,880,236	\$9,509,342	\$8,215,759

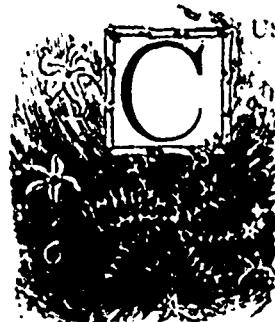
The lesson taught by these failures is that credit is not so cheap as it was a year ago, and fewer rotten failures are to be noticed. The assets in the total are much higher than in previous totals. This is exceedingly cheering, so far as general business is concerned.

AN ENGLISH VIEW OF OUR COTTON MILLS.

A paper in London, called the Draper's Record, has seen fit to describe the cotton industry of Canada as being "at best, in a precarious position." Everything on earth is in a precarious condition. Even the earth's position is precarious. But so long as Canada is a nation, so long will she manufacture her own cottons and her own woollens. As she advances in the strength of nationality, these industries will advance. This sneering at Canada and her industries has just gone far enough in Great Britain and it may just as well be stopped.

Let us should seem to speak too severely the article is given in full: "The cotton piece trade in Canada is suffering now severely from a cause not unknown on this side of the herring pond—indiscriminate cutting of prices. Some makers in the States, being compelled to realize regardless of profits, have chosen the Canadian market for their operations, and have effected large sales at prices below cost. The result is that both the home producers and English manufacturers have found themselves out of the running, American goods being purchasable at fully 25 per cent. below the rates at which English and Canadian can be profitably offered. This state of things is not, however, altogether unsatisfactory from our point of view, as it tends to discourage the Canadian industry, which is at its best in a precarious position. With only a comparatively small market to cater for, colonial producers are unable to offer the variety of pattern and design which the modern consumer requires, and this severe American competition will not improbably help to convince some of them that the game is not worth the candle."

A GRIEVOUS CUSTOM RULING.



USTOMS rulings from Ottawa are often very proper, but it cannot be truthfully said that this propriety can be always perceived. The necessity of paying customs duties is a nuisance at best, and any regulation which increases the weight of such a nuisance is certain to react upon those who favor these duties and desire to have them retained.

During the past few weeks the enforcement of a dead letter regulation has created considerable comment among importers. This is to the effect that when goods have been purchased in bond in New York and shipped into Canada, the Canadian importer must pay duty on the New York cost plus the United States duty. In such a case the United States purchaser never pays the duty usually collected by his country. He simply re-enters the goods for export, and sends them out of the country without passing them on a customs entry. The Canadian importers of this class of goods are buying foreign goods in New York instead of in London, Paris or Berlin. They prefer New York when they want only small quantities or when they want goods in a hurry.

For example. Last winter a great demand sprang up for wool seal capes. These furs are usually bought in London and brought into Canada via New York. If this is the case, the duty is charged on the London price. The sudden demand cleaned up Canadian fur manufacturers' stocks, and as there was not time to import the skins from London and have them manufactured to catch the trade, cases of these furs were bought from New York fur importers who held them in bond, ready to sell to whoever should require them. Goods can be ordered by telegram from New York fur importers and laid down in Toronto inside of 72 hours. To cable to London for the same goods, would not have them laid down inside of a fortnight.

Small importers also found it very beneficial to be able to visit the New York commission agents, and buy dry goods, fancy goods and hardware in bond at a small advance on European prices. The expense of a trip to New York is very considerably less than one to European markets, and this saving more than paid the commission charged by the New York importers.

The customs authorities have issued a circular saying that the decision that the value of all goods bought in bond in New York shall be the New York price, plus the United States duty (which was never paid), is not a new decision, nor is it designed to hamper trade. It says the practice has been in vogue since 1883, and that in order to secure uniformity in the collection of duty at the various ports it has been deemed advisable to issue this circular.

It is strange that if the ruling was given in 1883 that it has never been enforced at the larger ports. It was not until the 10th of June last that anything of it was heard in Toronto.

Some large wholesalers claim that the ruling is a good thing, for the small importers will have no chance against them. It should not, however, be the policy of the custom authorities to encourage one importer more than another. They should be absolutely impartial, and if they were such they would tax

all importers twenty to eighty per cent. more for buying British goods in New York than if he bought them in London.

The Telegram publishes a lengthy interview with a wholesale merchant, and it is worth reading :

"I say that the practice has not been in vogue since 1883. Section 58 may have been in force, but sub-section 2 of section 98 was passed in 1889, and it is on this sub-section that the new reading of the law is put in force. Now, the interpretation of this clause was not asked for until 1892, and the Deputy Minister of Customs gave his reading as at present at that time, but is it not strange that the country heard nothing of it until June, 1894?

"Then the circular states it is not designed to hamper trade. Why, it cannot do otherwise than hamper trade. Wholesale grocers, dry goods, hardware and fancy goods houses buy their goods in bond, not because they buy them cheaper, or any desire to cheat the customs, but because with a limited trade it is to their advantage. The American importer, with his vast territory to supply, must always keep a large stock of goods in bond. When a Canadian merchant buys his goods in Europe, knowing his limited market, his purchases are likely to be limited. His goods are brought out, put on the market, and being a new article find a ready sale. Should he have to cable to England, or wherever he buys his goods, it will take him three months to get his order made and delivered, and by that time the demand is over. What does he do? He writes to New York to some big importer, gets a list of cases of the articles wanted, orders, and his goods are here in a week or ten days. He pays more for them than he would if ordered direct, but he is willing to pay the difference to save a season. He is willing to pay the profit demanded by the importer, who can afford to take a commission as the goods are always sold on short dates. But with the new ruling he would have to pay from 20 to 80 per cent. more than imported direct, and still they say it does not hamper trade.

"It is claimed by some of our merchants that so many goods are brought in undervalued that it injures the general trade. What are appraisers for? If goods are out of style or damaged they cannot be undervalued. The market price is what they will bring, and every merchant has his chance to buy. It appears to me that the authorities want to get a crack at the American trader, when in reality they are hurting their own market. It looks as though the Government is trying to put every obstacle in the way of the men who put up the greater part of the revenue of the country. If there were any sense or reason in such a law it might be understood, but among the dozens of importers with whom I have discussed the question, I have only met one who spoke in favor of the law, and he gave as the reason, the undervaluation of the goods.

"The Board of Trade should take this matter up properly, not as has been done so far, but the men interested should show just what the rule means. The proportion of goods brought in is small in comparison to the direct imports, but it amounts to enough to disturb a very good trade. I would like to see some action taken in the matter."

The stock of Hannah M. Vermilyea, manufacturer of corsets, Toronto, is advertised for sale. That of Philips & Moreau, Montreal, is to be sold on the 24th. Poirier & Moreau, Montreal, are in liquidation. E. C. Gooden & Co., Baie Verte, N.B., have assigned.



Editor DRY GOODS REVIEW:

YARMOUTH, N. S., Aug. 8, 1894.

SIR, There seems to be a difference between your specification of the new tariff and that of our collector at this port, and I write for information. For instance, ladies' cotton wrappers I classed under the head of "clothing made of cotton including ladies' and children's cotton underclothing, etc.," at 25 per cent. I have to pay 35 per cent. Also linen table cloths, damasks, napkins, tray cloths and d'oylies I class at 25 per cent. They class them all "table covers" at 30 per cent. Can you give me further information either through your columns or by letter?

Yours respectfully,

J. D. CHAMBERS.

The following is a copy of the letter sent to Mr. Chambers on receipt of the foregoing:

TORONTO, Aug. 15, 1894.

J. D. CHAMBERS, ESQ.,
Yarmouth, U.S.

DEAR SIR,—Yours of 8th inst. to hand, and in reply would say that ladies' cotton wrappers should be classed under clause 408 at 32½ per cent., not 35, as you say you have been charged. Table cloths were in doubt for some time, but we think it can be definitely admitted that both trimmed and untrimmed table cloths must pay 30 per cent. However, d'oylies, napkins, tray cloths, etc., are dutiable at 25 per cent., not thirty as you say you have been taxed. This will be seen by referring to clause 424. All these interpretations have been verified by the rulings of the appraisers at this port.

Yours truly,

EDITOR DRY GOODS REVIEW.

[It may be mentioned by way of explanation that the schedule printed by THE REVIEW in June was published within three days after the new tariff bill was passed, and consequently before any decisions or explanations had been given. It was intended simply as a guide to importers until more thorough information could be procured from the Custom authorities. If importers would like to see it revised and re-published, and will signify such desire, it can be done.—Editor.]

Editor DRY GOODS REVIEW:

NIAGARA FALLS, ONT., Aug. 14, 1894.

SIR,—Would you please inform me on the following points regarding "Transient Traders" or men who dispose of bankrupt stocks:

(1) Can a storekeeper that comes from another town and opens a "branch store" in this town be forced to pay down a tax (or license) of \$50, to be refunded on his future taxes, providing that he has leased a store for one year?

(2) Can a man that buys a bankrupt stock in this town be forced to pay down a tax of \$50 before opening up for business?

The above questions are being discussed by our town council. They have passed a by-law intending to cover the above cases,

but now seem to think that they are unable to enforce them. We have two such stores in our town and I will feel obliged by an early reply

Yours truly,

JOHN LOGAN.

In regard to the first question, we would say that if such a storekeeper is not on the assessment roll for the current year he can be so taxed. The presence of his name on that roll shows that he is a taxpayer and not a transient. The absence of his name from that roll shows that he is a transient and not a taxpayer, and as such should be taxed in a special way. Full explanations in DRY GOODS REVIEW, Oct., 1892, and June, 1893.

In regard to the second question, the answer is: "No." Any bankrupt or other stock bought in a certain county can be sold anywhere within that county, and the person so selling it cannot be taxed as a transient. If, however, he takes into a county other than the one in which he had bought it, he can be taxed as a transient. An example of this occurred in the case of F. X. Cousineau, a Toronto merchant. He bought a bankrupt stock in Hamilton and added to it part of a bankrupt stock bought in Kingston. He was found to be amenable to the law as to transients merely because part of the stock was bought outside the county.

THE COMMERCIAL TRAVELERS' TAX.

DOWN in Prince Edward Island there is a tax on the commercial traveler, a man who spends more money to the square inch than any other kind of traveler. He carries the olive branch of peace from the outside world, and a volume of collected information. To tax him is to do something shortsighted.

The Prince Edward Islander, a journal published in Charlottetown, defends the tax, and this defense is quoted. It is O. K. with the exception that the writer forgets that Prince Edward Island gets a subsidy from the Dominion Government, and would like to have this increased. Here is the article:

"Considerable small talk is being indulged in by some of the representatives of the manufacturers of the Upper Provinces respecting the tax of fifteen dollars per year imposed by the Provincial Government at the last session. These gentlemen are perfectly willing that the farmers and mechanics of this Island should be heavily taxed to keep up their factories and monopolies of all kinds. But the minute there is an attempt made to have them contribute to the general revenue of the Province to help maintain the public service, a great howl is raised.

"Looking at the matter from a provincial standpoint we think the tax is a proper one. We have our own factories and wholesale houses which contribute heavily to the revenues of the city and towns, and under the new taxation bill will have to pay on the net income earned, and it is not in our opinion fair to tax local industries and business houses, and allow outsiders to come in and do business, without helping to keep up the various branches of the public service, which enables them to conduct their business satisfactorily.

"The tax is not a very large one and is little if any greater than some of our farmers will have to pay on their farms, from which we venture to say the returns will be very much smaller than the amount contributed indirectly by the general public, to keep up those self-same commercial travelers."

THE U. S. TARIFF BILL.

At 6.30 o'clock, on August 13th, the House of Representatives, at Washington, passed the Senate Tariff Bill unchanged, unamended, untouched. The long, wearying, melancholy struggle is over.

The following is a statement of the average ad valorem rates of duty of the McKinley Law and the Senate Bill, with the percentage of reductions on certain articles:

	McKINLEY LAW.	SENATE BILL.	REDUCTION.
Pins	35.00	25.00	15.67 %
Cotton cloth not over 100 threads, not bleached	15.17	12.50	17.34 "
" " " " bleached	15.60	12.50	19.87 "
" " " " dyed, colored, etc.	18.80	15.50	17.55 "
" " " " Exceeding 100 threads	14.19	12.10	14.73 "
" " " " " " bleached	14.27	11.00	22.98 "
" " " " " " dyed	14.54	11.84	18.49 "
Bagging for cotton	17.57	Free	100.00 "
Woolen yarns	278.66	180.00	35.34 "
Shawls, woollen, not above 40 cents per pound	190.40	150.00	21.27 "
Knit fabrics, not above 40 cents per pound	126.00	100.00	20.63 "
Blankets	60-104	50.00	16.67 "
Hats of wool	60-104	50.00	16.67 "
Flannels, not over 40 cents per pound	85-104	70.00	17.65 "
Silk, partially manufactured	60-50	50.00	16.67 "
Silk webbings, goring, etc.	50.00	45.00	10.00 "
Silk buttons	50.00	45.00	10.00 "
Silk dress goods	50.00	45.00	10.00 "
Silk ribbons	50.00	45.00	10.00 "
All other silk	50.00	45.00	10.00 "
Crimoline cloth	27.00	20.00	25.93 "
Manufactures of India rubber	30.00	25.00	16.67 "
Umbrellas, covered with silk or alpaca	55.00	45.00	18.18 "
Hatters' plush	100.00	Free	100.00 "

Other comparisons are interesting:

	SENATE BILL.	McKINLEY BILL.
Spool cotton, 100 yards	5 1/2 per dozen	70 per dozen
" " " 200 yards	110 per dozen	140 per dozen
" " " 400 yards	200 per dozen	280 per dozen
Clothing, ready-made, when mostly cotton	40 %	50 %
Handkerchiefs, neckties, etc., mostly cotton	40 %	50 %
Cherulle curtains, table covers, etc.	40 %	50 %
Cotton hose and half-hose	40 %	50 %
" " " when last made	40 %	50 %
Brands, gings, braces, etc.	45 %	50 %
Manufactures of goat or cotton duck and damask	45 %	50 %
Jute yarn	45 %	50 %
Hemp and jute carpets	45 %	50 %
Oilcloth, linoleum, etc., value 20c sq. yd. or less	45 %	50 %
Oilcloth, linoleum, etc., value over 20c sq. yd.	45 %	50 %
Collars and cuffs	45 %	50 %
Shirts	45 %	50 %
Laces, edgings, nettings, embroidered, lace curtains embroidered handkerchiefs, etc.	45 %	50 %
Knit fabrics, not over 40c lb.	45 %	50 %
" " " over 40c lb.	45 %	50 %
Womens and childrens dress goods, coat linings, Italian cloth, not over 50c lb.	45 %	50 %
Womens and childrens dress goods, coat linings, Italian cloth, value over 50c lb.	45 %	50 %
Clothing, ready-made, mostly woollen, if valued over \$1 toll	45 %	50 %
" " " value less	45 %	50 %
Clubs jackets, etc.	45 %	50 %
Assistants, Moquettes, etc.	45 %	50 %
Saxons, Wiltons, etc.	45 %	50 %
Brussels	45 %	50 %
Velvet and tpestry velvet	45 %	50 %
Tapestry Brussels	45 %	50 %
French imitation, three ply, and all chain Venetian carpets	45 %	50 %
Wool Dublins and jute ingrain	45 %	50 %
Druggists and packings	45 %	50 %

The reductions of the rates of duty on manufactures of wool are to take place on January 1st, 1895. The rest of the bill is

named to go into force August 1st, but as the President has ten days after its passage in which to sign it, and as it was not passed until August 13th, it will probably be August 28th before it goes into force. Raw wool goes in free at once.

The only articles still in doubt are coal, sugar, iron ore and barbed wire.

A TORONTO FAILURE.

The failure of James Eaton & Co., dry goods, Yonge street, Toronto, was not unexpected, for certain Canadian houses had already closed down on them. James Eaton, Sr., had been manager but had fallen ill. Suddenly the son, James Weldon Eaton, who had taken the management, discovered an unknown claim of \$70,000 held by Stewart & McDonald, of Glasgow, and secured by some Manitoba property of Mr. Eaton's. The stock was at once sold to the son, and the bill of sale for over \$30,000 registered. This forced a meeting of the creditors, over 60 attending. The bill of sale was upset, and Mr. Eaton, Sr., assigned. The statement showed stocks, \$53,000, real estate, \$70,000; total, \$123,000. The liabilities are about \$130,000. J. W. Eaton at once went to the Old Country to try to arrange with the Glasgow creditors. He has made satisfactory arrangements and will return on August 20th. In the meantime W. A. Campbell has been appointed receiver, under the direction of Charles Reid, of Reid, Taylor & Bayne, A. Bradshaw, of Bradshaw & Son, and R. W. Spence, of Caldecott, Burton & Spence. The creditors will meet again on August 24th, when it is expected John Eaton will be at home.

UPWARD TENDENCY IN WOOLENS.

A FIFTY per cent. reduction in the duty on woollens going into the United States has caused an advance of the price of these goods in the primary markets of Great Britain. For some time this advance will continue, and, perhaps, may become stationary. But in the meantime the stocks of imported tweeds, worsteds, etc., in Canadian wholesalers' hands are considered valuable property.

Of course the exception made in the bill that woollen duties shall remain the same until January 1st, 1895, may cause the full effect of the reduction to be delayed somewhat until that time. Nevertheless, the confidence of buyers and of sellers will no doubt discount such a delayed effect.

As to the effect the reduction of duties on woollens and the admission of wool free of duty will have on the prices of Canadian, manufactured woollens, there is little ground for hoping for a stiffening of prices. The stock of wool in the cities of Canada is much larger than ever it was at a similar period, and should it not find a ready market in the United States, it will have the effect of lowering prices in Canada very materially. Long & Bisley, of Hamilton, are said to have a million pounds of wool in their warehouse ready to send into the United States as soon as the gate is opened, which will not be later than August 28th.

Moreover, the Canadian mills have been suffering from a dearth of orders, and it will take a considerable rise in wool and a considerable increase in orders to make them raise prices. The former is an uncertainty and the latter is an impossibility; hence prices of Canadian woollens are likely to remain in statu quo.

BUSINESS CHANGES.

THE creditors of the estate of Smith Bros., general storekeepers and manufacturers, of Sarnia and Dresden, met at the Queen's Hotel, Toronto, a few days ago. Among the creditors represented were McMaster & Co., Toronto; John Hallam, Toronto; Calder & Co., Hamilton; Robert Berryman, Hamilton; Gordon, Mackay & Co., Toronto; W. R. Brock & Co., Toronto; Gault Bros. & Co., Montreal; and Robinson, Little & Co., London. The gross liabilities are about \$38,000, and the nominal assets about \$60,000. Much sympathy was expressed with the firm, but the opinion expressed was that it had been carrying on too large a business. The meeting was firm in its determination not to accept less than 65 cents at four, six, nine and twelve months, secured. It is expected that about 70 cents will be realized. Messrs. Berryman, of Hamilton; Muldrew, of McMaster & Co., and Gibbons, of London, were appointed inspectors.

Jordon & Co.'s millinery stock, Winnipeg, has been sold to Mrs. J. P. Keeler.

G. I. Wilson, dry goods, Vancouver, is advertising his branch store for sale en bloc.

R. C. Milne and F. Spittal are beginning a hat and fur business in London, Ont.

T. L. Bray, general merchant, Wolseley, is reported to be selling out to D. Desbresay.

D. Longtin, general merchant, St. Phillippe la Prairie; stock sold at 44 cents on the dollar.

Wm. McElroy, general merchant, Richmond, is offering to compromise at 40c. on the dollar.

A. Genet, general merchant, Gentilly, Que., has secured a compromise at 25c. on the dollar.

Fred. Goebel, general merchant, New Hamburg, Ont., has been succeeded by J. K. Bricker.

The estate of E. Dawe & Son, tailors, Vancouver, has been sold by tender to D. Goldberg & Co.

D. M. Walker & Co., dry goods, St. Catharines, have effected a compromise at 65 cents on the dollar.

N. Wilson, general merchant, Edmonton South, N.W.T., advertises that he is giving up business.

L. M. Jocks, general merchant, Caughnawaga, Que., is offering to compromise at 25 cents on the dollar cash.

J. McMaster & Co., dry goods, Perth, Ontario, have assigned, with liabilities of \$25,000 and assets of \$20,000.

D. A. McDonald, general merchant, Port Hawkesbury, N.S., has assigned. McDonald has been in business about ten years.

W. T. Archibald, general merchant, Truro, N.S., has admitted J. A. Dickson as partner; style, W. T. Archibald & Co.

R. A. Murdoch, dealer in dry goods at Chatham, N.B., has made an offer of 40c. in the dollar, cash, or 50c., payable in four months.

A merchant tailoring business has been opened in Glunn's block on Sandwich street east, Windsor, by J. F. Jordon, late of Comber.

Moses Greenburg, clothier, Montreal, is endeavoring to compromise with creditors at 50c. on the dollar on liabilities of \$13,500.

Mrs. W. H. Merrill, merchant, carrying on business under the name of W. H. Merrill & Co., has assigned at the demand

of Gault Bros. & Co., with liabilities of about \$3,000. The principal creditors are: Gault Bros. & Co., \$1,250; John Macdonald & Co., Toronto, \$1,000.

Hiram Friedman, clothier, 1,448 St. Catherine street, Montreal, has assigned on demand of Abraham Jacob. Liabilities about \$3,000.

George Hutchinson & Son, of Alliston, dry goods merchants, have assigned to Henry Barber & Co., with liabilities about \$15,000 and nominal assets the same.

J. B. Graham, dry goods merchant, Trenton, finding himself embarrassed and unable to secure an extension, has assigned to Frank Campbell, of Caldecott, Burton & Spence. Liabilities, \$12,000.

J. F. Morris, formerly with Pace & Main, Rogers & Moore, and lately of Meaford, has purchased the stock and business of the "City Hat Store," of Orillia, of which C. Brazier & Co. have been the proprietors.

J. Schaeffer, general storekeeper, Paris, has made an assignment to R. Tew. The failure was brought about by the action of the Hamilton creditors who pressed for payment. The assets are \$10,000 and the liabilities under \$5,000.

Robert & Jodoin, dry goods merchants, have assigned at the demand of J. R. Beaudry, with liabilities of about \$15,000. The principal creditors are Thibaudeau Bros. & Co., \$3,600; F. X. Moisan, \$3,500; Gault Bros. & Co., \$2,000.

A meeting of the creditors of Convey & Co., dry goods, Chatham, was held one day last week at Mr. Langley's office, Toronto. Liabilities are \$7,664 and assets \$8,234. An offer of 50c. on the dollar, unsecured, was made but not entertained. The disposition of the estate is left to the inspectors, Messrs. Cassels, Watkins and Alexander.

Bazinet & Desbiens, dry goods merchants, 1064 Ontario street, Montreal, have assigned at the demand of Alph Turcotte, with liabilities of about \$14,000. The principal creditors are: McMaster & Co., Toronto, \$1,094; Caldecott, Burton & Spence, Toronto, \$1,310; P. P. Martin & Co., \$1,105; Gault Bros. & Co., \$1,200; Onesime Pelletier mortgage, \$2,500; Wyld, Grasett & Darling, Toronto, \$850.

Moses Lesser, trader, doing business as a dealer in hats, caps, etc., under the firm name of M. Lesser & Sons, at 617 Craig street, has made an assignment at the demand of M. Vineberg & Co. The total liabilities are about \$3,000. The principal creditors are Greene & Sons, \$551; Maclean & Waldron, \$536; Samson, Kennedy & Co., Toronto, \$716; M. Vineberg & Co., \$242; J. Marshall & Co., London, \$208.

These stocks were sold the last week in July at Suckling's, Toronto: That of V. S. Parsons, Smith's Falls, \$13,000, was sold to Nicholas Garland at 65 cents on the dollar. The stock of W. H. Smith, Niagara Falls, \$14,300, was sold to N. B. Gould, Port Hope, at 65 cents on the dollar. The general stock of Wilson Bros., Barrie, \$14,000, was sold to Powell & Co., Barrie, at 65 cents on the dollar.

Williams, Greene & Rome, of Berlin, Ont., have assigned to E. R. C. Clarkson. Ten years ago this firm started in Berlin on a limited scale, and expanded so quickly that it was soon known as the largest shirt factory in Canada. A branch factory was opened in Guelph for the manufacturing of overalls, etc., under the management of Mr. Harold, but this proved a serious loss and was given up. Mr. Rome died suddenly, and the transition of the style of business from dealing with wholesale

firms to dealing entirely with retail firms, caused such a stringency in their financial arrangements that about a year ago they obtained an extension. Owing to the heavy loss in the Guelph venture and the heavy stock on hand, they have been unable to meet their extension notes and therefore made an assignment to E. R. C. Clarkson. The statement places the assets at \$9,000, with liabilities considerably less. It is understood that Mr. Clarkson will finance the business until it has been brought into proper shape, and that there will be no interruption in the manufacturing.

Chas. E. Buller, tailor, Thamesville, is dead.

The Enterprise Quilting Co., of Montreal, is defunct.

P. Grosselin & Co., dry goods, Quebec, has assigned.

Michael Saxe, of Saxe & Sons, clothing, Montreal, is dead.

Noel & Venner, dry goods, Quebec, suffered by a recent fire.

A. Turcott & Co., tailors, Montreal, will assign in a few days.

D. Holliday, Almonte, has been succeeded by John Beaton.

Maillet & Dumont, tailors, Montreal, have dissolved partnership.

Patrick Lynott, a prominent merchant of Edmunston, N.B., is dead.

J. W. Morrison, tailor, Vancouver, has sold out to W. H. Cullen.

The dry goods stock of F. Gadbois, Arnprior, has been sold at 41 cents.

R. S. Kellie, merchant tailor, Montreal, has assigned to J. McD. Haines.

Villeneuve & Freres, dry goods, Quebec, have compromised at 70 cents.

R. A. Murdock, of Chatham, N.B., is offering to compromise at 50 cents.

Isaie Hevey, tailor, St. John's, Que., is trying to compromise at 50 cents.

Cote & Lafleche's dry goods stock, Montreal, will be sold on the 20th inst.

Thomas Clarke, dry goods, Pembroke, Ont., has compromised at 60 cents.

The dry goods stock of L. L. Dussault, Quebec, has been sold at 50 cents.

A fire in Watson, B.C., burned out E. R. Atherton and Bremner & Watson.

The tailoring stock of V. Girouard, Montreal, has been sold at 45 cents on the dollar.

The dry goods stock of James Roberts & Co., Simcoe, Ont., is to be sold on the 22nd.

O. Dauphenais & Co., dry goods, Montreal, are trying to arrange with their creditors.

E. & M. Woolbridge, milliners, Victoria, B.C., are advertising their business for sale.

Barker, Miller & Gardner is now the name of the firm of Barker & Miller, Macleod.

Alex. Tumotte has retired from the firm of Tumotte & Dagg, general merchants, Belmont.

Fred. Goebel, general merchant, Hamburg, Ont., has been succeeded by J. K. Bricker.

A. Allan & Co., of Calgary, has obtained an extension. He purchased the stock of Rankin & Allan for \$27,000 some time

ago, and found some difficulty in liquidating. His creditors expect him to pull through as he is a clever merchant.

The stock of Walsh & Co., Winnipeg, has been sold to Theresa M. Walsh at 50 cents.

Anthier Bros.' dry goods business at Ste. Cunegonde is now owned entirely by J. O. Anthier.

G. A. Theoret has had the hardihood to start in the retail dry goods business in Montreal.

Goldstein Bros., clothing, Vancouver, have sold their tailoring business to Hunt & Murray.

A. H. Sims & Co., manufacturers shirts and collars, had their factory damaged by a fire last week.

J. W. Harvey, New Westminster has had his dry goods store locked up by the cruel chattel mortgage.

The stocks of W. H. Smillie & Co., Niagara Falls, and Wilson Bros., of Barrie, were sold the last week in July.

Alexandre Ovide Morin has been registered proprietor of the retail dry goods business of Morin & Julien, Montreal.

C. N. Hartling, men's furnishings, Halifax, N.S., had the audacity to offer to compromise at 10 cents on the dollar.

N. Wilson & Co., men's furnishings and merchant tailoring, London, Ont., have had some trouble with their creditors.

F. H. Colyer, general merchant, St. John's, Nfld., was burned out recently, and an insolvent trustee has been appointed.

Timothy O'Connell, general store, Digby, N.S., has assigned to R. G. Monroe. Likewise Mrs. J. W. McLellan, of Strathlorne.

Geo. Bevilockway, general merchant, Nanaimo, B.C., finding his liabilities too pressing, has offered 50 cents on the dollar.

The wholesale dry goods firm of Jos. Hamel & Co., Quebec, now consists of Jos. E. Bedard, Ernest Hamel and Henri Hamel.

Wm. Glew and George F. Smith, both general merchants of Woodstock, N.B., were burned out last week. Both were insured.

The stock of Senecal & Bro., dry goods, Montreal, has been sold at 60 cents, and that of Ecrement & Co., of St. Gabriel de Brandon, at 42 cents.

Jos. Schaeffer, general store, Paris, has assigned to Richard Tew. W. J. McComb, merchant tailor, Trenton, assigned about the same time.

Mrs. Arpin, general store, Lanoraie, Que., offering to compromise at 40 cents. A. J. Dubuc, of St. Hyacinthe, is trying the same thing at 20 cents.

Many firms in Montreal are in trouble. Here are some of them: A. H. Burton, W. H. Merrill & Co., P. Lapierre, M. Lesser & Sons, and Roy & Fils.

Thos. Hunter and Duncan McLeod, two St. John, N.B., merchants, died about the middle of July. T. J. Morgan, hats and caps, of that city, has sold out.

The general stock of D. Lontgin, St. Phillipe la Prairie, has been sold at 40 cents, the stock of E. H. Lesage, of Montreal, at 63 cents, and the stock of M. Greenberg at 50½ cents.

The stock in trade of Nicholas Wilson & Co., London, has been sold to Jackson Bros., Clinton, at 57 cents on the dollar. The stock consisted of tweeds and gents' furnishings, \$2,826; shop furniture, \$333.20.

TRADE GOSSIP.

LONG & BISLEY, wool exporters, Hamilton, are anxiously waiting for the United States new tariff bill to come into force. They have 1,000,000 pounds of wool in their warehouse ready for shipment as soon as the new bill becomes law.

An addition has been made to J. Walshaw's woolen mill at Glasgow.

Dry goods merchants in Guelph give their employees a half-holiday each week.

Geo. W. Scott's dry goods store, Point Edward, was damaged by fire on July 16th.

D. A. McCulvey has bought out Workman & Stinson, general merchants, Minden.

Alex. Smith, Moosomin, is building a large brick store on Main street, next to his present store.

Among the country merchants who are "doing" the Old Country is J. M. Bothwell, of Barrie.

Business is reported to be quieter in New Glasgow this summer than it has been for many years.

H. Laundry, Tweed, lost \$4,000 worth of dry goods by a fire on August 3rd. He has since assigned.

J. N. McKendry, dry goods merchant, Toronto, accompanied by his wife and daughter, are in England.

J. H. Bastedo, traveler for Gillespie, Ansley & Dixon, was married recently. One by one the boys are corralled.

Burglars broke into Allan & Company's dry goods store at Calgary the other night, opened the safe and took \$50.

Customs receipts at St. John, N.B., for July show a decline of \$12,293 compared with the same period of last year.

A. M. Langes, a prominent merchant at Honolulu, has been visiting Canada. He was accompanied by Mrs. Langes.

W. H. Lindsay, one of Milton's leading merchants, is having the inside of his store somewhat remodelled and improved.

J. Van Sommer, who has closed his general store at Goldstone, has removed the balance of his stock to Port Elgin.

The Customs receipts at Belleville for July were \$2,304, collected on \$9,610 of imports. The exports were \$118,668.

Alex. Armstrong, merchant, Whitevale, has sailed for Great Britain, where he will spend about three months with his brother.

British exports to Canada for July showed a decline of 40 per cent., the heaviest declines being in cottons, woolens, silks and iron.

J. M. Browning, C.P.R. Land Commissioner, is getting ready to build a handsome block of stores on Granville street, Vancouver.

Max W. Cohn, clothier, Halifax, assigned last fall, with liabilities of \$30,000 and preferences of \$20,000. The case is now in the Supreme Court of Nova Scotia.

Mr. Virtue, of Stewart & McDonald, who has been in Newfoundland on a special visit for his firm, has just returned to Glasgow after a very successful journey.

W. Davey, of Bobcaygeon, who has been out of business for about four years, during which time he has been in the Northwest, is going into business again.

Five sealing boats fastened together have been floating found in the Behring sea by a British man-of-war. In some of the

boats were hunters' guns and a quantity of ammunition, but no provisions. No trace of the crews could be found, although the boats looked as though they had been recently deserted.

Bemrose Bros., of Bradford, are erecting a new store and dwelling. The building is of brick, and is of imposing appearance. It will be finished in a few weeks.

S. LeBlanc, dry goods merchant, of this city, left Monday morning on a pleasure trip to Magdalene Islands; on his return he intends to visit the Upper Provinces.---Halifax Chronicle.

During the first six months of 1894, 471 families from the United States reported to the Customs authorities at St. Hyacinthe, Que., their intention of becoming residents of Canada.

A large factory building at Mimico, near Toronto, owned by Eugene Davis, of Montreal, has been rented to an American company to manufacture oilcloth. Fifty men will be employed.

The Toronto Lyrette Company, to manufacture a line of collars, cuffs, etc., has been formed. Mr. McDougall, of Owen Sound, and Mr. Gerolamy, of Tara, are the venturesome gentlemen.

The business men of Delhi have decided to close their places of business Thursday afternoons until the middle of September, and at 8.30 evenings, excepting Saturdays and days preceding holidays.

S. F. McKinnon & Co. have filed suit against W. H. Trebilcock and C. B. Armstrong to set aside a judgment of \$8,000 given to McMaster & Co., and one of \$2,000 given to Harriet Armstrong.

C. S. Herbert, the Detroit dry goods man who will open an emporium in Toronto in September, is having his building at Yonge and Shuter streets remodelled, gutting it and elaborately improving the interior.

The dry goods clerks of Winnipeg, in a published notice, asked the ladies of the city to kindly avoid shopping on Thursday afternoons in order to allow the clerks to enjoy their weekly half-holiday during the hot weather.

Twelve men have just completed the shearing of 15,000 sheep on the ranch at Swift Current. Two of them, Australians, sheared 150 per day each. The clip averages about 7 lbs. The lamb crop has been exceptionally good.

A Fort Worth (Tex.) despatch of August 14th says: "Reports received here indicate that the cotton crop all over North Texas is better than it has been for years, the only fear being that help cannot be had to gather the crop."

Thomson Bros., dry goods, etc., of Orangeville, are going more extensively into groceries. Preparatory to this their store has been enlarged, giving it a depth of over 130 feet. Plate glass windows have been put in the store and in the room above.

W. H. Stevens, proprietor of the Kent Mills, Chatham, predicts that the ruling price for the new wheat crop will be 50c. a bushel. He considers that dealers have been paying far in excess of the price warranted by the market, either present or prospective.

The Edmonton Bulletin says: "J. T. Turnbull, secretary of the Wool Growers' Association, has received several letters in reply to the advertisements and enquiries of the association. Wm. Zinger, who owns a woolen mill at Teeswater, Ont., may be induced to remove his mill to Edmonton, and another mill owner in Ontario also expresses his willingness to change his

E. & S. CURRIE

Beg to announce to the trade
that their styles for

Fall Season, 1894

ARE NOW COMPLETE

COMPRISING THE

*Latest Ideas
in Shapes*

Also all Staple Styles
produced in the

NEWEST PATTERNS

... IN ...

Swivel and
Jacquard Silk
Fancy Satin
all shades in
Ottomans . .
Bl'k Turquoise
. and
Black Satin . .



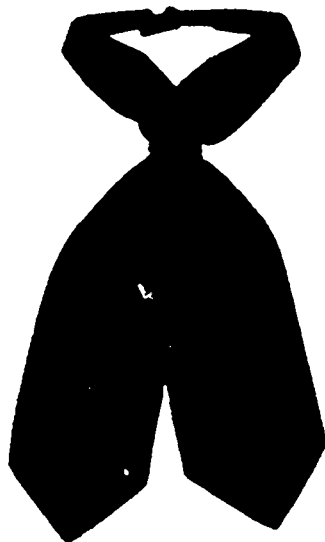
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2 Inch Four-In-Hand

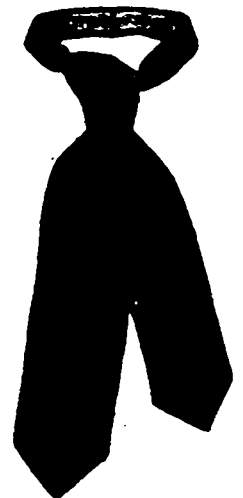
We will be pleased to see our friends
at our showrooms during the



**EXHIBITION
SEASON**



No. 116x



No. 118x

E. & S. CURRIE

64 Bay St. - TORONTO

location for a consideration. As to trading woolen goods for wool the Midnapore woolen mills offer 11½c. a pound for unwashed wool, in trade, the wool to be of a quality containing 65 pounds of clean wool to every 100 pounds of unwashed. Blankets are traded at \$5 to \$8 a pair; yarn at 70c. for 4 banks of 20 yards in each bank, either 2 or 3 ply."

The Western Ontario travelers have decided to do without their usual picnic this year.

Anderson & Graham, Carman, Man., are doing a rushing trade. They used to be in Portage La Prairie.

E. Beattie, Highgate, Ont., paid his first visit to Toronto recently, and left a few orders with wholesale houses here.

Collins & Munro, Miami, Man., are building a new store, size 26 x 66. It will be fitted up in the latest manner with plate glass windows and modern fittings. They are doing a good business.

The German Artistic Weaving Co. have changed their address in New York. They are now at 274 and 276 Church street, between Franklin and White streets. They continue to do a huge business in woven labels.

Gordon, Mackay & Co.'s cricket team continues to improve. They defeated East Toronto recently by a score of 78 to 72. Turnbull and G. A. Woods did the scoring, and Turnbull did good work in the bowling.

J. Cameron, representing the J. B. McLean Co., of Toronto, is in the city on his way to the Coast. The publications represented are THE CANADIAN GROCER, BOOKS AND NOTIONS, THE HARDWARE MERCHANT, THE DRY GOODS REVIEW, and THE PRINTER AND PUBLISHER.—Free Press, Winnipeg.

The Toronto Feather and Down Co. is applying for incorporation under the Ontario act, with a capital stock of \$20,000. This company will take over the business of the Dominion Feather Co. Donald Hope, A. W. Blachford, Ida Blachford, James Bink, C. E. Blachford and Henry Barber are the applicants.

On August 5th burglars made a bold raid on the clothing establishment of Yeo & Chiswell, Woodstock. They completely ransacked the store from front to rear, pulling out drawers, removing goods from shelves, and getting as much of the stock as possible in readiness for quick removal; when surprised they dropped almost everything and fled.

A Kingston, Ont., despatch says: "The profit-sharing system has been adopted in the mill in which Mr. Birkett is interested. The system went into effect on July 1st, and at the end of a year the profits, above expenses, will be divided fairly between capital and labor. This is the first industry in Kingston leading the way in the matter of introducing the profit-sharing system."

Summing it up, Mr. Larke found that there would be at least 1,163 World's Fair medals to be distributed among Canadian exhibitors. In all 2,350 prizes were won by Canadians, but in the case of cattle and sheep the prizes were mostly cash. The total of the premiums won by exhibitors of live stock from the Dominion was \$21,000. The prizes will be distributed about the end of September.

A great sensation has been caused in commercial circles in Dundee, Scotland, by the arrest of Ernest Haasberger, a well-known jute merchant in Dundee, on a charge of forging bills. The extent of the forgeries is not known, and will not be known for some time, as the forgeries and arrangements by the accused

had been evidently skilful, and carried out with a thorough knowledge of business. He has, in fact, the reputation of a good business man. He had retired bills as they fell due, and it was only by the holder of a bill taking the unusual step of making investigations as to the genuineness of a signature that the forgery was discovered. The sum involved is stated at £100,000, but any sum put on the amount at present is mere guess-work.

The abnormal abundance of money in London, Eng., last week compelled the joint stock banks to reduce their allowance on deposits from the previous minimum of 1 per cent. to ½ per cent. It was even suggested that the Bank of England should change its custom and descend below its recognized minimum rate of 2 per cent. Gilt-edged securities have attained phenomenal prices, though it will be rash to predict that they have touched the highest point.

T. Jackson, Jr., returned from a holiday tour Saturday through the States and brought with him a novelty in the shape of a goose heater which can be seen working in his shop. It has a small tank which holds half a pint of gasoline that feeds the inside and makes a steady heat. For a few cents a day a hot iron can always be had. It is a new invention and Jackson Bros. have been offered the sole right of it for Western Ontario. —Clinton New Era.

Some time ago A. F. Gault, president of the Canadian Colored Cotton Co., enquired what Valleyfield, where the mills are situate, stood most in need of. It was pointed out that the town stood in need of better school facilities, and Mr. Gault generously offered to give \$16,000 for this purpose. The Cotton Company has given the site for the school. The building will be of the most modern type, and will, no doubt, be a great convenience to the residents of this thriving town.

The employees of the Toronto Carpet Manufacturing Company and the Worsted and Braid Company, of Toronto Junction, held their second annual picnic week before last to Niagara Falls. The employees and their friends numbered nearly 500, and went by the Niagara Navigation Company's steamers. The lake was a trifle rough, owing to the stiff breeze which prevailed all day, but this did not interfere with the enjoyment of the outing. At Niagara the weather was delightfully fine, and the tour of the electric railway skirting the Niagara River and Falls was highly appreciated. Well-contested sports for prizes presented by the respective companies took place in the afternoon. Before the party returned to the boat hearty votes of thanks were given to employers for their liberality and thoughtful consideration for the comfort of excursionists.

A Detroit despatch of 16th inst. says: "An evening paper says the representative of a Toronto tailoring house succeeded in getting orders for clothing to the amount of nearly \$1,000 from the officers of the United States gunboat Michigan, which has been lying near Amherstburg for several weeks taking soundings. The cheapness of Canadian clothing compared with American was an inducement to the men to 'stock up.' And they did so. Some one gave the thing away, and it reached the United States Treasury Department. It is said the men believed they had a right to purchase under a statute which permits men of the navy to purchase in foreign countries and receive the purchases in American waters. Only a part of the order has been delivered, and the customs officers have their eyes wide open and will snap up the balance if an attempt is made to deliver it. The matter has been reported to the Treasury Department"

John D. Ivey & Co.



FALL, 1894

We cordially invite the trade to our **Fall Opening** of French Pattern Bonnets and other **Imported Novelties**

Monday, August 27, and following days

Great care has been given in the selection of importations, and no effort will be spared to increase the confidence already existing between us and our customers and to merit a share of patronage from some who may not already have opened an account here.



JOHN D. IVEY & CO.

53 Yonge Street, TORONTO

FALL MILLINERY.



By the 27th day of August the milliners of Canada will have turned their attention and their eyes towards Toronto and the Toronto millinery openings. They will invade the city as caravans invading Mecca. Then a week later these fickle worshippers of the fickle goddess, Fashion, will turn their footsteps towards Montreal, where on the 3rd of September the millinery houses of Montreal will make a display. The usual number of sleekly-dressed merchants intent on business, and the usual quota of handsome milliners on similar errands, will invade these cities. The traveler will hie him home to the city for a two weeks' stay in the warehouse, where he will receive—not in state—his whilom friends and customers from the rural villages. He will give them a royal welcome, and it will be a genuine one, for few travelers are deceitful and none are two-faced. It will be a genuine pleasant time and much business should be done.

Both in Montreal and Toronto the millinery houses are making extensive preparations, and although the trade may not be so large as usual, it will be by no means trifling or unimportant. While small dealers may have a bad scare, the larger dealers are pursuing the even tenor of their way and buying as freely as usual. They follow the old plan of preparing for a good trade when things are quiet. Crop prospects are so good that trade may come up quickly before fall is over, and as whole sale stocks are low the retailers may not be able to secure what they need about the time the season is half over.

THE SEASON'S SHAPES.

For two seasons the plaque has been a wonderful leader, and shapes have been relegated to the background in an ignominious retreat. Manufacturers of shaped hats have necessarily felt the shoe of Fashion's fickle fancy pinch their toe, and realizing that they must do or die, they did—with a capital D. They have this season produced shapes which rival in artistic twist and fantastic cut the milliner's productions from the plaque. The consequence is natural. The plaque is going back, although large numbers will be sold this season. The shapes are coming forward again, and are bound to force their way into public favor. The range this year is something magnificent.

D. McCALL & CO.

In glancing hurriedly through the warehouse of D. McCall & Co., last week, nothing but piles of goods, boxes and cases could be seen. But in conversation with the manager, Mr. Blackley, some interesting information was gleaned and is given herewith.

The new hats are, for the most part, in velvet, and also derived from the latest summer shapes. The trimmings only have changed, and will include ribbons, velvets, feathers, birds, jet ornaments—principally wired passementerie. Jet is likely to have much success. Ostrich tips and long plumes are in favor. Ostrich edgings and pinpins will also be used, and they allow of all sorts of dispositions and combinations. Of stuffed birds, the

preferred are among the smallest, the tangara, the chimney and sea swallows. Among the larger, the most in demand are the white dove and pigeon, the largest species of minuta, the Formosa swallow, the woodcock, the touraco, and the paradise bird.

In fancy feathers, the woodcock lyre and all curved ornaments will be most in favor; next come the wings and birds. White birds will be in demand, and they are intended more especially for ornaments in the front of the hats. There will be a demand for curved coq feathers in white and in colors, wings and quills of changeable shades, small aigrettes mounted with groups of small birds, and bow-shaped ornaments will be worn.

A novelty in feathers is an imitation of flowers, altogether different from what has been seen. The most remarkable are roses and peonies in all imaginable shades. The scale of colors are as complete as possible; there are to be found in the flowers as many as six tints of red combined in perfect harmony.

McCall & Co. will show large selections in both Toronto and Montreal, and visiting buyers will, no doubt, take full advantage of the privilege of inspection.

AT REID, TAYLOR & BAYNE'S.

According to the head milliner at Reid, Taylor & Bayne's, the new hats are shown in felt and in velvet, from the smallest toque to the large round hat, some flat and some contorted. Square and dome crowns and turbans of all descriptions are to be seen.

The trimmings are ribbons, velvets, feathers and jets. Jet is likely to have success since black is in favor. In fancy feathers, woodcock lyre and coq feathers are favorites. In ostrich, tips and semi-long plumes are used in white and colors, black predominating.

As to coloring the principal shades in brown are Sumatra, Marron, and Java; in green, caspienne and roseau; myrtle is still a favorite. The fancy shades are blurette, jacquiminot, glycine, pompon. These in combination with black are very effective.

This firm is making its usual display for the openings, and sample hats, trimmings, ribbons, etc., will not be less numerous than in previous seasons. Their patrons will be delighted with the usual Paris and New York novelties.

J. D. IVEY & CO.'S DISPLAY.

A call at the wholesale millinery warehouse of J. D. Ivey & Co. showed that great preparations were being made for the fall openings, and that a display worthy of the firm was being evolved.

In conversation with Mr. Ivey, he expressed a conviction that while trade might not be so large in volume as last fall, yet on account of the extreme caution of retailers it would be a satisfactory and profitable business. Orders showed a tendency to run on the better and nicer goods, and the most active millinery retailers were taking quite their usual supply. Mr. Ivey seemed quite hopeful and confident.

In shapes, walking hats are taking a leading position, while plaques are still displayed. Shapes are more numerous and more fanciful than in the spring.

In glancing over importations just arriving, it could be seen that jet and ostrich goods were leading features, with

birds and feathers also very prominent. Jetted bonnets, jet edgings, jet crowns, jet sprays, jet bows, combination steel and jets all these were shown in endless profusion. Ostrich goods in black and colored tips and feathers were in full display. Large and small birds, black and colored, ditto in wings, jetted birds, jetted feathers, and jetted wings, were collected together in enormous piles of boxes, ready to be placed for the inspection of visitors.

Velvets and velveteens are occupying a fairly prominent place among trimmings, and promise to increase in popularity with the advance of the season. Ribbons are in endless profusion in plans, two-tones, combinations, and reversibles. Fancies seem to have gone back, and black will be the principal ribbon trimming, especially in satin and in the wider widths.

Mr. Ivey speaks in the most confident manner in reference to his French patterns as being decidedly the best selection he has ever shown, owing to the fact that he was in Paris later in the season than usual.

AT S. F. MCKINNON & CO.'S.

New goods have been arriving at this warehouse for a month. The number of cases indicates that fall orders have been fairly good. When Manager Guthrie was questioned on this point he said that some of their travelers—three at least—had sold more than last year, while others had not done so well. Nevertheless he expected trade to be fully up to the average.

Cloaks are occupying much of their attention now and import orders are being filled. They will be prepared for house and sorting orders in a very few days.

Their display of millinery at the openings promises to be equal to that of former years.

SOME FALL HATS.



70000000
SUTANE

SUTANE. In meteoric velvet trimmed with an edging of black ostrich feather and jet fringe a bow of black satin ribbon

with jet ornament at the front supporting an aigrette of black goura at each side, a small rosette of black ostrich supporting aigrettes of black spangled goura strings of black satin ribbon.



70000000
GLACINE.

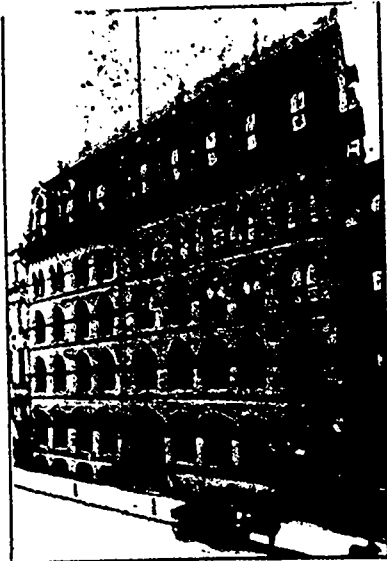
GLACINE. In glycine velvet trimmed with a fronting of small black birds with, at each side, a bouquet of black wings supporting a wisp of glycine crosse aigrettes—a jet ornament on the front of the crown, and a curved jet buckle at the back—strings of black satin ribbon.



LABRAUL.

LABRAUL. In black velvet trimmed with large pompons of frosted woodcock feather on each side—a bow of black velvet secured in front by a jet ornament and running into a torsade—two frosted swallows on the crown, one on the back of the brim, and two others posed on a cachepeigne of Torreador velvet—two large wings, also frosted, facing the back brim.

JOHN MACDONALD & CO.'S TRAVELERS.



BUYERS may buy, financiers may finance, manufacturers supply styles and patterns, but if the traveler cannot sell the goods there will be failures. He is the necessary connecting link between possibility and success.

The largest, and perhaps the best staff of travelers in Canada are selling goods for John Macdonald & Co. They are jolly good fellows, every one of them, know their business, treat their friends right, and are splendid companions wherever they are found. This journal is honored in being able to present its readers with a few

facts concerning these seventeen men who have so many friends between Victoria and Halifax. These seventeen men are constantly on the road selling goods, but this firm has also eleven occasional travelers whose names do not appear among the following.

The amount of trade which must be done each year to maintain a staff of twenty-eight travelers must be enormous, and shows that the business is under capable and competent management.

It is fitting that William H. Niddrie should be the first mentioned of the staff. For fourteen years he has been selling goods for this firm, and his success has been great. Born in the village of Old-Meldrum, Aberdeenshire, Scotland, he served four years and a-half apprenticeship to the dry goods business with John Edminston, Braemar; then went to Glasgow in 1868, entered the employ of Mungo, Lauder & Sons, the great Jamaica street dry goods firm, remaining in there until 1871. He came to Canada and was employed with Macdougall & Snowball, Chatham, N. B., who at that time were doing a large shipping and general trade for about seven years. He then came west to the city of Hamilton, and entered the employ of D. McInnes & Co., where he remained until 1879, when he came to the Queen City and entered the employ of John Mac-

donald & Co. Mr. Niddrie travels one of the most important districts in Western Ontario, known as the Niagara Peninsular, west to St. Thomas, including Hamilton, Brantford and Woodstock. On no section of Canadian soil has there been greater battles fought of keen competition in the dry goods trade than on the ground Mr.

Niddrie travels. Many of the men have either retired or fallen who commenced the fight with this victorious knight of the yard-stick, and print fiend. It is possible and very probable that he will fight the battles of competition as victoriously in the future as he has done in the past, and the firm he represents see the rise and fall of not a few aspirants for commercial distinction.

R. S. Bell is a Scotchman born, first seeing the light of day in the southern part of the land of "Honest Lads and Bonnie Lassies." When a boy he went to Glasgow and secured a

position in the wholesale dry goods house of Smith, Sons & Laughland, of that city, where he received a thorough training. Early in the eighties Mr. Bell was engaged in Glasgow by the firm of W. A. Murray & Co., King street, Toronto, and after



crossing the ocean and serving with this firm for a short time, decided to enter again into the wholesale. He very soon procured a position in the firm of John Macdonald & Co. as a salesman. Being thoroughly conversant with many of the departments in the warehouse, and a most successful salesman, he was put on the road.

The ground which Mr. Bell travels is of considerable extent, covering the Northern Railway and Canadian Pacific Railway to Owen Sound. He has now been on the road for over eleven years, and for the greater part of that time on the route he at present travels. Mr. Bell is of rather modest demeanor, but he asserts with the greatest assurance that the goods of the firm he represents find their way into the stores of the keenest, closest and most careful buyers on this great northern route.

Edward Burns is a native of Toronto, and entered the employ of John Macdonald & Co. in 1880. Being a very bright and intelligent lad, his promotion was more rapid than it would have been by right of seniority. After serving his apprenticeship in the different departments of the house, he was appointed



a salesman in the haberdashery department. In 1886 he was made special traveler to all the cities and large towns from Montreal west to Windsor. After serving four years in that capacity, he was given a position as regular traveler, representing the firm in Western Ontario, from Galt to Windsor, which position he now fills. Mr. Burns is a most successful

man on the road, and is widely known throughout the province. Where he travels he is appreciated as every true traveler should be.

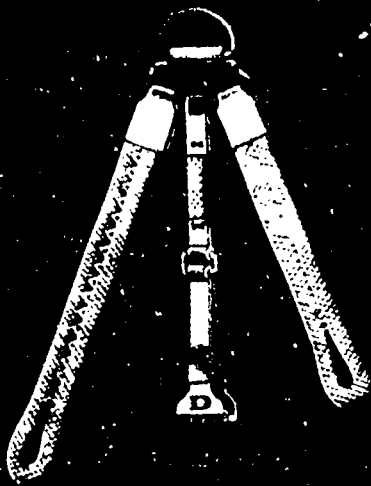
In the rapidly growing towns of British Columbia, John Macdonald & Co. are represented by a live Toronto boy, Richard E. Cooper. Two years spent in that province looking after the firm's interests have made him seemingly very popular. But no more so than when he left Toronto after eleven years in the warehouse of this firm. Mr. Cooper was at one time a valued employee of P. Jamieson, the Toronto clothier, and for



a time had charge of the Hamilton branch of his business. Mr. Cooper will be remembered as a prize winner in the Prize Essay Competition last spring, and his essay was most practical and thoughtful, showing that Mr. Cooper studies retailing theoretically as well as observing it practically. Mr. Cooper's many friends in Ontario will be glad to hear of his success

in the Banana Belt of Canada—in a province which, with its varied resources, will one day be almost the greatest in the Confederation.

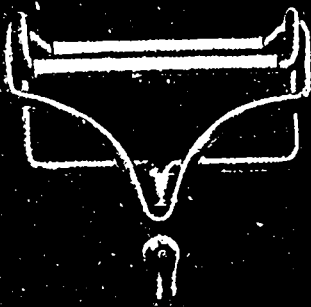
J. S. Crofton was born August 22nd, 1867, in the city of Toronto, thus being a citizen of no mean city. At the age of fifteen he obtained a situation in the firm of John Macdonald & Co. — a firm where boys receive a thorough training both for



THERE IS SOME STYLE about a Brace end like this. It has an air of Durability and Perfection. The Drawer Supporter is an entirely new innovation that will hold like a bull-dog, not a tin-toy. It's a trade bringer to every store who handles it. **DOMINION SUSPENDER COMPANY,**
United States, NIAGARA FALLS, Canada.

Makers of the best value in \$2.00 & \$4.00 Braces on the Continent. SAMPLES on application (arrange paid for proof).

Grade D Mark

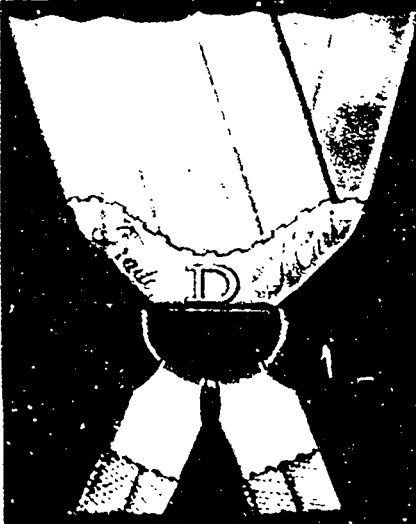


For Durability, Simplicity and perfection, this Brace Buckle stands supreme. It's without teeth and cannot slip. The harder the pull, the tighter it gets. No need to take off the ends to adjust it up or down. A favorite with everyone who wears it, and a seller every time.

DOMINION SUSPENDER COMPANY,
United States, NIAGARA FALLS, Canada.

Makers of the best value in \$2.00 & \$4.00 Braces on the Continent. SAMPLES on application (arrange paid for proof).

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There's Style about this fastener for the back of a Brace. It is Small, Neat, Durable, Can't Break Away. And unlike the multitude of big tin Clasps that are objectionable to the wearer who don't want his back covered with metal. It's a seller every time.

DOMINION SUSPENDER COMPANY,
United States, NIAGARA FALLS, Canada.

Makers of the best value in \$2.00 & \$4.00 Braces on the Continent. SAMPLES on application (arrange paid for proof).

Grade D Mark

TORONTO OFFICE — E. Stovel, 45 Canada Life Building

MONTREAL OFFICE — Phillip DeGruchy, 28 St. Sulpice St.

commercial life and as expert dry goods men. After a training of six years, Mr. Crofton was appointed as city traveler for the



haberdashery and gents' furnishings department. There is no face better known, nor one that receives a heartier welcome from the different buyers of haberdashery and gents' furnishings in the city retail stores, among the army of city travelers, than that of "Jack" Crofton, the subject of this short sketch. He has a smile and a witty word for every buyer he

meets, and always a bargain in each hand. Mr. Crofton is the busiest traveler in the city: having no time to walk, or wait on the street cars, he has furnished himself with a cycle, and being an expert cyclist, gets round the city in short order.

C. W. Dunning is an Englishman by birth, and a thorough Canadian at heart. He was born at Falmouth, on December 22nd, 1863, came to Canada when quite young, served a regular apprenticeship to the dry goods business with Robert Walker & Sons, King street, Toronto, and on leaving them entered the employ of John Macdonald & Co. The ground Mr. Dunning



travels is known as the Ottawa Valley, where he meets some of the keenest and most expert buyers in the province. He is thoroughly acquainted with all branches of the general dry goods trade, and can talk dry goods intelligently and truthfully with any man on the road, and sell larger parcels than any of his compeers traveling that section of country. Mr. Dunning is

a thorough soldier as well as a thorough dry goods man, having served eight years in the Queen's Own Rifles of Canada, during which time he saw some active service.

Lytle Duncan is a genuine Irishman, having first seen the light of day in the County of Leitrim, on the 20th day of May, 1868. At the age of 14 he left school and entered as a dry goods apprentice in the firm of Henry Lyons & Co., Ltd., Sligo, one of the largest in the west of Ireland. In 1886 Mr. Duncan crossed the ocean, came to Toronto, and entered the employ of his uncle, L. Duncan, Queen street west, Toronto, where he



remained for one year. His next move was to the town of Wingham, where he engaged with John Hannah for one year. Preferring city life, he returned to Toronto and obtained a position in the firm of T. Eaton & Co., where he only remained for a short time, being offered a good position in James Eaton's as head of the dress department, which position he

accepted and held with great success. Mr. Duncan, full of life and ambition, and anxious for greater success, applied for a position with John Macdonald & Co., and entered the staple department. Mr. Duncan is now, and has been for the past two years, city traveler for this department, filling it with honor to himself and satisfaction to the firm he represents. He is a model son of the Green Isle, and will not allow anyone to "Tread on the tail of his coat."

H. E. Ellis was born in Hamilton, Ont., on January 29, 1866. It was there that he received his education and learned the dry goods business, serving four years with A. Murray & Co., of that city. In July, 1886, Mr. Ellis came to Toronto and

entered the employ of John Macdonald & Co. In the spring of 1887 he was sent to the Province of Manitoba as an assist-



ant traveler to Mr. Rough, who before the days of so many railways, could not cover Manitoba and the Territories in one season. A vacancy occurring in the representations of the firm in the Maritime Provinces, Mr. Ellis was offered this important position. He accepted it and has filled it for the past five years with the greatest satisfaction both to the firm and the firm's

customers, notwithstanding the fact of having to compete with wholesale firms located in these provinces and in Montreal, which is at least 300 miles nearer than Toronto. Mr. Ellis has his headquarters and sample rooms in St. John, N.B., and is well and favorably known to all the dry goods merchants in those Provinces.

The Quebec representative of John Macdonald & Co. is a young man twenty-seven years of age--a French-Canadian by birth--D. Fontaine. Starting in with Simons & Foulds as



parcel boy, four-and-a-half years' experience made him conversant with the retail business and with the English language. Leaving this, he went with E. Langlois, who then represented John Macdonald & Co., and began his present occupation, only for some years he has been the sole representative of this firm in that city. Mr. Fontaine is a pleasant

salesman as well as a successful one. He is both ambitious and able, and such a combination wins.

Toronto sells goods in Montreal, and John Macdonald & Co. have a resident agent there. William James Gillan has, since February last, represented them in that city. He is no



novice in selling dry goods, having served with J. Johnston & Co., Montreal, for eight years, and with Beall, Ross & Co. for thirteen years. Born in Paisley, Scotland, in 1856, he has all the Scotch pertinacity, and is able to keep abreast of the times in his chosen calling. His long residence in Montreal and his popularity with the retail trade in that city, secured for him

this very important position, which he fills with satisfaction.

A. L. Gilpin is a Canadian, being born on Nov. 13th, 1862. At the age of thirteen he entered the wholesale business of G. W. Gale & Co., serving this firm over six years. He then secured a position with John Macdonald & Co. in the haberdashery department. Mr. Gilpin's ambition was to be a commercial traveler. After serving for a short time as a sales-

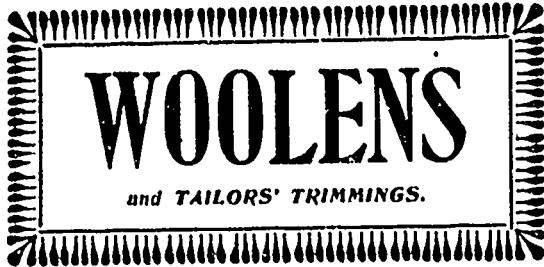


man in the warehouse, and the firm knowing of his ambition and seeing his ability as a salesman, made him one of their special travelers in large towns and cities of Ontario, with samples of silks, laces, fancy goods and smallwares. After serving in this capacity for some time most successfully, he was made one of their regular travelers, carrying a full range

of samples, covering the G. T. R. main line from Toronto to Sarnia, and the Goderich, Kincardine, Huron and Bruce

JOHN FISHER

SON & CO...



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St. James Street.

... ALSO ...

66 BAY STREET

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13 ST. JAMES STREET

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And Silk Handkerchiefs

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

Millinery Goods.
Ostrich Feathers

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

BRITISH AMERICAN DYEING COMPANY

OFFICES: 124 McGill St., Montreal 93 King Street East, Toronto.
121 Bank St., Ottawa 47 John St., Quebec.

JOS. H. ALLEN,
Managing Partner.

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

To Our Many Kind Customers

WE THANK YOU most heartily and sincerely for the vast amount of patronage which has been bestowed upon us during the past eighteen years, and we feel that the efforts which we have put forth have not been in vain.

Our idea has been to do the best work, and as the demands of the trade required, we have from time to time added new buildings and the

Latest Improved Machinery

Our latest addition has been Machinery for Finishing All-Wool and Union Dress Goods. Goods such as Bedford Cords, Merinos, Cashmeres, Nun's Veilings, Serges, etc., can now be finished without any shrinkage in the width.

As in the past, we will hold first place, and our customers may rest assured that all goods which we take in hand will be Dyed and Finished as well as it is possible for them to be done, and as good work as is done in any part of Europe.

BRAIDS.—Mohair, Military and other Braids dyed and made up.

HOSE.—All-Wool and Cashmere Hose dyed and put up in half-dozens, and boxed when desired. Our Fast Blacks cannot be excelled.

WOOLS.—Berlin Wool dyed and made up in quarter-pounds. Fingering Yarns dyed and put up in spindles.

TWEEDS.—Cloakings, Jersey Cloth, Meltons, etc., dyed and finished.

OSTRICH PLUMES.—We beg to call special attention to our dyeing, cleaning and curling of Ostrich Plumets. Milliners who have a quantity of old feathers on hand can have them dyed and cleaned and made up in Flats, Tips, Aigrettes, Pompons, Mounts, etc.

RIBBONS.—Union and Soft Silk Ribbons dyed and finished equal to new, and re-blocked.

NEW GOODS SHOULD BE FORWARDED TO THE WORKS DIRECT.

R. PARKER & CO. DYERS AND FINISHERS Toronto

Works and Head Office—787 to 791 YONGE STREET.

branches. Mr. Gilpin was with the Queen's Own in the North west rebellion, and is said to be as brave in powder-and-ball battles as in mercantile strife.

W. A. Luke was born in Markdale, Grey county, in the year 1860, a worthy son of a noble sire, his father being one of the early pioneer Methodist ministers of that district. In 1874 Mr. Luke entered commercial life as a boy in the firm of Jas. Ross & Co., Cookstown, where he remained until 1878. He then went to Markdale and entered the employ of W. J. McFarlane, where he remained for two years. From there he went to Brampton to fill a position in the firm of J. Sutcliffe & Sons, remaining for nine years, and having in charge the woolen and tailoring department. In 1889 he secured a position in T. Eaton & Co.'s, Toronto, and for two years had charge of the cloth, astrachan and sealette department. A vacancy occurring for a city traveler in John Macdonald & Co.'s woolen department, Mr. Luke secured the position. He is now their special traveler in the Province of Ontario for this department.



Wallace W. Millichamp is a Toronto boy, being born there in 1869. At the age of sixteen he entered the employ of John Macdonald & Co., where he has received a thorough training for commercial life. The departments to which he has devoted the greatest attention are silks, dress goods, laces, hosiery and gloves. Mr. Millichamp has now been with this firm for about nine years, and at present is their representative in the city of Toronto for the departments above mentioned. Having an excellent address, thoroughly conversant with every line of any importance in these departments, well acquainted with the city's retail dry goods trade, and always having a magnificent range of samples to show, he secures for the firm he represents the lion's share of Toronto's trade in the particular line he carries.



T. A. Mitchell, carpet traveler, was born near Brampton, County Peel, February 21, 1865. His first mercantile experience was with T. Woodhouse, King street, Toronto. Severing his connection with this firm, he entered the employ of R. Simpson, Yonge street, where he remained for some time. In the year 1884, Mr. Mitchell secured a position as salesman in the carpet department of the firm of John Macdonald & Co. The



firm finding a great increase of business in this department, decided to send a special traveler to all the principal cities and towns in the Provinces of Ontario and Quebec, and Mr. Mitchell was selected as the proper man for the position. This selection has proved to be correct, for from season to season his sales increased, notwithstanding the fact that not only Canadian houses, but American and British firms have tried their utmost to capture a portion of this trade. Mr. Mitchell, having the true stamp of an honest commercial man, and representing such a firm as the one he travels for at the present time, commands the confidence and respect of the merchants with whom he comes in contact. Moreover, Mr. Mitchell under-

stands his business thoroughly, and such an understanding is always a sure foundation for a successful career.

Wm. Stark Rough was born in the city of Montreal, Que., on the first day of September, 1855. He entered the dry goods business as a boy in the entering desk of one of the wholesale firms in Toronto, in which firm he remained for about ten years, and was advanced very rapidly. For the past ten years Mr. Rough, familiarly known as "Billy," has been in the employ of John Macdonald & Co., and for the greater part of that time representing them as traveler in the Territories and Manitoba. The territory that he travels is of considerable extent, running from Port Arthur along the main line of the C. P. R. to Calgary, 1,270 miles, also the Edmonton branch, 247 miles, north of Regina, Manitoba and all branch lines.



Mr. Rough was the first eastern dry goods traveler who took a trip through as far west as Calgary with samples. Before the railway was extended in Southern Manitoba he did a great deal of driving with horse and wagon, and Herculean pioneer work in the dry goods trade over the great prairies of his native country. Mr. Rough is one of the best known and most popular travelers on the road.

Since 1892 M. Eugene Roy has represented John Macdonald & Co. in the Eastern Townships of Quebec. Mr. Roy was born in Quebec city in 1857, and has had a varied mercantile career, which began with an excellent commercial education. He was first with Jos. Hamel & Bro. for five years, then with Z. Paquet for a year, and afterwards with D. Drolet for three years. In 1882 he went as traveler for P. Garneau, Son & Co., and has traveled in the Eastern Townships ever since. He is personally acquainted and highly esteemed by every merchant in that district.



P. F. Paton, a Scotchman, was educated in Edinburgh, received his business training in the wholesale dry goods establishment of Alexander Paton & Co., Glasgow, and then went to the United States of America, in 1881. For some time he was in the employ of Crosby & Hill, Wilmington, Del. After serving there for a short time he



crossed the line to Canada, came to Toronto, and entered one of the wholesale houses, where he wrought for some time, and held the position of buyer and head of one of the departments in the house. Transferring himself to John Macdonald & Co.'s, he has been with this firm for six years, representing them as their regular traveler on the ground covered by the G.T.R. east to Napanee, and the Midland Railway north to Beaverton. Mr. Paton has a superior knowledge of dress goods, hosiery and gloves, having made these departments a thorough study.

The hardest days of the travelers so far as locomotion is concerned are past, but the days of close competition are to hand, so that all their life is not a blissful holiday as some people imagine. Their work is hard and sometimes aggravating, and they deserve the sympathy of their customers.

FALL 1894

Art Draperies

Increasing Business

OWING to the increased demand for Art Draperies for decorating purposes, we have enlarged our premises so as to give a Special Department to this class of goods. We are now showing these lines in exclusive designs in Silk, Sateen, Silkaline, etc., suitable for fancy Curtains, Screens and Cushions.

BOULTER &

Wide Awake

Buyers should
not fail to see
above lines.

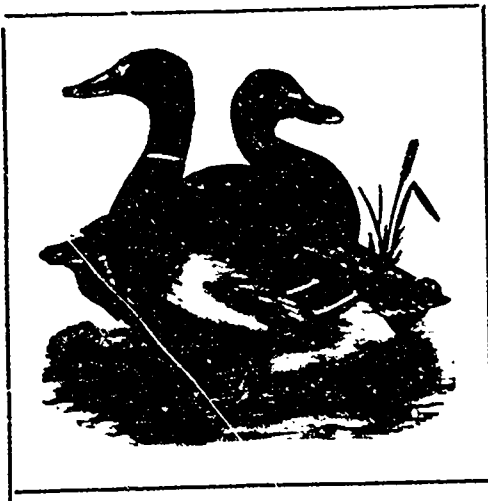
STEWART

30 Wellington St. East, TORONTO

The **Toronto Feather & Down Co.**

LIMITED

74 King Street West . . . TORONTO



Manufacture all kinds of
Down Goods, such as

Comforters
Fancy Cushions
Cosies, Etc.

Also Household Pillows in all grades
and Feathers in bulk.

All Goods
Guaranteed

SAMPLES can be seen at their
FACTORY, or during the
openings at WAREROOMS of

Boulter & Stewart

No. 30 Wellington St. East

TORONTO, ONT.

CIRCULATING CIRCULARS.

BY NATHANIEL C. FOWLER, JR.

ALL men who circulate circulars are not fools, but every fool circulates circulars.

The centre of all advertising is the regular advertisement in the regular periodical.

The men who have built up business without the use of periodical advertising can be counted on the fingers of one hand exclusive of the thumb.

It is safer to follow the rule of success than the law of exception.

Because one man by peculiarly constructed ability, coupled with unusual luck and an almost unconscious grasping of opportunities, has made success along any particular line, does not prove that you and I and others can duplicate his success.

There are certain fundamental principles of debit and credit, of buying and selling, of store management, of regulation of prices, and of advertising, and he who would be successful must follow standard rules more than run in the road of any unproven-to-be-successful originality.

There is as much danger in over-originality as in under-originality.

Brains may be but varnish thick.

That which looks well on the outside may be rotten on the inside.

Fundamental principles owe their origin to the trunk, not to the bark of the tree.

Without the healthy inside the outside can only look healthy, and is not likely to look so long.

The cheaper class of merchants and others who depend entirely upon transient trade, and whose success is even more transient than their business, generally adopt the flyer or circular as the bringer-in of trade.

They do so because the first cost is less than that of the newspaper advertisement, and because they imagine that by controlling the circulation of their own individual medium they reach the people as they want to reach them.

They simply fool themselves.

Do not think I believe there is no value in the dodger, the flyer, and the circular, because there is.

Every product of the printing press can be used to advantage.

The forceps that are all right for pulling teeth, may not be suited for the unscrewing of a nut on a carriage axle.

In the adaptation of the method is the success of it.

The flyer which is distributed from house to house is worth a little less than the cost of the white paper, unless such flyer is inclosed in an envelope, personally directed, and delivered by a trustworthy carrier.

Millions of dollars have been thrown away in the production and distribution of circulars, some of them printed in gilt upon coated paper, when the same amount of money expended in the newspaper advertisement would have brought permanent as well as transient business.

Wholesalers, and the majority of retailers, are obliged to issue descriptive catalogues and price lists, but to these I am not referring.

I simply have reference to the so-called dodger, or flyer, which is distributed upon the street, or thrown upon the door-steps.

A circus can use flyers to advantage, for everybody is interested in a circus, principally because it comes but once a year, and the mere mention of a circus attracts attention; but the success of a circus is of a transient sort—transient in each particular town.

If the business man is going to carry his goods in a cart, and can burn enough red fire around the cart to make himself as prominent as a Barnum, then he can use circulars and exaggerated statements to advantage, but the majority of business men prefer to stay in the same store, on the same street, as long as they can.

Ninety-nine per cent. of the flyers contain from one to twenty-five times too much matter.

Does the merchant ever read circulars of other concerns?

Does his wife pay any attention to the bills handed her at the door?

If he doesn't notice other people's circulars, if his wife pays no attention to them, why should he expect others to read his circulars?

Because a circular reads well to the merchant, to his wife, and to his doctor and minister, is no reason that the circular will read well to those to whom it is sent.

The question is, will the people who can be made to become buyers read the circular?

If they will, send them out, send out a million, send out any number, but don't send them out unless you are reasonably sure of returns, and even then the circular advertisement, except for the cheapest stores on the cheapest streets in the cheapest towns, will never bring adequate returns.

The following presents in reduced form a conventional circular. It does not well illustrate it, because the space does not permit of sufficient matter, but the selection of type, and the crowding together of sentences are fairly correct, and no worse than in 90 per cent. of the circulars distributed in any town:

NOTICE.

The undersigned begs to announce that he has just received large shipments of hosiery, gloves, laces, dress goods, prints, pins, needles, neckwear, half-hose, braces, and all other things in the dry goods line. Good goods at low prices. Please give me a call.

JOHN SMITH,
44 Smith Ave.

In the first place, the word "notice" has no place in business economy. It is all right upon the announcements of railroads and express companies, but it never should be used in announcing any line of goods. The firm name at the bottom

W. & J. Sloane

SELLING AGENTS FOR



Moquette Rugs
Reeves' Oil Cloths, all grades
Imperial Smyrna Rugs
China and Japan Mattings
and Rugs . . .

Alex. Smith & Sons Carpet Co.

Savoaneries, Gobelins, Axminsters, Moquettes.

Fernbrook Mills . . .

Extra Supers, Plain Fillings and Durries. .

Amber Mills . . .

Extra Supers, Cotton Chains, Unions and Cottons,
Sevellan (16 pair fabric).

Star Mills . . .

Extra Supers, Stuyvesant Extras and Knickerbockers.

Broadway, Eighteenth and Nineteenth Sts.

CANADIAN OFFICE:

Merchants' Buildings, 50, 52, 54 BAY ST.
TORONTO

NEW YORK

Represented by

J. E. BINNS

Have you
a
"silk safe" ?

This is just what
you need to protect
your valuable stock.

We make a line
especially for this
purpose.

J. & J. Taylor

Toronto
Safe
Works

Cable Address
MENZE, Toronto

TELEPHONE 1564

Established 1878

Menzie, Turner & Co.

WINDOW SHADES

Office, 24 Bay Street

Factory and Warehouse:
60, 68, 70, 72, 74, 76 & 78 Esplanade W.

TORONTO

.. SOMETHING NEW ..

Imperial Shadings

We respectfully call the attention of the trade to note that we are now manufacturing a new and superior quality of Window Shade Cloths by a new device just patented which we control the sole right to use in the Dominion of Canada. These goods we are offering at greatly reduced figures and are splendid value.

We also manufacture hand-painted Shade Goods of all Shades and Colors, and carry in stock a large and well-assorted variety of LACES, FRINGES, CURTAIN POLES and TRIMMINGS (both in brass and wood) of the very latest designs and finish.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS

SEND FOR ILLUSTRATED COLOR BOOK AND SPECIAL PRICE LIST

is in type at least four times too large. The golden rule of advertising is to advertise the goods for sale - not the man who sells them. So many articles are offered that the merchant has produced a conglomeration which will not be read by anybody.

The following is calculated to present an effective circular. It has no heading, largely because the majority of circulars have headings:

I have 200 dozen of
the best stainless black
hosiery ever offered at
25 cents per pair. There
won't be any a week from
to-day.

JOHN SMITH,

44 Smith Ave.

SMITHVILLE.

The above presents a clear, definite statement—one that will be read and appreciated.

A REVELATION OF THE SENATE TARIFF.

A revelation is in store for the people if the Senate's tariff bill becomes law, says the New York Herald. No part of it, not even its sugar schedule, will create greater disappointment and disgust than its schedule of high "protective" duties on woolens and woolen clothing.

By the existing McKinley law manufacturers have to pay heavy duties on all raw wools. In 1892 and 1893 they paid 47.23 per cent. ad valorem on scoured wools, 50.78 per cent. on unscoured, and 85.22 per cent. on sorted wools, and in some cases 100 per cent. The general average duty on raw wools was 58.80 per cent. The average duty on manufactures of woolen goods and clothing in 1892 and 1893 was 97.18 per cent. The average "protection" accorded by the McKinley law to manufacturers is, of course, the difference between these two averages—i.e., 38.38 per cent.

The Senate bill releases the manufacturer from every tax on raw wools, and then gives him also a maximum "protective" duty of 50 per cent. ad valorem and an average "protection" of 33.60 per cent. In other words, the Senate rates give but little less "protection" than the McKinley rates. The difference is only four or five per cent., and in practice it may be less.

To make seventy million people pay from 30 to 50 per cent. extra on blankets, carpets, woolen goods and wool clothing simply that manufacturers may reap a golden harvest is a monstrous and wasteful piece of socialistic or class legislation. It will saddle the nation with an expense exceeding by at least two hundred million dollars all the revenue the government can derive from the tax. The House ought to insist on moderate woolen duties, and on appending to the bill a sliding scale lowering all duties to a simple revenue basis by 1896.

A NEW INDUSTRY.

NECKWEAR worn in Canada is to a large extent made in foreign countries—that is, from \$300,000 to \$500,000 worth is imported every year.

Several gentlemen of capital at Niagara Falls have come to the conclusion that it is not right to allow such a quantity of goods to be sent into the market made by foreigners, and to stop it, a company has been formed by these gentlemen, and associated with them is one of the foremost neckwear men in the United States—Chas. H. Banta, formerly with Wilson Bros., of Chicago. The concern will be known as the Niagara Neckwear Company, in conjunction with the Dominion Suspender Co., that is, the Dominion Suspender Company will handle all their output through their travelers and agents in Canada. These productions will be the very latest American styles—not the ancient year or two behind English that are sold by the importing houses; neither will orders require to be placed six months ahead as now, but a retail merchant can purchase as he requires, at any time and any style, same as he now buys his suspenders.

The Niagara Co. will not be in full operation and samples in all their travelers' hands, much before January, for the spring trade. A few of the travelers will have them about September 1st. The European silk markets will be visited frequently by the buyer. The quality of their productions will be the popular prices, 25 cts., 50 cts., and 75 cts. Large and illustrated advertisements will appear in this journal in the near future.

THE CREDIT MAN'S DILEMMA.

“TO sell or not to sell?

That is the question.

Whether it is better to send the goods
And take the risk of doubtful payment,
Or to make sure of what is in possession,
And, by declining, hold them.
To sell; to ship; perchance to lose—
Aye, there's the rub!
For when the goods are gone,
What charm can win them back
From slippery debtors?
Will the bill be paid when due?
Or will the time stretch out till the crack of doom?
What of assignments? What of relatives?
What of uncles, aunts and mothers-in-law,
With claims for borrowed money?
What of exemptions, bills of sale and the compromise
That coolly offers a shilling a pound?
And of lawyer's fees
That eat up even this small pittance?
Yet sell we must,
And some we'll trust.
We seek the just;
For wealth we lust;
By some we're cussed;
And stocks will rust;
But we skip the wust
Or we'd surely bust.”

Any man can sell goods, but it takes a darn smart man to make money by it.

MANUFACTURERS OF . . .



**Boys' ..
Clothing**

CLAYTON & SONS**HALIFAX, N. S.**

We have between two and three thousand
Boys' Suits on hand ready for delivery.

.. PRICES ..**95c., \$1.00, \$1.15**

SEND FOR SAMPLES—

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**

EMPIRE CARPET WORKS...

St. Catharines
ONTARIO

MANUFACTURERS OF

Ingrain Carpets

Our Samples are in the hands of our
travelers, who cover the ground from
Halifax to Vancouver.

. . . Emblematic Designs a Specialty.

Will call or forward samples on application.

We make UNIONS
in six grades.

Fine Wools, 3 ply Wools,
Extra Super Wools,
Art Squares in Union
and Wool. . . .

PATTERNS AND COLORINGS
IN NEWEST DESIGNS

JAMES H. ETHERINGTON

PROPRIETOR

St. Catharines

FOREIGN MARKETS.

ACCORDING to information gleaned from exchanges, foreign markets have aspects as indicated in this article.

HOSIERY.

The demand for merino and cashmere hosiery falls below the possible production in Nottingham and Leicester. The upward movement in wool may stimulate the demand.

LACES IN EUROPE.

Bourdons are quiet at Calais, except low grades at low prices. Chantilly is still very quiet, and so is Soie D'Irlande. Low Valenciennes are well inquired for; voilettes are very quiet; white cotton entre-deux is reviving.

COTTON CLOTH.

At Manchester raw cotton is weak and so are yarns. Cloths are lower than the lowest price of 1892, when cotton was a half penny per lb. lower than at present. Looms are being stopped everywhere until the market picks up.

FLAX AND JUTE.

Flax is dull and finding no buyers at reduced prices. Jute is being sold only in small quantities at weak prices. The Indian crop prospects continue favorable.

LONDON WOOL SALES.

Messrs. H. Schwartze & Co., report as under, on 25th July 1894: The fourth series of London sales of Colonial wool, which commenced on the 3rd inst., closed to-day, the following quantities having been catalogued:

	Bales.
Sydney.....	48,887
Queensland.....	17,476
Port Phillip.....	37,363
Adelaide.....	12,333
Tasmania.....	9,473
Swan River.....	4,890
New Zealand.....	93,531
Cape.....	13,534
Total.....	237,496

The net total available amounted to 295,000 bales. Of these 217,000 bales have been sold, 101,000 bales for home consumption, 115,000 bales to the continent, and 1,000 bales to America, leaving 78,000 bales to be carried forward to next series. In their final result these sales show but a slight improvement upon former values. At the outset the tone was good. The American tariff bill seemed to have a fair chance of passing; business at the trade centres was better, both here and on the continent, and from France especially there was a distinctly good demand. Under these circumstances merino wools opened with an advance ranging from 2½ to 7½ per cent. and crossbreds with one of from par to 5 per cent. on May values. The rise became indeed slightly accentuated in the second week, but there was never much power behind the movement, and on the French demand subsiding and the fate of the tariff bill becoming doubtful again, the tone grew weaker and part of the ground gained was lost. Still, comparing present closing rates with those of the preceding series, the market taken all round remains rather higher, say from par to 5 per cent. on the average. The fifth series will begin on Tuesday, the 18th September, all arrivals up to the opening day being

admitted. The following is an estimate of the net total available after deducting the transit goods and adding the old stock: Probable net total, 285,000 bales, available September series, 1893, 220,000 bales. The sixth series is to commence on the 22nd November, the list of entries being, however, closed on the 17th November. Bank rate 2 per cent.

THE MACCLESFIELD SILK TRADE.

We are pleased to report that there is continued improvement in the Macclesfield silk trade, as is plainly evidenced in the renewed signs of activity at the various mills and workshops in town. During the past few days some good orders have been received, both by silk throwsters and silk finishers. In consequence, the operatives are working rather longer hours. Drapery World.

BRADFORD AND HUDDERSFIELD.

In Bradford, trade is very quiet, and will be until the United States tariff bill is settled. In Huddersfield the woolen trade is also quiet. From the Cape and from Canada business is better, but from the home market the demand is slight. Cotton-warp cashmeres are languishing at Bradford, and all-wool cashmeres leading. The trade in Italians is improving. The Drapers' Record says: "Mohair broche jacquards are, perhaps, selling as well as anything for the general trade, and some very pretty new styles in design have recently been added to the previously largely varied assortment. Some I have seen with a wavy cross-over effect introduced, struck me as being particularly handsome. I hear also that a leading firm of manufacturers here, who make the production of all-wool crepon goods a specialty, are doing well with some of their latest introductions."

EXPORTS OF THE CLYDE.

The following is the statement of the exports of cotton, linen, and sewing machines from the Clyde for the week ending July 21: Cotton, £47,815; same week last year, £60,137; decrease, £12,322. Linen, £20,947; same week last year, £14,677; increase, £6,270. Sewing machines, £8,645; same week last year, £9,162; decrease, £717.

For the first six months of the years 1893 and 1894 the cotton exports show an increase for the period of £221,382. The total cotton exports for this period are the greatest for the same period since 1890, when the total was exceeded by £149,419. The linen exports for the first six months are less than for the first six months of 1893 by £268,998, and £110,044 less than the average of the last five years' totals for the first six months.

THE BELFAST LINEN TRADE.

The Irish correspondent of the Drapery World says: "Although no great increase in the volume of business transacted in the linen trade this week can be recorded, yet the tone of the market throughout has been very steady. Just now business rules quiet all over, but it is satisfactory to note that this temporary quietness is no worse than that generally experienced at this season of the year. The ultimate result of the tariff bill, and the uneasiness which the delay has caused in our market, is exercising a very injurious effect upon trade. Buyers on the other side have been holding off for some months in anticipation of something definite being settled regarding the duty; but, as their expectations have not been fully realized, they have been compelled to place small parcels as they go along in order to satisfy their present requirements. I need hardly point out that this mode of procedure is beneficial neither to the buyer nor seller, and, as a rule, never proves satisfactory."



Come in
and see
our ...

EXHIBIT ...

AT TORONTO'S



Industrial
Fair ...

SEPTEMBER

3rd to 15th.

Toronto
Carpet
Manufacturing Co.

LIMITED.

CARPET TRADE IN THE STATES.

THE American Carpet Trade, speaking of the United States carpet trade, says: "From interviews had with the leading manufacturers and jobbers in carpets there is not the slightest question but that the present lethargy in business results almost wholly from the indecision of Congress on the tariff question. Carpets are very much needed the country over, but the large buyers dare not close their contracts until it is seen just what bill the President will have to sign. A representative of the Roxbury Carpet Co. stated the past week that they had very large and valuable orders ready to be placed with them the moment that the tariff question was settled, but that their old and most valued customers were for the present reluctant about making contracts. Other mills confirm this statement, and we might say that these fears have been governing the trade for some time, but they are especially operative just now when it would seem carpets would sell whatever the contingencies might be. The reports of the returning roadmen are somewhat variable, but one thing is pretty certain that very little business has been done at many points. To say that the industrial troubles around Chicago and at other points west and south have affected business terribly, is to state an obvious truth.

The mills and jobbers are by no means eager to sell their goods to these centres of disturbance, and the local dealers who have their credit in mind have not cared to order much of anything from the roadmen who have called on them.

Taking the month of July as a whole, we may say it has been a phenomenally quiet month, though it is naturally not a period when much floor trade or mail business is done.

CARPET NOTES.

SPEAKING about carpet patterns, a well-known manufacturer said: "Designers and writers on design steadily ignore the fact that in a carpet form is only a secondary matter as compared with color. This is partly because graceful forms can only be approximately expressed, and in coarse fabrics can merely be suggested, and partly because in actual use the drawing is always seen distorted by foreshortening and broken up by furniture. To illustrate the point that color is more important than design, it may be said that frequently an effect of color is decided upon before there is any thought of a design to carry it, simply by picking up tufts of colored yarn, as one might gather flowers, and arranging them into combinations, subject to a certain dominant scheme. When this is done, a design is drawn with the sole object of displaying these effects. In fact, design is only a scaffolding for the construction of the real edifice. I am disposed to say that in many cases form is of no more importance in a carpet than in a sunset."

Mr. Dewar, carpet buyer for John Macdonald & Co., has gone to foreign markets to make his purchases for next spring's trade.

Ingenious are the methods adopted to secure remarkable designs. One of the cleverest was operated last year at the "Fair." A magnificent oriental rug filled a manufacturer with envy and longing; he assumed an air of easy curiosity and inquired the price. The wily owner demanded \$1,500, without in any way cooling the ardor of the would-be purchaser. Succeeding visits and inspections only increased desire to obtain the rug, as each expert passed a favorable opinion on it.

Finally the owner, when again asked the price, with true oriental obliviousness, overreached himself by demanding \$2,100. This phased the manufacturer, who departed sorrowfully, only to be haunted by day and night dreams of this precious rug. Seeing his despair and refusal to be comforted, one of his expert friends suggested a little trick. The result was another visit to the avaricious rug owner, who, sure of his prey, displayed the textile treasure in every light and position, while the wicked manufacturer and his accomplices pressed, time after time, the buttons of their "fiend Kodaks." To day that design is tempting artistic buyers in a beautiful fabric fresh from the loom.

Queen Victoria will shortly be the possessor of one of the most remarkable articles ever made in prison. The superintendent of the gaol, Agra, India, some months back received an order to weave a carpet of special design for Her Majesty. This is now complete. On it twenty-eight of the deftest convicts of the establishment have been engaged, and the texture measures 77 x 40 feet, and is estimated to contain no fewer than 59,000,000 stitches. The pattern, known as the Poona, is rarely met with. It has a dark ground, upon which the device and border are executed in delicate shades of vegetable dyed blues, yellows, browns and greens. The carpet, which is of great value, will be used in Her Majesty's Indian room at Osborne. The Agra gaol convicts are also making a carpet for the German Emperor.

On page 48 W. & J. Sloane, New York, Canadian offices, Merchants' Building, 50, 52, 54 Bay street, Toronto, represented by J. E. Binns, present in a concise but effective style the numerous and strong attractions they offer to carpet buyers for the spring trade. First of course in their big list of offerings is the popular line of the Alex. Smith & Sons' Carpet Company, comprising Savonniers, Gobelins, Axminster and Moquette carpets, in an immense range of new patterns. In ingrain carpets they show complete lines of the Fernbrook, Amber and Star Mills Ingrain, in extra supers, cotton chains, unions and cottons, embracing a big variety of new and beautiful effects. Being the largest importers in the United States of China and Japan matting, they show an immense range of styles and grades in this popular floor covering. Altogether their offerings for the spring trade are the most comprehensive and attractive they have ever made.

Mr. Etherington, of St. Catharines, has just returned from a trip to Philadelphia, where he has been purchasing patterns and colorings for next spring's samples. These will be in the hands of travelers about September 1st; and their range will be better than ever. A new shearing machine has been added so as to keep the finish of the carpets turned out from this firm up to the times.

The spring trade of the Bissell Carpet Sweeper Co. has been remarkably good considering the general dulness of business. But the Bissell Co. is one of the firms who keep things moving, and it is reasonable to suppose their Vermillion Wood Scheme has given an impetus to their trade.

In addition to the representatives of the Bissell Carpet Sweeper Co., published in our June issue, the following gentlemen will look after the company's interests in the territories mentioned: J. Herbert Porter, for the Eastern Canadian Provinces, and H. A. Driscoll & Co. for the Western Canadian Provinces.—Carpet Trade.



BUTTERMILK TOILET SOAP

THE BEST SELLING TOILET SOAP IN THE WORLD.

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

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

Cosmo Buttermilk Soap Co.
84 ADAMS ST., CHICAGO

1/4 size for sample of package

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

MOULTON & CO.,
10 St. Peter Street, MONTREAL,
MANUFACTURERS OF
CORDS, TASSELS, ORNAMENTS, BARREL BUTTONS, ETC.
Agent for Ontario | **BEN ALLEN,**
32 Colborne Street, TORONTO

A. B. MITCHELL'S RUBBERINE AND WATERPROOF LINEN

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

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

BUY . . .

The goods that will give you the best value for the money. Do this in every line, but more especially in such goods as Men's, Boys' and Youths'

BRACES

This you can do by purchasing from C. N. Vroom, St. Stephen, New Brunswick. His goods are made with the greatest care as to quality of material and workmanship. When you buy as here indicated you will have something that will

SELL.

MATTHEWS, TOWERS & Co. . .

WHOLESALE

Men's Furnishings

Board of Trade Building, 73 St. Peter St. - - MONTREAL

Letter orders receive our personal attention

PERRIN FRERES et CIE.

PERRIN'S

PERRIN'S

PERRIN'S

GLOVES

ARE THE BEST.

ARE THE CHEAPEST.

ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

MONTREAL.



DO YOU STOCK THEM? —

"Maltese Cross" BRAND MACKINTOSHES.

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

ODORLESS, TAILOR FASHIONED, SEAMS SEWN.

The Gutta Percha & Rubber Mfg. Co.

of TORONTO, Ltd.

61 AND 63 FRONT STREET WEST, TORONTO

JOHN FISHER "JOHN FISHER & SONS"
Huddersfield
London
Glasgow
Belfast
SON & CO.

Imported Woolens and
Tailors' Trimmings

442 and 444
ST. JAMES ST., **MONTREAL**

N.B. Special values offered in our English
Woolens and Fall Suitings. • also **TORONTO**
QUEBEC



"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.
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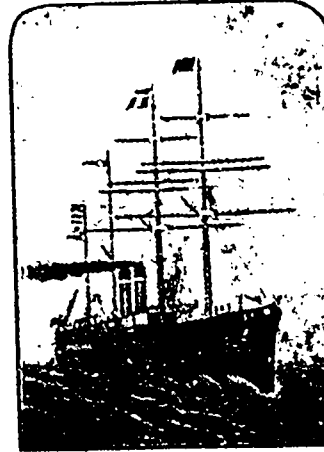
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PARISIAN	Oct. 6	Oct. 7
MONGOLIAN	" 13	" 14
LAURENTIAN	" 20	" 21

And weekly thereafter.

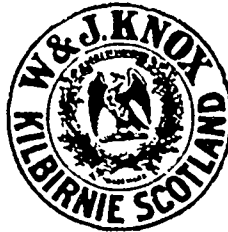
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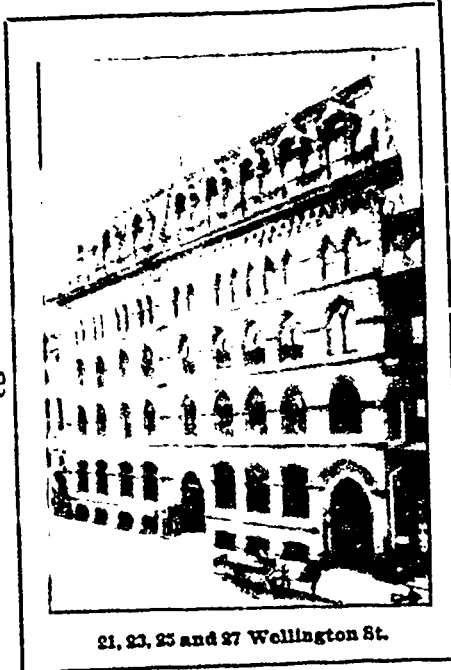
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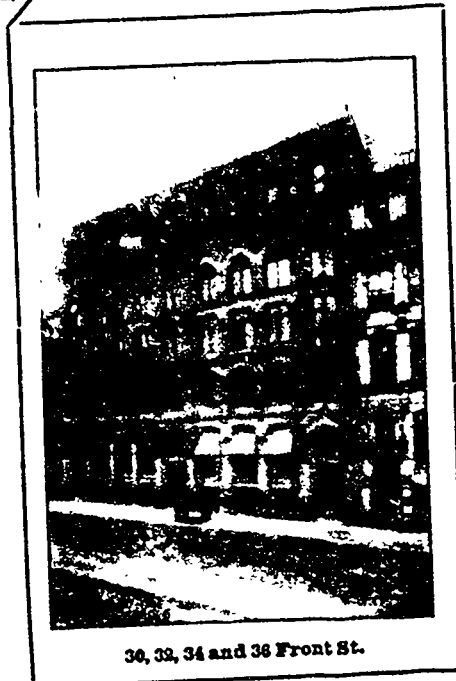
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