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The Dry Goods Review

THE LIGHT THAT LIES
IN WOMAN'S EYES.

Feder's Brush Skirt Protector

A rose by any other name
would smell as sweet,
A Protector by any other name
is not complete.

HERMANN H.
WOLFF & CO.

Sole Manufacturers and
Selling Agents.

MONTREAL

Write for sample books to
order from—now ready.

April
1897



ASK THE WHOLESALE HOUSES FOR



LISTER'S Rainproof Sealettes.

LISTER'S Black and Colored Velvets.

LISTER'S 32-inch Velours du Nord.

LISTER'S Dress Plush.

LISTER'S Printed Art Velvets.

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

THEY ARE UNEQUALLED



"I CROW OVER ALL."

DEAR "REVIEW."
We are working night and day filling Spring
Orders and getting up Fall Samples. No time
to write an "ad" for this month.
Yours truly,



ROBERT C. WILKINS

Manufacturer of
Shirts, Overalls and Clothing Specialties.

198 McGill Street

Montreal

VICTORIA'S
JUBILEE
66 Years
Unprecedented Reign
... YEAR

VICTORIA CROCHET'S
3 Years Reign
1895
1896
1897

Demand greater than ever.
Each month's sales AHEAD OF LAST.
Be sure you are loyal and ask for

The VICTORIA CROCHET

...ALSO...

M. & K. Turkey Red Embroidery Cotton
M. & K. Knitting Cotton
(16-oz. Pounds)

R. HENDERSON & CO.
Sole Agents
for Canada.

323 St. James St.

MONTREAL.

S. Greenshields, Son & Co.

MONTREAL and VANCOUVER, B.C.

60,000 Square Feet

of Floor Space---now filled with all that
is choice and seasonable in

Cottons

Carpets

Flannelettes

Curtains

Shirtings

Woollens

Dress Goods

Smallwares

Silks

Men's Furnishings

Prints

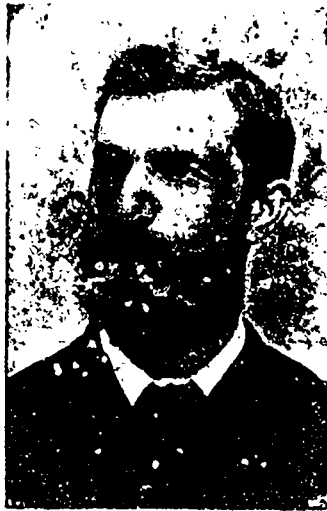
Notions, etc.

Something new every day.

A call solicited.

SUSPENDERS AND BUTTONS

Our Spring Lines



C. K. HAGEDORN, Manager.

Of Suspenders which have just been completed are now out for the season and from their very attractive appearance we feel confident they will meet with general appreciation.

We have added some novelties and generally improved the selection.

Notwithstanding the very keen competition in trade, we have, during the past season, added materially to our list of customers, and in consequence greatly augmented our total output.

Our range of Buttons, comprising all lines, has never been so varied, nor prices so attractive. We are showing real values in all lines—all we ask is that you defer placing your orders until you have seen our samples.

Anyone desiring sample lots can depend on receiving prompt attention and good value by writing and stating what priced goods they desire.

Remember, we Guarantee Satisfaction -

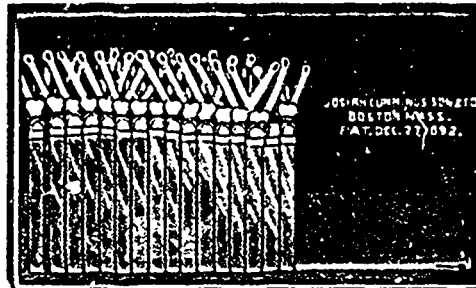
THE BERLIN SUSPENDER AND BUTTON CO.

Sample Trunks and Sample Cases

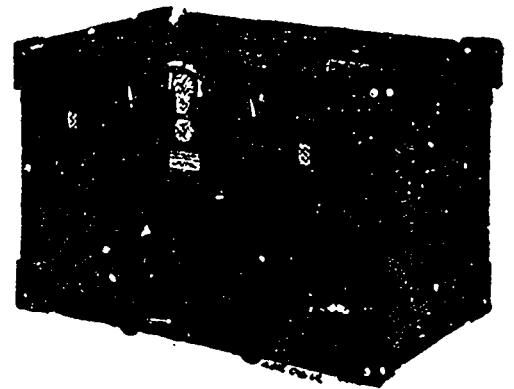
BEST MAKE IN AMERICA

- Steel Trunks
- Raw Hide Trunks
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Canvas Trunks
- Steel Bound Canvas Trunks

In all grades
For all kinds of business.



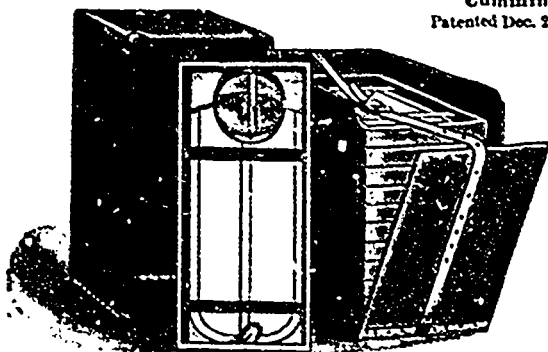
Cummings' Pat. Suspender Trays.
Patented Dec. 22, 1892. Patented in Canada.



Patented Light Steel Dry Goods and Notion Trunk
Sole Manufacturers of

"Hub Fibre" Trunks and Sample Cases

Also a full line of
Common Canvas Extension Cases for the Trade.



Boston shirt box and Trays.

JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.



*It can be done
if you try it*

DO you want to increase the sale of your "Special" lines 50 per cent. during 1897? It can easily be done if you will only try it. We suppose you are aware that most merchants when they come into the warehouse have a list made out of what they are going to buy. Now, take a merchant who comes 50 or 60 miles. He arrives in the city about 10 in the morning and wants to get home again that evening. He has half a dozen different places to buy at, and nine times out of ten does not buy a single line that is not on his list. Now, what you want is to get your "Special" line on that list, so that it will be asked for the same as thread, factory cotton, lining, and other staples. This can easily be done by giving notice in the columns of THE DRY GOODS REVIEW of whatever you are pushing each month. Not only will it put the articles on the merchants' list, but it will bring letter orders from those who do not visit the cities weekly or monthly.

The writer has had twelve years' experience in the store, and can truthfully say that most of the new lines we took up were brought to the proprietors' notice through being advertised.



SPRING OPENING

1897

We offer this month special drives and clearing lines in:

*Linens, Prints, Linings
Dress Goods, Cashmeres, Ribbons
Worsted Coatings, Itallans
Victoria Lawns, Spot Muslins
Silk Gloves, Laces, Handkerchiefs
Cashmere Hosiery, many leaders
Cotton Hosiery in rare values.*

This season we are better prepared than ever before to offer our customers rare novelties and up to-date wants.

LONSDALE, REID & CO.
MONTREAL

Travellers' and Letter Orders Solicited.

Perrin's Gloves



PERRIN FRÈRES & CIE.

7 Victoria Square, MONTREAL.

Manufacturers
and ..
Importers of

KID GLOVES

of all Styles
and ..
Qualities. . .

A complete stock always on hand. Write for samples.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

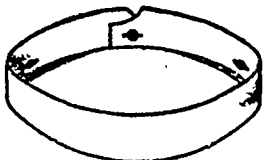
All goods made by us are stamped as follows:

Absolutely No

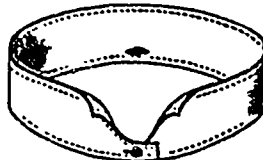


TRADE
CELLULOID
MARK.

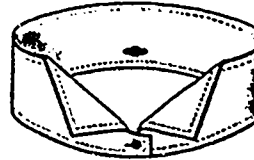
Others Genuine



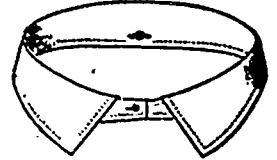
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 1/4 in.
Back 1 in.



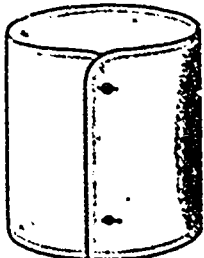
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 1/4 in.
Back 1 1/4 in.



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



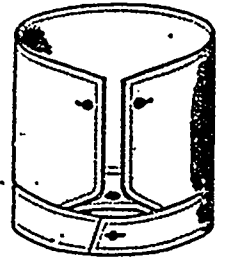
ROYAL
Sizes 12 1/2 to 20 in.
Front 1 1/4 in.



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

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

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



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

THE CELLULOID COMPANY

YOU NEED ❁ ❁ ❁

Canadian Made

Tweeds, Coatings, Serges, Mantlings, Linings, Gents' Furnishings, Prints, Summer Suitings, Duck Suitings, Flannelettes, White Shirts, Grey Cottons, Bleached and Grey Sheetings, Turkey Reds, Check Shirts, Oxford Shirts, Oil-Cloths, Etc., Etc., Etc.

YOU NEED ❁ ❁ ❁

Imported Goods in

Fancy Dress Goods, Black Dress Goods, Cashmeres, Italians, Silks, Velveteens, Laces, Gloves, Smallwares, Linens, Tablings, Towellings, Towels, Napkins, Doylies, Ties, Bows, Scarfs, Handkerchiefs, Crapes; Veilings, Hosiery, Carpets, Floor Oil-Cloths, Rugs, Mats, Etc., Etc., Etc.

WE WANT TO SELL.



P. GARNEAU, FILS & CIE.

... Wholesale Dry Goods ...



QUEBEC.

Special Attention Given
to Letter Orders.

Please Write for Samples
and Prices.

SILKS

Our Travellers are now on the road with a full range of samples for

Fall Goods

for September delivery, and

Spring Goods

for immediate delivery.

K. ISHIKAWA & CO.

TORONTO

.. OUR SPECIALTIES ..

**Dress Goods
and Silks**

IN STOCK
now for Spring Trade :-

CANVAS CLOTH
GRANITES, FISH NET
CASHMERE SERGE
SILK and WOOL GRISAILLE

Special PEAU DE SOIE at 55c. and 75c.

WILLIAM AGNEW & CO.

305 and 305A St. James St., MONTREAL.

*Hail electors made
and returned my goods
to W.R. Brock.
April 14/1897.
T.C.D.*



TORONTO



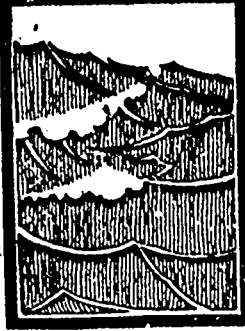
TORONTO



W. R. BROCK & CO., Toronto

We solicit your orders by letter, telegraph, telephone
or a visit to our warehouse.

LEADING LINES AT LEADING PRICES.



DRY GOODS REVIEW



LATE NEWS OF THE TRADE.

FACTS ABOUT THE REVIEW'S READERS IN EVERY QUARTER OF THE DOMINION.

QUICK WORK.

ON Saturday, March 13, Mr. A. J. Gray commenced business at Woodstock, N. B., in the gents' furnishings line. About an hour after the doors were open to the public THE REVIEW called on him for a subscription.

MILLS RUNNING AGAIN.

The Lambton woolen mills, which had been closed for some time, are now running again as usual, to the great joy of the men employed, as well as of the villagers generally.

A BIG STORE PROJECT.

A joint stock company has been formed in Gananoque with a capital of \$75,000 for the purpose of carrying on a large departmental store similar to those in Toronto and Montreal. The gentlemen interested are Messrs. H. C. Taylor, James Donevan, D. Darling, E. H. Ellis and J. T. Green (late of the firm of Taylor & Green), all of whom are in mercantile business in Gananoque at present, with the exception of Mr. Green. It is the intention of the gentlemen interested to combine their several businesses under one management, with the gentleman at the head of the line of business he is now engaged in. The new store is to begin operation on May 1. Although the premises are not definitely decided upon, they will probably be in the Taylor and W. N. Rogers blocks.

THE STAFF ENJOYED THEMSELVES.

The employes of the Gault Bros. Co., Ltd., Montreal, had their annual drive on Thursday evening, March 11, to Lachine, where a fine dinner was served to them at Harvey's Hotel. The party was a most jolly one and did honor to the occasion. Enthusiastic toasts were proposed and answered, while songs and recitations were given by some of those present. After spending a pleasant time the party returned to town about 12 o'clock. The Gault Hockey Team are champions of the Dry Goods League, and the members during the evening were presented with handsome opal pins by Mr. Leslie H. Gault.

BUSINESS CHANGES AT LAKE MEMPHREMAGOG.

Several changes are noted at Magog, Que. Charron Freres, until recently clerks with A. H. S. Bessette, general store, have opened a general store of their own. Smyth, Mullin & Co., dry

goods, of Granby, are opening a branch store in Magog this month. A. G. Dolloff, dry goods, is moving into the new Dolloff block shortly. H. F. Barlow, general store, is moving to a corner store north of the bridge.

* * *

A REMOVAL.

G. M. Brown has removed his dry goods business in Stonewall, Man., from the old stand to the building opposite the Baptist church.

* * *

A MILLINERY CHANGE.

Miss Hart, of Toronto, will take charge of J. E. Hutton's millinery department at Clarksburg, Ont., this season.

* * *

MR. HOWSE'S EASTERN TRIP.

A. E. Howse, one of Nicola, B.C.'s, enterprising merchants, is making a few months' trip to Ontario, where he will rejoin his wife and family, who have been residing in Hamilton visiting friends during the winter. Mr. Howse expects to return to British Columbia about the first of May, when he will take back his family, except Master Fred, who will take a course in Trinity College, Port Hope, and finally graduate as a mining engineer. Mr. J. H. Duncan, who has been in Hamilton and other eastern points for two months visiting relatives, has returned to Nicola. Mr. Duncan looks as though his trip agreed with him. He will resume his former position as manager of Mr. Howse's mercantile establishment, and has been given full power to transact all business in connection with the firm during Mr. Howse's absence.

* * *

RETIRED FROM BUSINESS.

Mrs. Watt has retired from the millinery business at New Glasgow, N.S., and a neat sign bearing the name "Miss McArthur" now tells the passer-by that a change in the management has taken place.

* * *

A FINE ESTABLISHMENT.

THE REVIEW last month was shown through the premises of the Maritime Wrapper Co., Woodstock, N.B. Their establishment is divided into departments; such as cutting, manufacturing, storing, shipping, etc., and the activity in each department indicates a lively trade. The factory is steam-heated, lighted by electricity and supplied with the latest modern machinery. About

100 hands are employed, and the manufactured articles amount to over 50 dozen per day. This young, up-to-date firm commenced business two years ago with less than a dozen hands, and the manager informed THE REVIEW that so far their success has been phenomenal. Their advertisement appears in this issue, and is worth a perusal.

* * *

A VISITOR TO CANADA.

THE REVIEW has had a call from Mr. Holden, who has been making a short business trip to this country. He represents Coop & Co., Ltd., the well-known clothing manufacturers of Wigan and Crewe, England. Mr. Holden reports a demand here for the mantles and sailor suits and boys' clothing turned out by this firm.

* * *

MORE TERRITORY COVERED.

January Review published a letter from Messrs. Brophy, Cains & Co., in which mention was made of their intention to cover more territory in the near future. They have had so many letter orders lately from Manitoba and the Northwest, and requests for samples, quotations, etc., that they decided to have a representative there for the incoming season; and have arranged with Mr. David White, of Winnipeg, to represent them from Port Arthur to Calgary. Mr. White is already well and favorably known on that route, and will no doubt do a good trade for our Montreal friends.

* * *

A LIVE HAMILTON HOUSE.

Mr. W. H. Finch, of Finch Bros., Hamilton, has returned from an extended purchasing trip abroad. Miss Wallace, their millinery buyer, has also returned, having spent several weeks in London and Paris.

* * *

THE TILSONBURG MILLS.

Mr. John H. Waterhouse has sold out his business in Ingersoll to Mr. Markham, and will, it is said, manage the woolen mills at Tilsonburg.

* * *

CROSSING THE OCEAN.

What Canadian merchant holds the record for ocean crossing? Up to date the belt seems to be in the possession of A. Murray, of Hamilton, who had crossed 157 times up to the time he retired from business. Mr. Murray writes that he hopes to cross a couple of more times this summer. Mr. B. B. Hughes writes: "Speaking of Atlantic voyages, the statements of Mr. J. W. O'Hara and Mr. Alexander Murray are most interesting to old voyagers, and prompt me to add another record. I have during my mercantile career crossed the Atlantic Ocean 117 times up to 1888. Had I continued up to the present date, my record would have numbered, at the same rate of crossing, 153 voyages. I made my first voyage in 1854, at the age of 17, with the late lamented Mr. W. A. Murray. We were fellow-passengers on the good old Cunard steamship Canada, from Boston, on that occasion, thus showing that Mr. Murray and myself were amongst the record-breakers of our day in mercantile ocean traveling."

NOVELTIES IN DOWN GOODS.

The Toronto Feather & Down Co. having increased their premises and plant since last season, are now in position to turn out finer goods than ever.

Their samples are now in the hands of their travelers for fall trade, and contain everything in the way of novelties known to the comforter trade.

They have arranged for many lines of coverings, etc., which are confined entirely to them in Canada, and those desirous of having the most up-to-date lines will do well to see their range before ordering.

BRIEF NOTES OF THE TRADE.

James Johnston & Co. have just received a full assortment of new Russia and tubular braids, now in such large demand; black and colored in a variety of qualities.

Caldecott, Burton & Spence are showing a fine assortment of choice silk-finished Dresden prints, chintz effects. These goods so closely imitate silk goods that even a connoisseur is deceived. They have been great sellers, and tone up the wash goods department.

Men's, women's and children's underwear, hosiery and many other lines of woollens for the next season's trade are now being shown by Brophy, Cains & Co. Their travelers have complete ranges with them; as usual they show not only low and medium priced goods, but the best qualities made.

The great advantage of being able to sort up kid gloves from a stock held in this country is very manifest, and to meet this felt want of the trade, Caldecott, Burton & Spence keep fully assorted a splendid range of kid gloves in a number of well-known brands—4-button, 4-dome, lacing and other styles, in a variety of qualities and in all fashionable shades.

LOW-PRICED REGISTERS NOW OFFERED.

There has been a mistaken idea among many retail merchants that "National" cash registers cannot be bought for less than \$200 or \$300.

The fact is, that the National Cash Register Co. have ninety different kinds and classes of "National" cash registers, which range in price from \$8 to \$350. They can suit, not only the needs, but the pocket-book of every retail merchant.

They have just put upon the market the line of low-priced detail-adding cash registers which are illustrated in their regular advertisement which appears in this issue. These registers range in price from \$30 to \$65.

The National Cash Register Co. also have on hand a number of "Nationals" and other second-hand cash registers, which have been taken in part payment for their latest improved "Nationals," and which they will sell at very low prices.

Drop a card to Department "T" the National Cash Register Co., Dayton, Ohio, and they will tell you more regarding these new machines.

A DRIVE IN FLANNELETTES.

Flannelettes are a staple article in the spring demand which no retailer can afford to be without. A very heavy purchase of these goods was made recently by S. Greenshields, Son & Co. They bought out a whole block of stock from the mill and are offering it at from 4 to 8c. per yard, prices that will speak for themselves to all buyers who are posted regarding the position of the market. This is one of the big drives of the season.

ART DRAPERIES.

Boulter & Stewart say that they have just received the very latest productions of the American mills in these goods, containing the new Arabian printed crash (36 in.) for draping pillows, etc.; also the latest designs in art silks (plain and creped), etc. Anyone requiring the "latest" will do well to consult this firm.

A HANDSOME CALENDAR.

The manufacturers of "Ladder" thread have sent out a very handsome calendar, one that is a good card for the firm and at the same time an ornament to any business man's place.

There are a few left that will be sent to the trade by dropping a card to the Canadian agent, F. B. Mathys, St. Paul street, Montreal, and mentioning THE REVIEW.

GOOD REPORTS FROM CALGARY.

MR. ALLAN, of A. Allan & Co., Calgary, has been in Montreal and Toronto on a buying trip, and paid a visit to THE REVIEW office. Mr. Allan is a bright, long-headed Scotchman, an Aberdonian, a type of the energetic business man. He speaks hopefully of the prospects in the Calgary district. "Our own business," he said, in reply to a question, "is done on the cash basis. This system we inaugurated two years ago, and it has worked well. If I were starting again, I would keep no books from the beginning, but conduct it entirely on cash. Of course, at the first, in introducing cash, after giving credit, a few difficulties are met with, but these can be smoothed down." Mr. Allan, in answer to further questions, outlined some of the difficulties which might arise. A few old customers might feel offended, but by proper explanation these would see the matter in the right light. One lady customer might ask, "Don't you think I am good for the money?" "Why, certainly, but if you get credit, others would want it too." The customer might say then that she would not mention it. The answer would be that the clerks in the store would know, and these things leaked out somehow by chance. Use would be made of the fact that cash sales meant closer buying, and therefore better values to the customer. "I find," said Mr. Allan, "that women are just as reasonable as men, and as ready to appreciate a fair explanation." Several stores in Calgary had followed the example of A. Allan & Co., and the general tendency to get away from the credit system was one of the good features of business conditions in the west.

THE MINING INDUSTRY.

Mr. Allan spoke hopefully also of the mining prospects. "There is no knowing" he said, "where the thing will end. When I was coming away from Calgary, some finds were made not more than 60 miles from Calgary, up in the foothills, and it is quite probable the mineral will turn out to be valuable. We have good cooking coal near Calgary, and at Laggan, up in the mountains, ores are found which promise to pay well. Calgary will benefit from all this development." Already this is felt, as supplies can be sent to Rossland, for the district can send cattle, butter, vegetables, etc. The lowering of rates by the C.P.R. recently was a good move, and shipments could be made into the mining regions at a profit, where formerly this was impossible. In some cases, for instance, a ten-dollar rate was now four and a half. Mr. Allan said that while not unfriendly to the C.P.R. it was a common opinion that the company had done itself no good by high rates which prevented settlers from finding a market for their produce. Now that they had a market it would be different.

THE RAILWAY QUESTION.

Asked concerning the Crow's Nest Pass extension, Mr. Allan said it would make another railway connection for the Calgary district. There was already the line down to Fort Macleod, about 100 miles, and the Crow's Nest extension would pass Macleod. The feeling was in favor of the line through the Pass being built, but there should be Government control in some shape.

HERMANN H. WOLFF & CO'S ANNOUNCEMENTS.

MR. JOHN WOLFF has returned from Europe this week. He was a passenger on board the "Spree." He did not escape the rough weather with which the Atlantic has been so generous lately. He reports that all the mills in which the firm are interested on the other side are very busy, prices ruling firm.

Messrs G. W. Elliott, W. N. Shaver and G. R. Joseph, representing the "Health" and "Diamond" special brands of underwear, will be in their respective territories by the time this issue is in the hands of the trade.

The Feder Brush Skirt Protector, to judge by the volume of correspondence coming in on this subject, is attracting considerable attention, and particularly so this month, as the patentee, Mr. Harry Feder, finding his rights were being infringed upon in this country, by inferior articles and imitations, has instructed Messrs. Greenshields & Greenshields, the well-known solicitors of Montreal, to take charge of his interests for the Dominion.

A reporter called on this firm, and learned that they had received positive instructions from Mr Feder to take prompt action against all persons or firms who were selling, offering for sale or handling goods which infringed their client's patent. They explained to the reporter that the penalties attached to such infringement were severe, and they propose, on behalf of their client, to exact the same unless the demand to desist from further handling these goods which they have made on all firms known to have been handling the goods is at once complied with. They also explained that Messrs. Brown & Seward, one of the leading firms of solicitors in New York, have taken action throughout the United States, and without any exception Mr. Feder's rights have been recognized and maintained.

Messrs. Greenshields & Greenshields explained that, while they did not wish to involve their client in unnecessary expense, nevertheless they would have to proceed against all persons or firms who persisted in selling or offering for sale any goods which infringed Mr. Feder's patent.

The "Health" brand will have a book this year, with a large number of electro cuts, all new and registered. These electros can be had by the trade for their own use in their local papers, by writing direct to the Montreal Silk Mills Co. The book showing these electros, and suitable reading matter, will be mailed to each customer. This is adopting an idea which

was most successfully carried out in the United States last season by one of the largest manufacturers and most extensive advertisers in the world.

In the last issue of THE DRY GOODS REVIEW it was stated that Mr. Thorley had engaged himself as Hermann H. Wolff & Co's representative for Manitoba, and they regret to have to announce that, owing, as he states, to his mother's illness, he has to ask them to release him from his engagement, as for this reason he will be unable to continue longer on the road.

Until such time as they may be able to replace him, Mr. Campbell, who represents the firm in British Columbia, will have to call



THE NEW LONDON COSTUME.

This is selected from several new costumes illustrated and described in Minister's London Gazette. It is notable for the material, shepherd's check, and also for the smart style in which it is made. The cape sleeves are a feature, and look natural as one of the last evidences of the expiring fashion for big sleeves. The bodice is curved away from the buttoning point, and is finished with a roll collar. At the back it is about three inches shorter than the natural waist length.

as far as possible, upon their friends in Manitoba, who the firm trust will reserve their orders, if on this account he is a little later on the ground than the regular representative would have been. The firm add: "We can assure our friends in the trade that we have such exceptional values in every class of underwear that it will repay them well to wait before placing orders."

DRESS GOODS.

DISTINGUISH your dress goods department from others by strengthening and enriching it through judicious re-assortment. James Johnston & Co. are showing in addition to their extensive range new black lace effects in broche and canvas weaves. Special line 45-inch all wool French serge, all colors, 30 cents. "Sunbeam" velveteen, all shades.

"Congo Black" dye has become a famous name in the black dress goods departments of Canada. Ladies have found out its great advantage as a dye that will not spot with the rain, fade with the sun or discolor when acids or fruit juices are spilled upon it. Caldecott, Burton & Spence in our advertising columns draw attention to the fact that they have the exclusive control of the "Congo Black" dye, and that all their black dress fabrics are dyed with the "Congo Black" dye. The up-to-date retail merchant will note this and be governed accordingly when purchasing black dress materials.

Silks—shot glaze, black brocades and colored satin *meris*—are in much demand. John Macdonald & Co. show a full assortment of these goods. They are also showing a very special line in black luxur silks.

Talking dress goods this week with the firm of John Macdonald & Co., they inform us that their best selling lines for late spring and early summer are tweed effects, lustres, both plain and figured, grenadines, with colored or black satin linings, printed muslins in lappet mulls, jaconet duchess, lace jaconas, guipure, lattice, in all of which they still have a full assortment. They claim to have better value in German henriettas, black and colored, this season than ever before. They made special mention of a line in French henrietta, 46 inches wide, at a very low price for such a good quality of material.

Lonsdale, Reid & Co. show a very special line in all-wool serge dress goods for 17c.

W. R. Brock & Co. report a decided feeling for linen grounds, both in the real linen fabric and in the linen imitation. The former are in colored floral effects, also stripes, and with an embroidery to match will make a particularly fetching garment for the hot weather.

Brophy, Cains & Co. are distributors of expensive fancy dress goods and high-class black dress goods in fancy and plain effects.

In Paris lady cyclists are well pleased with the new corsets without busks. They lace both front and back and have gussets on the hips, that add much to their ease. Paris corsets for general wear show some changes. Among these are a shortness over the hips and a more pointed front.

It is curious how little difference is now made in the dress for winter and summer by women. Cloth gowns, tweeds, etc., are worn all the year round, the introduction of fur trimmings and warm outdoor wraps being about the only distinction.

Brophy, Cains & Co. say dress goods buyers throughout the country should not overlook the study of colors in concentrating their thought upon the weave and prices of dress goods. Strong colors and brilliant tones harmoniously associated with neutral tints which soften the one-color effect and produce a striking contrast, are taking precedence over lifeless shades and neutral combinations.

COTTON NEWS.

HOLDING COTTON IN BOND.

IT is generally understood in Montreal that there is quite a large quantity of medium to low-grade cotton goods being carried in bond at present. The importers believe that the Government, having pledged the farmers to do something, may reduce the duty on this cheaper cotton as one of the lines of which the farming community are the largest buyers. It will be interesting to watch how the little speculation turns out.

A CANADIAN MILL BUSY.

The New York Dry Goods Record says: "In this column on Friday mention was made that the Canadian cotton mills had resolved to curtail production till the market improved. The agents of one of the largest mills there report that such is not the case, as their mills, that run about 100,000 spindles and 2,500 looms, are running full and have done so for twenty-two years, and at this time a large part of their finishing machinery is running day and night and has been doing so for two years. It is refreshing to have such a report, even if it is from our friends across the border." The mill referred to is that of the Montreal Cotton Co.

PRICES OF CANADIAN COTTONS.

One line, that of "A" shirtings, has dropped in price about 8 per cent., but otherwise there is no change for the present in the list. Purchases from the mills have been made for fall on the understanding that there will be no drop, and it is claimed that Canadian cottons will go no lower, while in the States prices will stiffen under the new tariff. Cotton buyers say they do not expect lower duties even. One man, a friend of the present Ministers, assured THE REVIEW that the cotton tariff would stand. When asked how the supporters of the Government who anticipated lower duties would like this, he retorted that the Dingley tariff had changed the situation entirely.

FLANNELETTES.

Purchases for fall hover at the 5 cents basis, and lighter weights are now on the market as a kind of justification for the continued low prices. It is believed that neither manufacturer nor wholesaler makes money at the present figure, and the introduction of cheaper grades should lead the retailer to scrutinize his goods very carefully to see that they are up to sample.

A FINE ESTABLISHMENT.

The improvements and additions made to Mr. Fred Krug's store at Tavistock constitute it a complete establishment that would do credit to any city. Mr. H. I. Johnson, the buyer, was kind enough to show a friend of THE REVIEW through the other day. The main store is about 150 x 30 feet; the ceilings are oak finished with pressed iron decorations. There is a cash railway connecting with the telephone office in the centre of the store. At the rear are the fine offices of the firm. Going up-stairs one finds that the second floor is finished in the same artistic style as the first and contains a fine selection of goods. The millinery, dressmaking, tailoring, post office, etc., are all distinct departments connected with the main store by arches. The store being on an angle of ground in the town, faces on three streets and is well lighted. In the rear is the hardware department, and there is a good elevator for taking goods up and down. The whole building is heated with hot water and steam. Mr. Krug does a splendid business, and although Tavistock is but ten miles from the city of Stratford, his establishment being so complete and well managed has no reason to fear outside competition.

We will Help You

to build up a dress goods trade **that will pay**, if you give us that part of your business. This has been the best Season for Dress Goods we ever had.

We will show some handsome **new ranges** for the Sorting Season in **Black, Fancy Black and Coloured Dress Goods, also Printed Wash Goods**, now shown for the first time.

With increased capacity and a larger stock we have more confidence in asking for your trade.

Our stock is well assorted in all Departments.

Do not fail to see the **Specialties** that our travellers now have with them for **THE FALL TRADE**.

Order early. Business is going to improve.

BROPHY, CAINS & CO.

23 St. Helen Street
Cor. Reçoit Street

MONTREAL

Kyle, Cheesbrough & Co. Montreal

THE
LACE
WAREHOUSE
OF
CANADA.



Importers of Novelties in

Dry Goods
Trimmings
Silks, Braids
Curtains

Embroideries
Gloves, Hosiery
Muslins and
Dress Goods, etc.

OUR TRAVELLERS have in their hands complete sets of Samples for the assorting trip, which include many novelties for the Summer Trade.

JACKETS We are now showing our collection for the Fall and Winter Seasons, and would beg an inspection of this line by the Trade before placing orders.

Kyle, Cheesbrough & Co. MONTREAL

THE LATEST NEWS IN THE WEST.

WINNIPEG, March 27.

THE wholesale dry goods trade in the west has shown some peculiar features during the past five months. The weather turned very cold early in November and farmers began to crowd into country towns. Business was very brisk, stocks were soon greatly reduced and many country merchants duplicated their orders. Before the end of November, however, there came the now famous Thanksgiving blizzard, and the bad roads retarded the hauling of grain and a consequent falling off in trade followed, so that demands on the wholesale houses were correspondingly light.

Another factor in trade has been the number of our farmers who went east. Crops were very good last season. Railway companies offered exceptional inducements for holiday travel and hundreds of farmers went to Ontario and Quebec for Christmas, and some even as far as California, and while away bought freely. It is, perhaps, a question of ethics rather than of dry goods as to whether farmers are justified in spending so large an amount of money outside of the province where they have made it, but it certainly seems unreasonable for them to expect their local merchants to carry well-assorted, up-to-date stocks and give credit during hard times only to find that in good seasons their customers rush away and leave the goods upon their shelves while they spend their ready money in eastern departmental stores. The extent to which this has been done has materially reduced the profits which country merchants very reasonably hoped to make during the year of prosperity as some compensation for their long waiting and extensive giving of credit.

Notwithstanding these drawbacks, trade is in a healthier state than it was at this time last year. Country merchants have their affairs on a sounder financial basis, and on this account wholesale men are selling more freely and in larger quantities. The rush to fill spring orders is abating somewhat, but trade is still brisk and stocks well assorted.

Stobart, Son & Co. is one of the oldest dry goods houses in the Prairie Capital, having opened here in 1880, and one of the wealthiest in the Dominion. They occupy a very large block on Portage avenue, which they erected in 1882. All goods handled by them come direct from the manufacturer, and they buy anywhere and everywhere in the markets of the world where they can get the best article for the best price. On the first floor are carried grey cottons, sheetings, blankets, towels, table linens, cottonades, shirtings, printed cottons, both Canadian and imported satines, silver silks and flannelettes. The demand for the last named is enormous, and it is gratifying to note that Canadian-made goods surpass all others in beauty of design and finish. In fact, Canada has few superiors now in the manufacture of cottons of all kinds. But a note of warning should be sounded. The article in bulk should exceed in beauty and finish the sample furnished, but Canadian manufacturers too often reverse the order. But to return to the first floor. In the rear portion are to be found the floor oils, linoleums, blinds, curtains, etc. On the second floor are cloths, Scotch tweeds, finest English worsteds, plain and fancy vestings, shawls, linings, and last, but not least, the dress goods. All the staple lines of serges, cashmeres and tweeds are carried, and, in addition, the newest and daintiest of French silk and wool goods, muslins and lawns galore. Perhaps the prettiest thing shown is a linen lawn, which is really a mixture of silk and linen, the silk being shown in broad stripes and crossbars of pale blue, mauve, pink and corn color. The flowered muslins look as if hand-painted, the choicest design being a prairie rose on a groundwork of fawn gray.

On the third floor are the smallwares, or notions as our American cousins call them. Trimmings in silk and jet, laces, ribbons,

embroideries, embroidery silk, saxony wools, parasols, fans, buckles, hat pins, neck pins, garter clasps, all of fashionable enamel, bicycle caps, blouses, hosiery, in fact

All manner of things, that a woman can put
On the crown of her head, or the sole of her foot,
Or wrap round her shoulders, or fit round her waist,
Or that can be sewed on or pinned on or laced,
Or tied on with a string, or stitched on with a bow,
In front or behind, above or below.

In hosiery the last importation received by the firm was one ton of women's cashmere hose, and every line is kept from the coarsest cotton to the finest lisle thread and cashmere, both for men and women. On this floor also is found the thread department, where every quality is carried from No. 100 to a line strong enough to draw a boat. Following the usual custom, shipping is done from the basement.

BRIEF NEWS OF THE TRADE.

P. Garneau, Fils & Cie., have restocked their lines of double bordered art muslins.

Some special drives in ladies' full-fashioned cotton hosiery are announced by Dingman & Co.

Lonsdale, Reid & Co. have a very fine collection of silk and taffeta gloves for present delivery.

Fine variety and values in handkerchiefs, special embroidered line to sell at 10 and 15c., at Dingman & Co.'s.

Demand for curtains and upholstery furnishings of other descriptions have picked up a trifle during the past month, but the orders are still for small quantities.

S. Greenshields, Son & Co. are offering an extra drive in prints this month. The goods are 36 inches wide and are selling at 8c. per yard. This is a first-class chance for buyers.

Plain ribbons in faille, satin and double satin, and in all shades of color, are kept constantly in stock by Caldecott, Burton & Spence, who inform us that the spring has been a very favorable one for ribbons—specially plain, satin and faille.

John Macdonald & Co. assert that they are in a better position to show at this season of the year new goods in carpets and house furnishings than at any other period in their past history. Their display of Wilton, Axminster, Brussels, tapestry, wool, union and hemp carpets, linoleums, floor oil-cloths, curtains, covers, etc., proves the statement. They are showing a range of assorted sizes in Axminster squares, from 6x9 to 12x15, that are being largely used in place of carpets. They are making a specialty of 4-yard wide floor oils, showing over twenty patterns in that width alone.

THE POPULAR PRICE.

The trade is compelled to admit, however reluctantly they do it, that one of the popular prices of the day for hosiery and gloves is 25c. per pair. W. R. Brock & Co. recognize this and aim to lead the trade in value, make and finish. They enumerated the following lines to our reporter which can be sold at this popular testing price: "Acme" men's cashmere sock; S. A. women's seamless cashmere hose; "Special" ladies' taffeta and No. 520 pure silk gloves; "Electric" and "Magnet" women's cotton hose; W32, W24, P11, W60 ladies' ribbed vests; AA. women's heavy black cashmere hose; K15 women's black merino hose.

WASH GOODS.

The wash goods season is just opening—the demand is sure to be great, and from a recent inspection we find that Caldecott, Burton & Spence have laid in a large assortment of choice goods in muslins, crinkles, Dresden satens, silk finished prints, etc., that are sure sellers, and will tone up a wash goods department splendidly.

GENTS' FURNISHINGS AND HOSIERY...Sales most satisfactory. We look for good repeat orders during March and April. Stock will be kept well assorted in best-selling lines.

PRINTS...Stock in splendid shape for sorting trade. We are showing an unusually attractive lot of Printed Dress Fabrics in Dresden effects, etc.

LINENS...Towels, Towellings and Tablings. See us for special values in these lines.

LININGS...All the best makes kept in stock. Canvas (French) 6, 7, 8, 9, 10, 11, 12 $\frac{1}{2}$, 13 $\frac{1}{2}$, 15 cents.

LETTER ORDERS

Will be appreciated and receive best and prompt attention.

Knox, Morgan & Co., Hamilton, Ont.

..Wholesale Dry Goods..

IMPORTANT TO THE CLOTHING TRADE.

THE — **“PIRLE”** Finish.

EDWARD RIPLEY & SON, after experimenting many years in Cloth Finishing, have finally succeeded in giving what has hitherto been deemed an impossibility, viz.: a high, bright, lustrous and brilliant finish, which is absolutely permanent, and will **not Spot**; this is undeniably one of the most important advances ever made in the Textile Trade.

- (1) This finish is absolutely permanent.
- (2) The finish is unalterable, and goods treated by this process will not cockle under a damp cloth and hot iron, or the tailor's "goose."
- (3) Although a brilliancy of finish otherwise unattainable is given, it will not spot with rain, and is not affected by complete saturation in water.
- (4) By this process the goods are also practically unshrinkable, and do not require "sponging" as heretofore. This is a most important improvement in the treatment of goods, and offers many advantages in addition to the saving of the cost of "sponging."
- (5) The cloth is also rendered to a certain extent waterproof and rain-repellent.
- (6) This finish greatly improves the appearance and handle of the cloth.
 - (a) The Fabric is brighter.
 - (b) A silky handle is imparted to the goods, making them "kinder" and altogether richer.

Goods subjected to this process are greatly enhanced in value, and a "quality" is obtained which cannot be arrived at by any other method.

EDWARD RIPLEY & SON

Bowling Dye Works, BRADFORD, YORKSHIRE.

MEN'S FURNISHINGS.

TRAVELERS for Matthews, Towers & Co., Montreal, are now out with a full line of samples. Readers of THE REVIEW should not fail to look at their anti-sweating shirt and patent hand-sewed braces. Both lines are novelties, and the former promises to be an especially useful one.

RETURNED
15/5/97



No. 10. Niagara Neckwear Co.

DOMINION SUSPENDER COMPANY.

The Dominion Suspender Company, of Niagara Falls, have from this time forward undertaken to guarantee every pair of their make of Suspenders that are retailed from 50c. to \$1.00. The guarantee is attached to each, same style and wording as this :

MADE IN CANADA.

GUARANTEE.

If this Suspender stamped Trade D Mark is not in every way satisfactory after you wear it, bring it back and get another pair instead.

**D. S. CO.
MAKERS.**

Wyld, Grasett & Darling report a good demand for cotton underwear, both brown balbriggan and natural wool, made in various shades of plain and fancy patterns, and are carried in all sizes from 34 to 46. Cotton half-hose are selling well, both plain and ribbed, in fast colors, black and tan. The black, with fancy silk embroiderings, are popular.

Sweaters, with roll collars, in cardinal, navy, heather, tan, white



No. A100. Dominion Suspender Co.

RETURNED
15/5/97

and black are now seasonable, report Wyld, Grasett & Darling. Copying the American style, there is considerable enquiry for these colors with large striped cape at the back. Golf stockings are shown in plain colors, as also large checks with fancy roll tops in various qualities. Regatta shirts are increasingly called for, those with soft bodies being more sought after than in former seasons.

NIAGARA NECKWEAR CO.

The No. 10 bow herewith illustrated by the Niagara Neckwear Co. (D. S. Co.) is a new idea for boys' wear, and has an elastic band to encircle the collar. It is a very successful seller and can be profitably retailed at 25c.

The No. 32 "Imperial" is one of the most popular productions of the Niagara Neckwear Co. (D. S. Co.) They know how to make this scarf to perfection. The design, cut and length are faultless.

The Niagara Neckwear Co. (D. S. Co.) are undoubtedly leading in the production of neck-

No. 32 "Imperial" Niagara Neckwear Co.

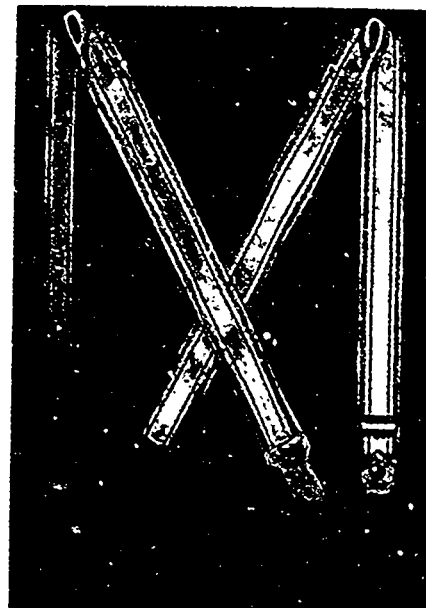
wear. Their page for illustrations of Easter and spring novelties certainly proves this. The manufacturing department of this concern contains some of the brightest neckwear designers and finishers from New York. Their styles are up to date and sometimes ahead. Their finish is deservedly earning a reputation for superiority. You may purchase from this firm just when you want and in any quantity. Their collection of silks contains over 500 patterns cut from these on receipt of order. No excuse for big stocks and old styles. They sell direct and only to the retail trade.

DOMINION SUSPENDER COMPANY.

The No. A100 suspender is one of the Dominion Suspender Co.'s leading lines to retail at 50c. The webbing is of a fine weave, mohair braid ends, leather finish, double stitched and gilt slide buckles. They are made in 12 patterns and well worth 50c.

The No. 400 suspender is made to retail at 50c. by the Dominion Suspender Co. This suspender receives the high first-class finish

of this leading concern and a guarantee is attached to it. Webbing of the very finest and rolled kid leather cast-off ends. This style of suspender is sold by the Dominion Suspender Co. in the United States three for one of any other style. In Canada it is not universally handled by the trade, although, as a matter of fact, it has no equal for beauty, durability and comfort.



No. 451. Dominion Suspender Co.

RETURNED
15/5/97

The "WALKER-MILLERAIN"

Absolutely
Rainproof
Perfectly
Porous
Thoroughly
Dustproof



Permanently
Retain
Their
Waterproof
Properties

The "Walker-Millerain" Sealettes

(With Special Backs.) The ONLY Sealettes which permanently retain their Rainproof properties.

The "Walker-Millerain" Astrachans

(A Novelty for the Cap Trade.)

The "Walker-Millerain" Cycle, Golf and Habit Cloths . . .

WILL NOT SPOT
 and EQUAL in
 APPEARANCE
 TO THE
 REAL SKINS.

PURE WOOL

WHAT THE LEADING PAPERS SAY:

The "QUEEN" says:—"A perfect boon in this variable climate of ours."—July 4th, 1896.

The "LANCET" says:—"Have put the cloths to the severest practical test, and find them POSITIVELY IMPERVIOUS to rain and snow."—August 1st, 1896.

The "LADY'S PICTORIAL" says:—"No more colds or spoliation of our garments if you use the 'Walker-Millerain' cloths, THOROUGHLY UNSATURABLE by rain."—August 29th, 1896.

The "DRAPERS' RECORD" says:—"Will not absorb a drop of water, and rain runs off as water from a duck's back, leaving them PERFECTLY SPOTLESS AND DRY."—June 6th, 1896.

The "DRAPERY WORLD" says:—"RAIN AND DUST have no effect upon them whatever,—all the advantages of a macintosh without the warm and unpleasant effects of same."—May 30th, 1896.

The "WESTMINSTER BUDGET" says:—"The 'Walker-Millerain' cloths have no smell, are quite fast colors, and above all are perfectly RAINPROOF AND POROUS; you may bathe them in a bucket, or pour a torrent over them, and the effect and appearance is just the same."—April 24th, 1896.

MANUFACTURED BY THE OLDEST MAKERS IN THE TRADE. ESTABLISHED A CENTURY.
 KEPT BY ALL LEADING WHOLESALE HOUSES.

All Goods are Stamped "WALKER-MILLERAIN"

A COUNTRY STORE.

WE present on this page a design taken from The National Builder for a country store building, 20 feet wide, arranged for a corner, with a side or rear entrance to rooms in the second storey, either to be used as offices or apartments. The elevation shown is drawn to a scale of 16 feet per inch, and the floor plans are 32 feet to an inch. The building should be erected on a stone foundation wall, 18 inches thick, or a footing 18 x 24 inches, laid in lime mortar. The first storey wall should be 16 inches in thickness, and the second storey 12 inches thick, of good, hard-burned brick, all laid in good mortar.

The front of the second storey may be finished in selected or pressed brick, of a yellow or red tint, laid in black putty, rod joint. These bricks should have stone trimmings as caps and sills, as indicated by the signs of the elevation. The first storey store front should be constructed of iron columns, finished with oak sash and doors, the thickness being 2½ inches, finished up in the usual

inch molded pilaster, the base being 8 inches high, molded, all in clear pine. A building of this character, erected within good building centre, would cost \$2,500 to \$3,000.

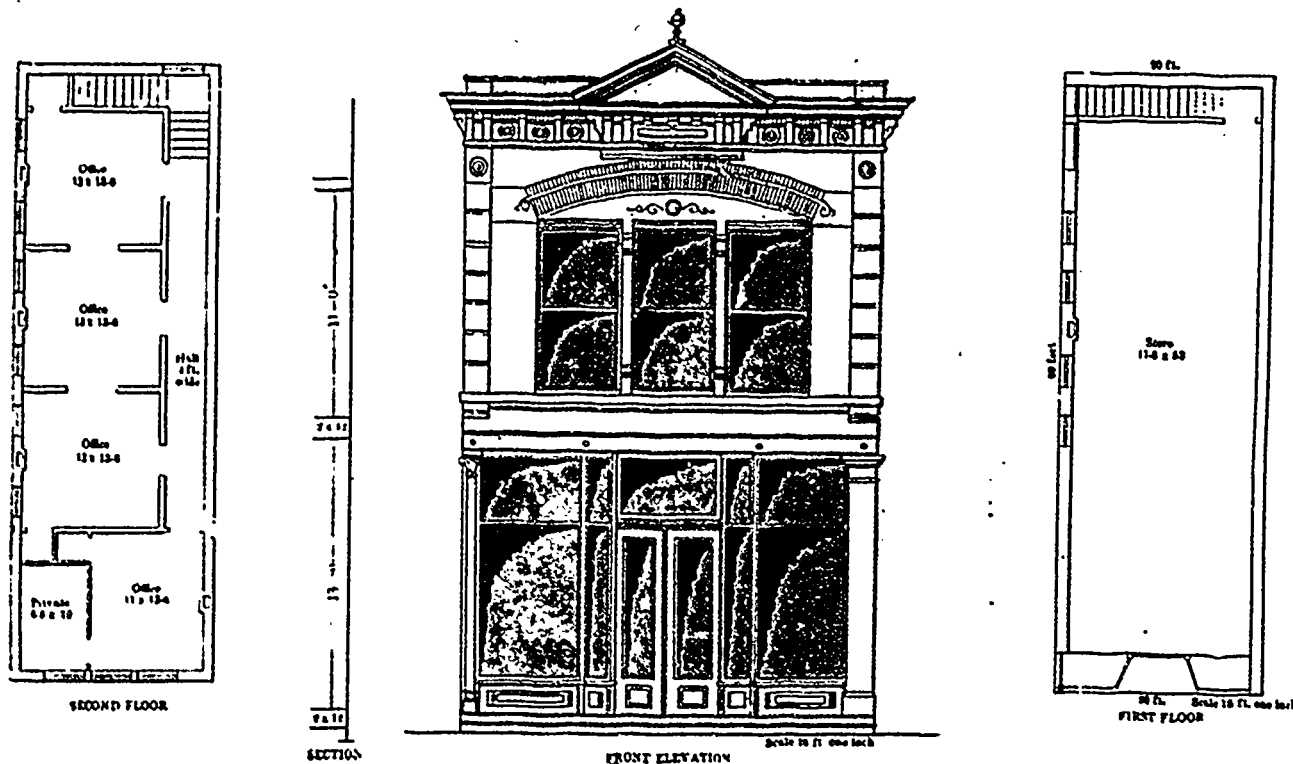
BRIEF NEWS OF THE TRADE.

Dingman & Co. are showing black and cream silk edgings and black silk Valenciennes, beautiful designs.

P. Garneau, Fils & Cie., Quebec, have a nice line of striped brown and white Turkish towels which are taking well with the trade.

S. Greenshields, Son & Co.'s range of 15 to 17½c. fancy muslins in the newest designs are worth buyers' attention if they are placing sorting orders.

James Johnston & Co. have put into stock new effects in belt pins, buckles, brooch pins, purses, shell and fancy hair pins, side combs, besides a largely increased range of staple smallwares. The travelers' samples in this department are made up in the most



manner with door-plate, imposts, panels, etc., of the style and workmanship indicated by the drawings.

The glass for the store front to be plate, all other glass double strength. The joist for first and second storeys of this building should be 2 x 14 inches, of pine, placed 12 inches from centres; the ceiling joist of second storey being 2 x 6 inches, set 16 inches from centres, the rafters being 2 x 10 inches, set 20 inch centres. All joist and rafters to be bridged twice with 2 x 2 inch cross bridging. The floors and roof to be covered with 1 x 4 inch mill-worked flooring, blind nailed. The first storey should have an extra hardwood floor of 1 x 3 inch maple. The flat roof may be covered with single sheets, flat lock, or with composition formed of four thicknesses of felt, covered with gravel.

The building should be plastered in two-coat work, hard finished, or, the ceiling of first storey may be finished up with 1 x 3 inch fancy-beaded and matched pine, blind nailed. All doors of the second floor to be 2 feet 8 inches wide, by 7 feet 6 inches high, of pine, finished, five panels, O. G., all hung and trimmed with suitable hardware. The castings for all the doors and windows to be 1 x 5

compact form possible, so that the merchant may see through the whole of the extensive range with the utmost facility.

Caldecott, Burton & Spence have long been before the trade as carrying all through the season an immense stock of fabric gloves, and this season is no exception. They are now showing a great range of lisle, taffeta and pure silk gloves in all sizes and in all shades of color, and also a nice line of pure silk lace mitts in misses' and ladies' sizes.

EMBROIDERED APRON LINEN.

James Johnston & Co. have received a novelty in the above line of goods. It is very effective and a seller.

MR. MILLICAMP'S NEW BILLET.

The trade will please note that Dingman & Co. have secured the services of Mr. W. W. Millichamp, who was for many years with Messrs. John Macdonald & Co. for the ground east of Toronto. Mr. Millichamp is very favorably known to the trade and will no doubt be able to get his share of business in this district.



USE THE BEST

FINLAYSON'S

LINEN THREADS



We May Perhaps Blow Our Horn

But the public listen to the music and it
has been pronounced good by critics.

We are advertising our goods for you directly to your customers, in all of the leading newspapers in Canada.

We put a signed guarantee in the pockets of every garment we sell.

We **RIGBY-PROOF** a great many of our lines of out-of-door garments without extra charge.

Our whole time, energies and capital are devoted to the improvement of our goods and the furthering of our business. The results are just what we should expect.

Send us the names and Post Office addresses of your customers and we will advertise for you directly to them and help you sell your goods.

H. SHOREY & CO.

Wholesale Clothiers and Manufacturers
of Rigby Waterproof Goods.

MONTREAL

WINDOW DRESSING.

SOME PRACTICAL ADVICE ON DISPLAYS.

THERE is probably no more effective method of advertising goods than by arranging attractive window displays. It arrests the attention of passers-by and gives them a knowledge of what new goods the stores contain. If this were not done the people would be left in blissful ignorance, unless they made a thorough examination of the interior of the stores or read the papers very assiduously, a thing which women do not do as a rule.

At this time of the year many displays of spring goods are made. These are especially inviting and interesting, being in such direct contrast to the dark and sombre winter fabric shown hitherto.

One notices a great deal of sameness in the arrangement of dress goods in the show windows, for the reason, perhaps, that it is rather difficult to evolve any very new methods of window decorations. At the same time it is always well to have as much variety as possible, since too much monotony will fail to have the desired effect. Some goods make much more effective displays than others. Fabrics pronounced in color and design present the most striking appearance.

Dress goods that are figured, striped or dotted will attract notice more readily than white goods. Table linen is very effectively displayed when some colored material of delicate shade is used as a background against which the pattern of the damask can be seen to a better advantage, as the design of the linen is rather difficult to discern at a distance.

Ladies' ready-made underwear looks very nice when some of the handsomer garments, night gowns and chemises, are displayed on lay figures. Tissue paper of delicate shade is always placed underneath the embroidery of the garments to bring out the pattern. Care should be taken to avoid having these articles of apparel too crowded and close together, for the reason that too great a conglomeration is confusing and prevents people from distinguishing one article from another in the mass.

It is a very good plan to always put the price mark on goods thus displayed—it enables people to learn the price, and they can make use of their knowledge at some future date, where it is not possible to make a purchase when the desired articles are first seen in the windows. If the display is such that a glance in passing gives one an idea of the quality of the goods and what it costs, it saves the employers of the store a great deal of time and trouble.

House furnishing goods are very sure to interest all women, and a good plan would be to fit up a show window like a room, with a cosy corner curtained off and soft, pretty cushions in it, rugs on the floor, and may be a jardiniere stand near the couch. Fur rugs are more suitable for winter displays than Smyrna or Oriental, though the latter are very attractive at all times. Small ones of rich color and small design look well, as they are more nearly within the reach of most people's pocket-books than the larger ones, which are of almost fabulous price. But where a department store is displaying goods for house decoration a more completely furnished room may be fitted up, with a five o'clock tea table, copper kettle with spirit lamp and a delicate china tea service and immaculate damask. This will appeal very strongly to all feminine hearts and pocket-books.

Lightweight novelty suitings and cheviots for spring wear are often accompanied by illustrations from fashion plates showing the manner in which they should be made up. It is a good idea also to have the material sometimes draped on lay figures, thus displaying goods to a better advantage and showing how fabrics will look made into dresses—for it is a well known fact that material which looks well in the piece does not always develop satisfactorily in the garment.

Where kid gloves are displayed it is well not to follow the usual

custom of confining the exhibit to one style of glove, because this is not so attractive as one where different styles and makes are shown. The difference in taste that most people have necessitates a variety. Many women do not care for the glace glove, while others do not like the undressed kid.

Umbrella displays are not so much noticed where there is too much monotony in the arrangement of them. Some light or fancy colored parasols look well with the black ones, though in the rainy season no one would wish to buy an elaborate one; therefore brilliant colored draperies could be substituted for the bright toned sunshades.

It seems to us that it would be much more artistic to combine displays of goods more frequently than one sees it done. No one can make a display of ladies' and gentlemen's black umbrellas very attractive when displayed by themselves, but if shown combined with some light, prettily trimmed hats underneath the ladies' sunshades they would appear to a much better advantage. Of course people would not be able to judge so well of the line of goods within the store if a less extensive exhibit was made on the outside; for it would be impossible to show so many different styles of each line of goods if several were combined in one display; but this would have one advantage in causing people to enter the store and make a more thorough investigation. It might prove an innovation which people would like to see, and we feel sure that those who experiment with it will find it more satisfactory than the old method.—
St. Louis D. G. Reporter.

WHO'S TO BLAME FOR BIG STORES?

Editor DRY GOODS REVIEW:

SIR,—I have been reading of late the effects that have taken place on property in Toronto and the surrounding country, caused by the concentration of trade in one big store selling everything. Whilst I have read these articles, and know them to be true, I cannot resist the feeling to put the blame where it properly belongs, and that is on the shoulders of the jobbers, wholesale men and manufacturers.

You would say "How's that?" Well, it is only a few years ago when these were so hungry for trade that they would start any poor fool in business and, in fact, induce farmers and mechanics to quit their trade to become merchants at every sideroad and corner. The result of this was that every man, woman and child got to know the secrets of business, viz., cost of goods, etc., and naturally enough begrudged the poor merchant his allowance for handling goods for them and sought by means of secret societies to kill him off. Do you see?

Next came what was called the Grangers. The wholesale man once more opened the back door to him and sold to him as Mr. So-and-So. That died out in a few years and then sprung up the Patrons of Industry. Witness manufacturers and politicians all bowing to the destroyer, like the dog with the meat crossing the bridge stopping to grasp a shadow but losing his all. I know a large wholesale house who sold large bills in this town only five years ago, and now they cannot sell a cent's worth here because they sold to the Patrons of Industry and refused to back up the legitimate trade. There is also another in Hamilton in the same boat. Had these houses done an honest, steady business, backing up their old friends, how much better it would have been for them to-day!

Yours, etc.,

A. E. RASTRICK, Dunnville.

[See editorial comments on another page. Ed. D. G. R.]

BIOYOLE AND GOLF HOSE.

W. R. Brock & Co. are showing a large range of these goods to retail at 50c., 75c. and \$1 per pair, including the footless lines—also some high-class goods to sell at \$1.50 and \$2 per pair.



H. H. BURROW, Manager.

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Quick to discern the road to Saving and Profit, don't allow their Dress Goods Stock to be littered up with goods unsalable, because "off-color." Neither do they sacrifice profits in order to move them. They've learned of our facilities to re-dye these goods and make them as valuable as any goods on their shelves. It costs little and saves much.

" DELIGHTED WITH THE WORK DONE."
" THE GOODS ARE VERY SATISFACTORY AND ARE SELLING EQUAL TO FRESH GOODS."
" WE ARE VERY MUCH PLEASED WITH THE EXCELLENT QUALITY OF THE WORK."

These are quotations from a few only of scores of letters received from merchants in all parts of the Dominion. Suppose we send you circulars and particulars.

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Head Office and Works,
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JAPANESE COMPETITION.

R. J. Wynne in The N.Y. Press.

THE new United States Tariff Bill, as framed by the Ways and Means Committee, carries provisions which will check to a great extent the menacing evil of Japanese and other Oriental competition with American industries. The readers of The Press are familiar with the extent of Japanese competition.

The Ways and Means Committee was early aware of the situation respecting Japar's raid upon our commerce and the part which the Wilson law had played in promoting, forwarding and permitting it. Reports came to the committee from American manufacturers on all sides bearing upon this subject. The committee found that the imitative Japanese had invaded a great many branches of American industry, and with their cheap labor were turning out goods with which the Americans could never hope to compete in point of cost of production. The hearings given by the committee were full of the recitals of special cases of competition and discrimination.

CAUSE FOR COMPLAINT.

When the committee came to examine the official reports of the Treasury Department, they found ample cause for complaint on the part of American manufacturers. It is probable that, taking into consideration the matter of undervaluations and other elements of the situation, the American manufacturers have been damaged to the extent of close on to \$100,000,000 by Japanese competition since the Wilson bill went into effect. Taking the year 1896 for an example, it was found that the imports from Japan amounted to \$25,537,038. A large proportion of this amount represented imports from which the Government derived no revenue whatever. The articles were on the free list. It is impossible to calculate what was the extent of the undervaluations upon the imports which did pay duty under the law. It is safe to assume that the Japanese were not behind our other foreign neighbors in placing a lower figure upon their invoices than the market value of the goods warranted.

The Japanese commenced at the very beginning of the schedules. They sent us animals to the value of \$1,614. The Ways and Means Committee has raised the duty on animals. They sent us \$3,027 worth of art works. The committee has raised the barrier against this industry to encourage artists of our own. Taking advantage of the low duty on coal, they sent us 2,972 tons. The committee has raised the duty from 40c. to 75c. The Japanese coal digger works for a great deal less than is paid to the humblest mule driver in our mines.

SENT COTTON ALSO.

Cotton goods was an article in which the Japs were working up a lucrative business in competition with the American workman. The Japanese sent us manufactured cotton goods to the value of \$118,652 in one year. That is, they were valued in the invoice at that. No one knows to what greater extent the competition actually existed. The Ways and Means Committee has put a brake upon this. The rates have been changed in schedules more closely affecting the class of cotton goods made by the Japanese, and the duty increased. Specific rates have been substituted in many special cases, with a view to cutting off the most flagrant opportunities for undervaluation.

In earthen, stone and chinaware, the Japanese had a wide field. In past years the importations of Japanese ware of this description were confined mainly to teapots, fancy cups and saucers, umbrella stands, odd vases and the like. Of late, however, they began to invade the staple lines, sending goods to compete with the products of the potteries of Trenton, East Liverpool and the Ohio valley. In the past year they invoiced goods of this description to the amount of \$387,591. They brought these goods in by paying a duty of

from 30 to 40 per cent. The Ways and Means Committee has increased the rate to 60 per cent. This will give the china decorators of Trenton a chance to compete on decorated ware.

VEGETABLE FIBRES.

In vegetable fibres the Japanese did a magnificent business under the Wilson law. While one after another of the American manufacturers were shutting down their shops, turning their skilled employes adrift and going into bankruptcy courts, the Japanese were sending shipload after shipload of such goods into our markets. The American farmer, who had been raising hemp and plowed up his field, let it stand fallow, while the Jap, with hackled hemp on the free list, supplied the demand. The Ways and Means Committee has put a duty of \$50 a ton on hackled hemp. In the past year the Japanese sent us manufactures of fibres to the extent of nearly half a million dollars. The Dingley bill will cut this off by raising the duties all along the line upon this schedule.

With straw hats on the free list, the Japanese sent us these goods worth \$110,000 last year. The American manufacturers were idle and the farmers were burning their straw meanwhile. The Ways and Means Committee has put a duty of 35 per cent. upon these goods when plain and 50 per cent. when trimmed. The Japanese had no limits to their competitions, however. From \$1,334 worth of jewelry to the 1,934 pounds of pig lead, they left no article of trade untouched. In manufactures of leather they supplanted the American dealer to the extent of \$1,786. The Dingley bill shows a gratifying increase of duty upon this schedule.

ACTIVE IN OTHER LINES.

Although matting is now being made in this country, the Japanese brought in goods of that description invoiced at \$1,989,340. It was free of duty under the Wilson Act. The new bill proposes a duty of 8 cents a square yard on some qualities, and 8 cents with 25 per cent additional, on others. They sent us nearly \$200,000 worth of manufactures of paper, nearly \$400,000 worth of rice and 500,000 pounds of sugar.

In silk, raw and manufactured, they did a tremendous business. The manufacture of silk has become a great industry in the United States. A vast amount of capital has been invested in it of late years, and, under the prosperous conditions of the McKinley law, thousands of men and women obtained steady and lucrative employment in the domestic silk mills. Almost \$3,000,000 worth of manufactured silk was dumped upon the American market by the Japanese last year. The Dingley bill increases the duty, however, to a material extent, and will probably cut off some of Japan's profits in the future.

These are but some of the principal items of Japanese exports for the past year, upon which the new tariff bill will lay a restraining hand in the future. The list of other articles is a long one, involving lesser sums in detail, but amounting to a serious aggregate, and one which, in a few years more of Democratic tariff, would be appalling to the American manufacturer.

ENTHUSIASTIC ADVOCATES.

W. R. Brock & Co. are enthusiastic advocates of judicious advertising. This, together with their having at all times the right goods at the right prices, entitle them to the claim of having established "an enduring argument." The large range of hosiery, gloves and underwear shown by them each season successfully bears the severest examination of the most exacting and critical buyer in value, style, quality and finish.

SPECIAL PRINTS.

John Macdonald & Co. have this week received a shipment of their famous cardinal and navy drillette prints, 64-inch loom damask tablings, also a special line of 40-inch pillow cotton considerably below regular price.

THE RESULT OF THE SPRING MILLINERY OPENING

Was, indeed, very satisfactory to us and exceeded even our most sanguine expectations. It was simply a question of laying out goods fast as possible from commencement to the close, and following weeks. How is this? We answer, We have the right things in

LACES, VEILINGS, CHIFFONS

C.C.C. ("Correct Colorings," "Correct Designs
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Special Value and Unique in Finish.

OUR HOSIERY "Hermsdorf Dye."

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Cottonades, Shirtings and Tickings.

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Linen Napkins, Doylies and Tablings.

Our travellers are showing a range of samples that cannot be surpassed. Favor them with a look, it will cost you nothing.

JAMES JOHNSTON & CO., MONTREAL.

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Caldecott, Burton & Spence

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"CONGO BLACK" DYE has placed our Black Dress Fabrics in a proud **PRE-EMINENCE** over ordinary Black Dress Goods. To be able to say that this famous dye is proof against **Fruit Juices, Muriatic Acid, Rain, Wind or Sun** is to place a great advantage in the hands of the salesman.

Ladies are now demanding "Congo Black" Dye, and progressive merchants appreciate this fact.

C. B. & S. offer the trade **Bicycle Serges, Lustres, Sicilians, Crepons, Jacquards, Brocades, Henriettas, Cashmeres, etc.**, in "Congo Black" Dye, Registered Brand.

They will keep well assorted during the month of April their stock of **Ribbons, Laces, Hosiery, Gloves, Underwear, Parasols, Muslins, Wash Fabrics, Linens, Notions, Smallwares and Blouses.**

CALDECOTT, BURTON & SPENCE

Dry Goods Specialists
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TARIFF UNCERTAINTY AND DRY GOODS IMPORTS.

THE dry goods importers seem to be going slow until they know what the new tariff is to be. The figures for the months of January and February indicate this. The figures for the month of March are not out yet. But, taking the two first months of the year and comparing the totals with the same months of 1895 and 1896, the comparison shows a marked decline in imports. The details, as compiled from the official returns for THE DRY GOODS REVIEW, are as follows:

IMPORTS DURING JANUARY AND FEBRUARY.

	1895.	1896.	1897.
Cottons, undyed.....	\$ 94,937	\$ 96,561	\$ 71,915
do dyed, colored....	841,572	902,902	681,408
do thread and yarn..	38,616	46,450	21,284
do thread on spools ..	70,577	54,844	57,898
Laces, collars and nettings..	197,132	179,925	137,976
Hats of all kinds.....	393,436	435,452	396,693
Silks.....	430,542	648,014	388,660
Carpets, Brussels, tapestry	203,290	192,483	129,524
Cloths, worsteds, coatings..	539,011	489,322	465,233
Dress goods.....	688,913	802,944	585,198
Knitted goods.....	82,848	127,621	83,446

This simply covers about a dozen different classes of imported dry goods, but it fairly represents the whole line. The imports, of course, are those for the whole of Canada and not any particular port of entry. Doubtless there are some dry goods still in the Custom houses awaiting the new tariff rates, which many merchants expect to be lower, but which may, in view of certain things, not show much, if any, reduction.

In the above list a large falling off is observable in cottons, woolens and silks, the importers being evidently afraid of a cut in the duties. As soon as the tariff is brought down in Parliament—and that ought to be in a few days after this issue of THE REVIEW is in the hands of our readers—there will be an instant revival of trade. In fact, the outlook for fall trade should be very favorable. Stocks are low all over the country, and the reports of farming prospects in the west are good. The mining development in northern Ontario and southern British Columbia will help the eastern jobber a good deal, and if prices of farm produce tend to stiffen a bit, or, (what

would have the same effect) railway rates to the ocean ports are relaxed a little for shippers' benefit, we shall see a good fall business in Canada.

Meantime, you cannot wonder if imports languish when merchants are under an impression that duties may be reduced. It is the plain duty of the Government to hurry in this matter. They have waited long enough. If, in some cases, the duties are raised (and this is not impossible with articles that can be classed as luxuries), the man who has not bought will feel angry at himself. As to retailers' buying, it is well to bear in mind that if a man is not well assorted he cannot serve his customers. The big department stores don't let tariff uncertainty prevent them from being well assorted at all seasons.

MISTAKEN METHODS.

LAST fall several wholesale clothiers undertook to sell an extremely low-priced frieze ulster, and did sell one at a price below cost. Of course merchants do not send travelers out and pay their salaries and expenses to do that sort of business alone. Where there is such a tempting bait there must be some hook concealed, and in this case the means taken to even up were ingenious if not commendable. The frieze, to commence with, was of the lowest possible grade but well finished on the face and presented quite a good appearance. It was cheaply lined and trimmed, cut shorter than is usually wanted, and with very small facings, so as to save goods. The price being low, of course many bought it, but on account of the cheap trimming, etc., they naturally required something better for their better class of customers. In order to even up the loss made on this line, the enterprising manufacturers we refer to produced two prices of supposed higher-grade ulsters. In reality they were made of the very same shoddy goods as the first. They were lined and trimmed, however, in such good style as to disguise their identity, so that merchants purchasing them were in the position of having paid a good average profit on the whole order. The wearer of the alleged better line was made the sufferer, and although he was willing to pay a good price for a good article, he was miserably swindled by getting a shoddy garment.

Such methods will not tend to the improvement of the ready-made clothing business. We hope that manufacturers will drop such suicidal means of temporarily increasing trade. Retailers should sit emphatically upon them whenever they find it out. It is worth recalling the experience in the woolen trade. Shoddys were sold about twenty years ago all over Canada, labelled "the finest Canadian tweeds," by some Canadian mills. Of course they proved unsatisfactory. No one would buy them a second time. They created such an unfair prejudice against domestic tweeds that our manufacturers have never entirely recovered from it. Although we did then, and still continue to, make tweeds in Canada as good value as any imported, there are hundreds of business men who will not believe it. The whole trade is suffering from misrepresentations made by a few firms twenty years ago. The ready-made clothing trade in Canada is very much on the improvement just now, and with honest dealing can be largely increased. Tricks of the character complained of are like killing the goose that lays the golden egg.

BUSINESS INTERESTS NOT BEHIND IT.

WE doubt if the business interests of the United States approve of that part of the Dingley bill which strikes at Canada. We assume that many of them would be glad to do business in this country and are not willing participators in a distinct tariff attack on this country. There is no use in denying that it is such an attack. The lumber schedules indicate the spirit in which the whole measure has been conceived. By one of its clauses if Canada protects herself with an export duty on pulp wood the duties on Canadian lumber immediately go up higher.

Now, that sort of thing is a threat. No country with any self-respect will put up with it. Canada is not so foolish as to expect to squeeze the United States, but having an alternative market, it can divert trade elsewhere, selling more to England and buying more from her. Now our neighbors surely cannot want to put Canada on its mettle to trade with other countries. Yet, that is the effect of its tariff policy, and is designedly the purpose of tail-twisting politicians who think they see votes in anti-British and anti-Canadian harangues.

For this reason we credit United States business men with more sense than to embark on a tariff war with a solvent customer like Canada, who purchases for five millions of people. Go to the States to buy and you find manufacturers and merchants keen, alert, clever business men. They want your trade if you have the money. They don't care whether you are a citizen of the Fiji Islands or a subject of Her Britannic Majesty. They favor a good export trade. They make more goods than the home market can consume, and naturally cultivate customers abroad.

Yet their proposed new tariff says to Canada: "Go to blazes; we don't want to have any dealings with you." That is not the voice of commerce. It is the yawn of the heeler and the demagogue and if the immense commercial interests of the United States submit to be ruled by that sort of influence, it is none of our affair. And we can go ahead and legislate for ourselves.

WHO ARE RESPONSIBLE?

A CORRESPONDENT, whose letter is printed on another page, says the real culprits in the building up of big departmental stores are manufacturers, jobbers and wholesalers. He mentions some of the errors they have committed, but we cannot see that his argument is logical. Not that we feel particularly anxious to defend manufacturers or wholesalers. They are well able to take care of themselves, and it is not our concern to make out a case for them. Besides, some of our correspondents' complaints are just, and where mills and jobbers have sold to big concerns that notoriously cut the life out of trade, or where they have given undue facilities to unsuitable persons to start stores, they have done wrong. Their sins will find them out.

But to get at the real origin of these immense price-cutting concerns we would be disposed to start right with the consumer. There has been a perfect frenzy the last ten years for cheap goods. It has taken almost entire possession of the female sex; and the men are a good second. To meet this craze these stores have developed everywhere—in Canada, the United States and England. Will the person who is now reading this article please look over his own

career and see if he has not dealt at these stores? It is a fact that the very persons who suffer from their competition come into town on a short trip and make purchases for their families at departmental establishments.

Every class in the community has done something to build them up. The manufacturer has foolishly allowed himself to run into cheap lines. The wholesaler has not turned a deaf ear to the big store which buys for cash, then slaughters. The retailer has not taken a hand in by indiscriminate cutting, by sticking to old methods, and by long credits? All these things tended to bring about big stores. Now that they are here, a more practical question is how shall we prevent their doing injury to trade all over the country?

THE LITTLE SPECULATION SPOILED.

THERE is a good story going the rounds of the trade regarding importers who wished to take advantage of prospective changes in the duty. They had in several cases a large quantity of goods in bond, chiefly imported English woolen fabrics, and had made up their minds to hold it there until the tariff had been brought down. If the duties relating to the goods in question went down, the little speculation would be a profitable one, and no person expected anything else. In several instances, however, importunate purchasers knocked their calculations on the head by demanding delivery of their orders. The irony of the situation lay in the fact that the orders in question, from their composition, made it absolutely necessary to take the entire lot of goods out of bond and not only a portion of it. The remainder had to go into stock, which in the event of a reduction in duty means a certain amount of loss to the importer.

LOOKING FOR CANADIAN OPENINGS.

OUR contemporary, The New York Dry Goods Economist, says: "Canada is about to have a change of tariff, the new schedules being expected to go into effect early in April. At present all is uncertainty as to their nature, but in view of the pledges made by the Ministry as to reductions of duty the general expectation is in favor of considerably lower rates. If such should prove to be the case textile manufacturers in this country may find a new market for their products."

It was, no doubt, the intention of the present Canadian Government to reduce the tariff, but from present indications, the Dingley Bill has caused some change of opinion at headquarters, and the duties on goods from the United States may not be diminished at all. No one knows positively what may be done, for fiscal legislation is a Cabinet secret in this country, and except an occasional hint of the general drift of things, the announcement in the House of Commons is the first official intimation given to the trade. But these hints, so far, are not favorable to lower duties on our imports from the States. First, there was the significant remark regarding coal made by the Finance Minister, Mr. Fielding, to a Montreal deputation. In effect, this was that if the United States duty was to be 75c. ours could be that 100—this from a Minister who had been supposed to favor no duty at all. Second, The Toronto Globe, the principal Liberal paper in Canada, and

presumably in close touch with the Government, has been arguing that the present is an inopportune time for reduced duties on American goods.

The Economist's ideas on all tariff issues are sound and reasonable, and while, with all business authorities, it must deplore hostile tariff legislation between neighboring countries, it must realize that the Dingley Bill is calculated to draw forth a similar line of policy from Canada. Otherwise our American friends would do far more trade here than they do. Canada could be made an excellent market for American goods, and the marvel is this has not dawned upon our neighbors long ago.

TORONTO'S POSTAL BUSINESS.

IT often happens that when a man is kicked hard, the blow wakens him up, calls out his reserve strength, and he is able to make a vigorous rejoinder. Toronto has had to stand a good deal of criticism this last year owing to the disappearance of wholesale and retail dry goods firms. The city replies to these attacks by pointing to her postal business for the year. The official figures have just been published. The receipts of the Toronto post office for last year were \$464,060, as compared with \$370,261 for the preceding year. The receipts of Montreal post office were \$356,741, as compared with \$317,291 last year. Toronto, therefore, more than maintains the lead in Canada in its postal business. Other cities contributed as follows: Hamilton, \$88,326, Ottawa, \$66,672, London, \$60,867, and Kingston, \$25,473. For years the Government of Canada have carried a large deficit on the working of the national postal system. Toronto does her best to fill up the gap, but it should not be left to one city to make the service pay. If others did as well the country would be drawing dividends out of its postal system. Toronto, therefore, with a graceful smile, hands out this useful advice to the rest of the country: "Please devote a little of the time you spend on discussing my misfortunes to the task of doing more postal business."

A MINING POPULATION.

RAT PORTAGE will have ten thousand population in a few years, reports an enthusiastic friend of THE REVIEW who has just returned from the mining regions. He also predicts a great expansion in British Columbia towns. All the people who come back from the mining districts talk in the same way. They may hear, and so report, exaggerated estimates of the development expected, but doubtless there is some substantial ground for the hope. The discovery that a great deal of the ore at Roseland is "free milling," that is, can be worked without an expensive smelting process, is a most important feature. It means that a great deal of quartz which might have been useless, on account of high freight rates and charges for smelting, can now be utilized in the less costly stamping mills near the mines, and numbers of properties, not considered rich enough to develop, now become paying and profitable.

We can well understand many people being sceptical regarding the mining boom. We have had booms in Canada before, but ultimately they never brought anything but evil in their track. There was the Winnipeg boom, the Toronto boom, and so on.

It took Winnipeg several years to recover, and the city is now doing well. Toronto is still struggling to get on its feet as far as real estate values go. Therefore cautious persons are apt to look askance at the glowing reports from the mining regions.

It seems to us that the Ontario and Dominion Governments should each send officials to report on these regions as soon as the spring opens, so that the public may not be at the mercy of prejudiced reports by persons whose interests are served by exaggeration. We do not mean for the purpose of advising investors; that is not part of a Government's business. But manufacturers and merchants of all kinds will immensely benefit if the mining wealth is going to turn out what it is expected to be. Young men who are looking abroad for openings should be told what the chances are at home. It is all very well to talk about a "vigorous immigration policy," but this country's first attention should be given to keeping its own youth at home.

The mining development may solve many of Canada's problems for her, and one ought to know, from unbiased and trustworthy sources, exactly what the outlook is.

BE HONEST IN BUSINESS.

A case came to THE REVIEW's attention the other day where a man practised a gross deception in business on another. We are not at liberty to mention the facts, but the case is typical of a class of offences which go by the general name of sharpness. Now, THE REVIEW is not sermonizing or seeking to keep the consciences of its readers. But one piece of advice we urge upon our retail friends. If you know any man who has played a mean business trick on another, without swindling or practising any dishonesty that the law could take notice of, just give that man a wide berth. If he fooled one man he will fool another. You may be the victim next. Even supposing you are sharp enough yourself to detect deception, it is unpleasant to be always dealing with people you have to watch. Cynics say, of course, that there is no fairness in business and that every man is trying to get ahead of his neighbor. This is not true. There are plenty of honest men in trade, and, if they add practical common sense to honesty, they invariably succeed.

READ IT.

Canadian merchants should read the special article on knitted goods in Canada appearing in this issue. It will be an eye-opener to many of them, as the visit to the mills was to THE REVIEW itself. There is something wrong in the wide-spread indifference that exists about Canadian-made goods. The prevalent opinion is that inferiority is the distinguishing characteristic. That is a pure fallacy, and an examination of the actual state of things fails to sustain it.

Surely it is fair to give Canadian goods their due. There will always be a demand for imported lines. The reputation of foreign goods is always high, and the importing trade need not fear that the growing reputation of the native article menaces import business. But there are some lines we ought to make almost wholly in Canada, that are specially suited as a national industry, and underwear, and knitted goods generally, form one class of this sort.

THE DRY GOODS REVIEW AGAINST THE BIG STORES.

THE AGITATION SPREADS TO CANADA—A BILL IN THE ONTARIO LEGISLATURE—ECHOES OF THE STRIFE IN THE UNITED STATES.

WHAT was expected has come. The big stores have so stirred up feeling among the commercial men of the country that an agitation is now on foot in Canada to regulate them. For some time an intermittent agitation has been going on in Toronto, owing to the wiping out of many small stores, chiefly dry goods, unable to stand the competition. A member of the Ontario Legislature has given notice of a bill, and the subject will be canvassed thoroughly during the next twelve months, and perhaps be an issue in the provincial elections.

THE ISSUE IN CANADA.

A valued friend of THE DRY GOODS REVIEW asked the other day: "Why do you not speak out strongly on this question? As one of the special guardians of the country merchant you ought to do so." As THE REVIEW is not muzzled on this or any other issue, it has no hesitation in accepting the challenge. During the past five years several large establishments in Canada have been absorbing so much trade to themselves that the local merchants in the remotest parts of the Dominion have felt the competition. The catalogues of these concerns are sent everywhere. Away up in the northern districts where the stores of the Hudson's Bay Company do the bulk of the trade, and deserve to do it, there are settlers who will spell over a department store list and figure out a bill of goods which can be ordered through the mails and delivered often by the postal system. The big stores have gone into nearly every line—except stoves, we believe—and every merchant feels the competition. It is evident that the stores have caught the consumer, and that in order to break down their influence and growing supremacy it is necessary to convert the public, and then restraints can be adopted with more hope of success.

GOOD POINTS ABOUT BIG STORES.

Let us briefly enumerate the good points of the department stores: 1. They buy and sell for cash. 2. They are well managed. 3. The goods are tastefully displayed and a large assortment is kept. 4. They afford conveniences to the buyer owing to every line being under one roof. 5. They are not—in Canada at least—accused of swindling their customers. In fact, they seek to please and satisfy the public and usually do so.

BAD FEATURES.

To offset this we have the fact that goods are often sold at cost or less than cost. This means that someone loses: in most cases, the workingman who is ultimately deprived of the price of his labor. Then purchasers are worked up into a sort of crazy expectation by promises of bargains and cheap goods. Then, the purchaser gets into such a state of mental fatuity that he or she does not know whether full price is paid or not because, in a long list, a few bargains loom up large and the profit of the transaction is taken on the rest of the purchase. The big stores pay equally big dividends or big salaries to their controllers and therefore (allowing for the saving of expense in concentration and the cash system) a big profit is made. But in the making of it, by means of a large turnover,

small concerns, doing a legitimate business and a great convenience to their respective localities, are crushed out.

Another feature is the use of the mails to carry out the interests of the big stores all over Canada. The country merchant pays freight on his goods according to distance. Many parcels that go by post from department stores cost no more for a thousand miles than for ten. This gives an undue advantage for outside trade.

CONCLUSIONS.

On the whole, then, department store competition is not fair competition, and not salutary. As a municipal question, we consider the issue clear and uncompromising: the big store must make up to the municipality the loss in taxation occasioned by the disappearance of the small stores. A city which does not insist upon this is a community of arrant fools.

Then, there is a good deal of humbug about the "bargain" promises which should be curbed, and certainly Her Majesty's mails should not be roped in as a part of the system. As to legislative action, we must frankly admit ourselves to be very sceptical of its practicability or utility. The first culprit is the consumer, and it is hard to get the community to put a straight-jacket on itself. There are women who will spend 10c. on the street cars to get down town to save 5c. on a purchase. What can you do with such people? The asylums are too full already.

THE AGITATION IN THE STATES.

Meantime the fight goes on in certain parts of the neighboring republic. A Chicago contemporary, The Dry Goods Reporter, gives the chief features of a discussion which has been going on there relative to the merits and demerits of the big stores. Fifty persons contributed their opinions.

The opponents of the multi-department establishments arraign them as "monsters of greed that show no hesitancy in killing their competitors for the sake of their own profit," "the greatest curse ever suffered by the people," that in time will leave the whole country a "magnificent ruin," and the destroyer of more small merchants in Chicago "than all the panics and financial depressions since the city was founded."

These accusations are offset by the defenders of trade centralization, who characterize the big stores as "a benefit and blessing to that large class of humanity whose means compel them to buy where their money will go the farthest;" "the foreshadowings of Bellamy's golden age," and a convenient and practical "labor-saving invention."

The claim made by the friends of the stores that they are a benefit to all consumers, and to the hundreds who find employment in them, is met by the argument that the benefit as far as low prices is concerned is largely imaginary, that prices for high-grade wares are uniform in all stores, and as for the employes, their condition would be improved if the large stores were abolished.

The assertion that the big stores enable the poor man to live economically is weighed against the declaration that the difference in prices between the large and small stores is slight and does not compensate for the depreciation in real estate, the impoverishing of hundreds of merchants and the general injury to society.

One writer is not surprised that retailers should hit upon the idea of centralization when they have the examples of trusts in the manufacturing world, the monopoly of the distributors and the syndicates of the banks. He sees in it all a menace to commercial

.. WHOLESALE ..
MILLINERY

Willis, Nelson & Co.

Warehousemen :
26 and 28 Queen St., Glasgow
SCOTLAND

Manufacturers :
Peel St., Luton
ENGLAND

Cable Address, "Luton, Glasgow."

DEPARTMENTS

Ladies' Hats and Bonnets, Trimmed
and Untrimmed.

Children's and Infants' Trimmed Mil-
linery.

Jet and Steel Sprays, Buckles and
Ornaments.

Feathers, Ospreys, Wings and Birds.

Ribbons, Silks, Satins, Blouse Silks,

Velvets, Velveteens and Velvetas.

Laces, Veilings, Frillings.

Jet Bonnets, Gimps and Trimmings.

Flowers.

The marked success attending our efforts in dealing with the merchants of Canada in the past, justifies us in making even **greater efforts** in the future, so as to produce the very best results to all interested. Our ranges of samples for the coming Fall Trade will be in the hands of our Canadian representatives before the end of April, and who will then immediately start out on their respective routes. The advantages to our clients are : Better terms, closer prices, newer styles, and the almost absolute monopoly of the lines bought, as we purposely limit the number of our customers in each town.

Mr. J. M. Hamilton, our Canadian agent, will be pleased to communicate with any merchants desirous of opening accounts with us for Fall, and will make all arrangements for showing samples, etc.

WILLIS, NELSON & CO.

Toronto Office and
Sample Room

27 Colborne St.

J. M. HAMILTON

Agent for Canada.

life, and points out the probability that when one or two men by means of their large capital come into control of the entire trade of the community, having reduced their competitors to a state of bankruptcy, they may demand self-established prices from the consumer and cheaper goods from the manufacturer, who must therefore employ cheaper and perhaps pauper labor. The way in which real estate values have suffered is strongly presented as an argument against the big stores. It is stated that buildings cannot be rented for one-half or a quarter of what they formerly brought, and that, rentals being the basis of real estate values, lots cannot be disposed of, and taxes eat up the property. One who believes that centralization of business is real progress and a benefit to millions, compares department stores to labor-saving machinery, which, though often condemned, proves a blessing in the end.

As a remedy the greater number of the attacking party believe in the efficacy of legislation. They urge that the abused business men and property owners wage relentless warfare on the manufacturers and jobbers who sell goods to the large stores. But the complete remedy is to come by the enactment of a law which, by tax or otherwise, shall regulate or restrict. To others, some even who deplore the existence of department stores, such laws appear to be unconstitutional, and they express their belief that no amount of crusading or legislating can obliterate the right of a person or corporation to conduct as many stores under one roof as they see fit.

ACTION IN OTHER STATES.

The committee from the Minnesota Legislature that was appointed to investigate the subject has made a report unfavorable to the department stores throughout. The committee claimed to have examined from fifty to one hundred witnesses, including small retailers, department store managers, bargain hunters and employes, and concludes its report as follows: "From the evidence sub-

mitted your committee are prepared to report that the modern department store, as at present conducted, is a menace to public prosperity and detrimental to the general welfare of the people."

A Wisconsin assemblyman has introduced a measure that divides merchandise into seventy-eight classes and provides a license for each class, a merchant being allowed to engage in as many lines as he is willing to pay a license for. The city councils are empowered to fix the licenses, which cannot be less than five dollars each. The law is not applicable to towns of less than two thousand inhabitants, and thus the general stores are excluded from the proposed legislation.

The Missouri Legislature has a bill before it which does not meet the approval of some who on general principles are opposed to department stores. It is quite similar to the Illinois bill in its classification and in some of its provisions. It is only operative in cities of 50,000 inhabitants and over, and permits department stores to run by paying a license of not less than \$1,000 per annum.

In Iowa the idea is advocated to discourage the establishment of many departments by placing a moderately heavy tax on each department. The small merchants in Ohio's large cities are organizing and working with a view to securing protective legislation. In Kansas also the question is being agitated, and city councils are being urged to act upon it.

The Legislature of New York has been wrestling with the problem for some time. The latest turn affairs have taken in that state is the introduction of a bill making it unlawful for any person or persons to advertise for sale or to sell at retail any article of merchandise that is not damaged or otherwise depreciated in value at less than its cost price, or at a price so low as to injure any other retail merchant offering for sale or selling similar articles of merchandise. This is without doubt meant to be an indirect blow at the stores.

Down Comforters..

Our Travellers are now upon their respective routes with our full range of FALL samples.

DOWN COMFORTERS. BATTING QUILTS.
FANCY PILLOWS, Etc.

and if QUALITY and Price cut any figure with you, we are confident of a good share of your trade.

That's Business

Our goods are figured to sell retail at the popular prices, and our SWAN BRAND is so well known that our guarantee makes the goods easier sold.

That's Money

If you want to procure the best at the lowest price, see our goods before completing your arrangements.

That's Common Sense

TORONTO FEATHER & DOWN CO. †

Boulter & Stewart,
SOLE SELLING AGENTS.

*Easter
Novelties*

-IN-

Neckwear

E. & S. CURRIE

32 Wellington St. West

... TORONTO

**NEW
GOODS**

Weekly shipments received all through the Assorting Season of the very latest **MILLINERY NOVELTIES** obtainable.

LETTER ORDERS

promptly and carefully filled.

THE...

John D. Ivey Co.

Limited, TORONTO.

**Wholesale Dry Goods
Stock For Sale**

The G. B. SMITH

IT. D. G. IMPORT CO.

TORONTO

are going out of business and will offer from 5th to 10th April the balance of their stock en bloc along with good-will of their business by tender. In meantime, until stock is sold, they are offering

Special Drives to the Trade

FOR CLEARING LOTS.

**The Maritime Wrapper
Company**

WOODSTOCK, N.B.

LIMITED

MANUFACTURERS OF



**Ladies' Wrappers
Tea Gowns
Waists . . .
Children's Suits**

Etc., Etc.

We claim that our goods are the best finished and the most stylish on the market. For fit and price they are unexcelled.

CORRESPONDENCE SOLICITED.

Our travellers are on the road and will call with samples when desired.

THE MILLINERY TRADE.

THE JOHN D. IVEY CO.

IN conversation with the John D. Ivey Co., whose predictions of an earlier date are being fulfilled as the season advances, they say that the demand for straw braids is still increasing. For artistic millinery it is impossible to produce the dainty creations without the braids being used in some form or other, with the garniture of lace, flowers, chiffon and osprey.

The newest combination of materials is chiffon and velvet (the lightest and heaviest of millinery trimmings); the narrow velvet shirrings on wire support the chiffon and give it an airy softness. The latest combination of colors is heliotrope and old rose, with the relief of lily of the valley flowers tied in with the fashionable knotted ribbon bow. The large picture hats are slightly turned up at the back, and full bunches of flowers and foliage make a very effective under-brim trimming. Batavia cloth is still very popular, either in making or trimming a hat, when used as a trimming only. It is employed in handkerchief form, bound with inch-wide ribbon, or several rows of baby straw ribbon sewn on the border, or it is gofferred, and at each corner a rosette of this narrow straw.

Unmounted flowers have the most prominence at present; the milliner can use them in so many different ways, such as bouquets, mountures, piquets. The ribbons being used in such quantities it becomes necessary to use the lighter makes, as chiffons, gauzes, granada, grass-lawn, all of these make the shirred and knotted bows which are the present fad. Laces are used even more than in former seasons, owing to the flowers being veiled with it, as well as the hats being made of it. The popular make is chantilly, in black, cream and colors.

The American straw hats (untrimmed) are shown in such a varied number of shapes, colors, sizes, etc., that the play for originality in trimming is very large. Really, for this season's trade, first-class milliners have every possible chance for displaying their artistic taste.

S. F. M'KINNON & CO.

This house report their travelers now at work in the different provinces and that very satisfactory orders are being received. They also report having had a good March trade; that their sales for the month are considerably ahead of the corresponding month of last year, and are hopeful of even better results for April, claiming that with the present promise of an early spring, millinery dealers in particular may look forward to a more than average season; also that whatever else time may develop, flowers, chiffons, ribbons and velvets hold the balance of power in the trimming world at present, although ostrich effects, particularly bunch and single tips, notably in black, cream and white, are coming to the front.

Their foreign buyer is now operating in the European markets and will keep them supplied with novelties as the season advances.

S. F. McKinnon & Co. have a large staff of trimmers at work and, as usual, can supply any quantity of trimmed hats or bonnets within two or three days after receiving the order.

CURRENT TASTES IN NEW YORK.

The majority of ornaments sold so far are of steel, but gold is also much favored. Jet, in flat designs, is growing in favor and will be strong in the later season and early fall.

There is no more fitting contrast and finish for the bright hats of to-day than jet. All the famous Parisian authorities are using it in their later productions.

It takes a great deal of everything nice to make a satisfactory showing. Plenty of hat, plenty of flowers, lots of long egrets and lots of ribbon, or some equal assortment, all of unquestionable grade, will be required this spring to make the hats. A carton of flowers will trim about two hats, when in former years it sufficed

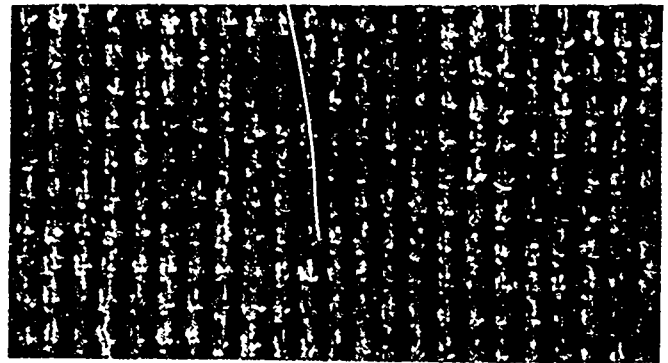
for six or eight. Six to eight yards of ribbon disappear—or, rather, appear—in the new bows, and other articles in proportionate quantities.—Dry Goods Economist.

WILLIS, NELSON & CO.

Mr. J. M. Hamilton, the agent for this large Scotch firm in this country, makes an announcement on another page which will interest the millinery trade. In a short time their ranges of samples for the fall trade will be in the hands of their Canadian representatives. In all classes of hats and trimmings they make a point of being possessed of the latest European novelties, and their customers are able to have exclusive lines, which is a valuable feature. Mr. Hamilton's address is 27 Colborne street, Toronto, and correspondence with buyers who wish to know something about prices, terms and the new fall novelties may be sent there.

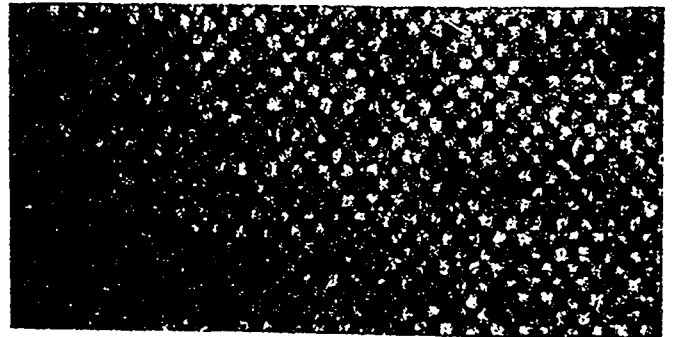
NEW CANADIAN TWEEDS.

We reproduce herewith from samples shown us three of the patterns of the spring line of tweeds made by Boyd Caldwell & Co.,



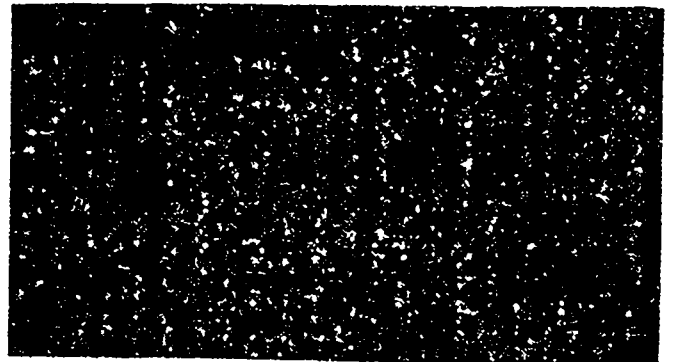
No. 5164.

at the Lanark mills. The retailer is probably already handling these goods, perhaps as imported, for they are just as good in quality



No. 5198.

and appearance. No. 5198 is a capital tweed for bicycling suits. Retailers who have not seen these samples would do well to get some.



No. 5085.

S. F. McKinnon & Co.

AS Wholesale Importers of Millinery and Fancy Dry Goods we take pleasure in advising the trade through this medium that our stock is replete in each department. The month of April promises a big turn-over in Millinery and Fancy Dry Goods, and stocks will require sorting up as the season advances. Our constant aim is to keep thoroughly in touch with the markets, and thereby be in a position to bring before the trade the right goods at the right time. Our Foreign buyer is at present in the European markets, devoting the whole of his time to that end. Also our special hat buyer visits New York weekly during the sorting season, so that we are almost daily receiving fresh shipments of Foreign and American novelties, and therefore assure the trade that they can depend upon our stock for their April requirements.

To those also who heretofore have not been handling any of our lines we extend a cordial invitation to examine our stock. It will cost you nothing and likely lead to business relations of a mutually profitable character. No matter what part of the Dominion you are doing business in, we solicit your trade and assure you of our prompt and best attention at all times.

A personal inspection of our stock in the warehouse is always advisable and encouraged by us, as we often have good effective lines which cannot be sampled.

Yours very truly,

S. F. McKinnon & Co.

OFFICES:

61 Bay Street,
Toronto.

35 Milk Street,
London, England.

THE FLAG IN COLORS.

As a piece of enterprise the advertisement on the sixth page of this issue is, *THE REVIEW* thinks, worthy of examination. While specially intended to direct attention to Jubilee handkerchiefs and the Jubilee season by Messrs. Brock, yet the reproduction of the flag in colors is artistic, and, if you don't mind our saying so, not discreditable to the printing department of this paper.

NOVELTIES FOR THE TRADE.

The German Artistic Weaving Co. have some novelties and beautiful designs in night shirt tags, also feathersitch braid. New imitations of embroidered initials are shown in various styles. They have some artistic novelties in woven labels for clothing, dry goods, shirts, etc. Mr. Wetmore, the Canadian agent, whose office is in the McKinnon Building, Toronto, may be applied to for information regarding special terms and prices for these goods in quantities.

GOD SAVE THE QUEEN.

The cuts seen on this page are selected from the large variety of commemorative handkerchiefs, flags, etc., imported



W. R. Brock & Co.—No. A 4

by W. R. Brock & Co. to assist Canadians in celebrating Her Majesty's Diamond Jubilee. They show some very clever combinations of the old flag, the Union Jack and Royal Standard, with pictures of the Queen gracefully arranged, Britannia, St. George and the Dragon and other patriotic designs; also plain and fancy cotton bunting in all colors and combinations of red, white and blue. Long may Victoria reign!

A CURE FOR KLEPTOMANIA.

LONDON TRUTH has an amusing story which suggests a cure for kleptomania. It is communicated by a shopkeeper, whose statement is as follows: "He is a partner in a large drapery and fancy goods emporium which has always suffered heavily from thefts by 'ladies.' He has found, he says, the greatest difficulty in dealing with the predatory habits of his customers, partly through their preternatural artfulness; partly from fear of the discredit which would be brought on his establishment by making a charge and failing to sustain it; and partly from the knowledge that even where the thief is caught red-handed and con-

victed, the punishment will fall most heavily upon her husband or other innocent parties. In these circumstances he determined to try a novel course of procedure. He had a special watch kept upon a lady who had been a very regular customer, and whose visits to the shop were always followed by the disappearance of articles which she had not paid for. Before she was watched long the lady was caught in the act of pocketing a valuable piece of lace. She was requested to step upstairs in the principal's office, where she was searched and found to be in possession of a number of articles which she had purloined and stowed away in a capacious pocket apparently constructed for the purpose. The proprietor then put it to her that if prosecuted she would certainly be imprisoned and bring disgrace not only upon herself but upon all her friends, and he offered her the alternative of being punished by him where she was. The lady enquired what the punishment would be. He told her, and she agreed to accept it. The proprietor was fortunate in the possession of a maiden sister, an elderly lady of stalwart build and muscular development. The sister was sent for. Two stout birch rods were produced. The proprietor retired, and the sister, with the assistance of the manageress of the establishment, proceeded to administer to



W. R. Brock & Co.—No. A 4

the lady corporal punishment in the orthodox method practised at our public schools. After about a dozen strokes the 'kleptomaniac' howled for mercy, and solemnly swore that she would never do it again. The shopkeeper adds: 'I do not think she will—at any rate, with us. Indeed, I have never seen her in the shop since.'"

FUR-BEARING ANIMALS.

A. A. Allan & Co. received a few days ago from Russia two mounted specimens of the Persian and grey lamb. The lambs were young and their fur is shown in perfect condition. As examples of two highly popular kinds of fur the specimens are very interesting. Two effigies of mounted lions were seen, too, with movable heads and jaws. Our American readers will be glad to note that these specimens have long tails, suitable for twisting, and could be used just now with effect in the Senate debates on arbitration.

Young Man (nervously): "Out of your many charming daughters, sir, I—I—"

Pushing Merchant (briskly): "Yes, I have six in stock, and the sale is now on. What can I do for you in that line, young man?"

Wholesale Millinery...

With
Renewed
Vigor

Flushed with the success that attended our efforts at the opening of this season, we are determined that *Our Stock* throughout the . . .

SORTING SEASON

will be kept *in the highest degree of assortment* and will leave no stone unturned to meet the requirements of the Trade.

NEW GOODS ARRIVING DAILY.

LETTER ORDERS ALWAYS RECEIVE PROMPT AND CAREFUL ATTENTION.

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

BARLOW & JONES LIMITED

Spinners and Manufacturers of Toilet, Marseilles, Honey Comb, Alhambra, Tapestry and Fancy Quilts, Toilet Covers and Mats, Tapestry Curtains and Table Covers, Towels, Perched Quiltings and Swansdowns, Damasks, Vestings, Piques, Twills, Sheets, Cotton Blankets, Sateens, Flannelettes, Linettes, Silkettes, Silesias, Printed Linings, etc.

WORKS:

ALBERT MILLS, BOLTON.
COBDEN MILLS, BOLTON.
PROSPECT MILLS, BOLTON.
EGYPTIAN MILLS, BOLTON.



WAREHOUSES:

2 PORTLAND ST.,
MANCHESTER.
92 WATLING ST.,
. . . LONDON.

Canadian Buyers should see Samples before leaving for the English Markets.

R. H. Cosbie, Agent for Canada, Manchester Building,
Melinda Street, **Toronto**

DEATH OF MR. HUDON.

One of the oldest and best-known citizens of Montreal died March 28. Mr. Victor Hudon succumbed to an attack of la grippe, at the advanced age of 85. The deceased was born at Riviere Ouelle, Que., Aug. 31, 1812. In 1830 he became a clerk for Mr. Chouinard, Quebec. In May, 1832, he removed to Montreal, clerking for Mr. J. B. Casavant, and was afterwards sent by him to St. Cesaire, where he remained five years. He then became a partner of Mr. N. C. Chaffers, St. Cesaire, doing business also at St. Dominique and St. Pie. In 1842 Mr. Hudon returned to Montreal, becoming a partner of his cousin, Ephrem Hudon, in the dry goods and grocery trade. The partnership was dissolved after 15 years, and Mr. Victor Hudon continued alone, largely extending his import trade. For ten years he also did a heavy business at Havana. In 1872-73, he, with others, erected cotton mills at Hochelaga, under the name of the V. Hudon Cotton Mills Co. He founded the wholesale grocery firm of Hudon, Hebert & Cie. In 1834 he married Marie Godard, of Montreal. He had nine children, three daughters and six sons, three of the latter having entered the Jesuit order.

POPULAR LINES A SPECIALTY.

Chalcraft, Simpson & Co. have a line of popular-priced clothing which is in demand. No house in Canada has applied its efforts more intelligently to the idea of "safe" clothing. By ensuring correctness in style and correctness of price, they handle desirable merchandise that is good for sale at all times, and does not depreciate in value throughout the year.

THE PRICE OF SEALS.

In recording the outlook in prices for furs last month THE REVIEW misapprehended one remark of Mr. J. D. Allan, who attended the London fur sales. What he really said, in effect, was that as regards seals, the quantity of really good stuff offered was

limited, and the prices of this first-class quality were fairly well maintained. But a large quantity of the lower grades, and some of the better class that was cut and shot, was put on the market, and the price of this had seriously depreciated.

A CANADIAN CASH REGISTER.

A marvel in the way of a cash and credit register is now on the market in this country. This machine registers records and adds up all cash sales; it registers and records and keeps a separate account of all credit sales, all moneys received on account or paid out; it issues a check printed on both sides; it prints a detail record of every transaction, and it tells you the amount of business each clerk does.

This register was wholly created and constructed in Canada, and is being manufactured and sold by the Capital Cash Register Co., Ltd., at Ottawa, Ont. The firm will send illustrated pamphlet describing the machine to anyone addressing it a card.

SHIRTS AND OVERALLS.

W. R. Brock & Co. would again impress upon the trade that they are showing a large variety of the above goods, correct styles, good fitting and right values.

RETURNED FROM ENGLAND.

Mr. Archibald Foulds, of Messrs. Simons & Foulds, dry goods importers, Quebec, has returned from England per Cunarder Campania, completing his 95th Atlantic crossing.

Among the many successful lines that W. R. Brock & Co. show is one styled moire crepe, a cotton material in two-color effects. They are a late production, and will exemplify the marvelous strides made by cotton printers in the last few years.

EARLY BUYERS ..

If you are looking for the right kind of Jackets for Fall, we have them to show you.

A Jacket that is well made with a style of its own.

A Jacket that has had time, care and thought expended upon it until it resembles a thing of life.

That is a Jacket of the right kind.

The stylish roll of a collar and lapel is the result of art, and art is the result of study, and study requires time.

Our travellers are now on the road and you will find our line well worth looking over, and we will be pleased with your inspection. Yours truly,

JOHN NORTHWAY & SON

64 Bay Street, TORONTO

NEW EFFECTS—

... IN

Men's . . Neckwear



ARRIVING WEEKLY.

A Repeat Order of 500 doz. No. 652 Black Cashmere Half-Hose,
just opened. **Price, \$2.25.**

TOOKE BROS. - - MONTREAL

YOU MAY EXPECT

Our travellers shortly with novelties for the sorting trade and also with a very complete range of Canadian Hosiery and Underwear for the **FALL TRADE.** Carefully selected lines and at popular prices.



IN FINE ENGLISH NATURAL WOOLS

we carry the **BEST GOODS MADE.** Our own Special "Non-Irritant" Double Front on every line.
Do not fail to ask for them.

GERMAN SHIRTS - - -

- No. 1. Open Back, with Bands.
 - No. 2. Open Front, with Bands.
 - No. 3. Open Front, with Cuffs attached.
 - No. 4. Open Back, with Cuffs attached.
- All sizes from 14 to 18.

ENGLISH COLLARS - - -

Burlington, turned points	-	1½ in.
Royal Arthur " "	-	2 in.
Strand, " "	-	2½ in.
Grosvenor, " "	-	2½ in.
Gresham, " "	-	2½ in.
Roll points, Waterloo,	-	2½, 2½, 2½ in.



Bicycle Goods

Long Hose, Footless Hose,
Leather Belts, Ventilated Caps.

Club Colors in Jerseys . .

Any Color or any Combination to order.

English Hand-Sewn Braces

The finest made. All prices.
Ours exclusively.

Letter Orders Solicited and Carefully Filled.

Matthews, Towers & Co.

73 St. Peter Street

MONTREAL

PRESENT LONDON FASHIONS.

NEW IDEAS IN MILLINERY, DRESSES, JACKETS AND COLORS.

From The London Drapers' Record.

THE brocades, silks and velvets which created the gowns worn at the recent drawing-room were of the richest nature, many glistening with silver and steel sequins, and on many bodices a bunch of La France roses made a pretty finish.

The combining of two or more materials and trimmings is a feature in the new season's gowns, and bordered materials will be greatly affected by the first-class couturiers.

A smart afternoon gown of blue voile cloth has the 4½-inch border of scarlet, green and yellow check utilised to form the square bolero over a fitting under bodice, the former fastening on the left shoulder and underneath the arm. This bolero is cut V-shape at the throat, to show the green silk gathered chemisette attached to the under bodice. Another portion of the border is made into shoulder bows for the fitting sleeves. In the creation of a new "cape jacket" sapphire velvet forms the jacket portion, the fronts of which, edged with steel passementerie, are crossed, and cut to show a lace jabot, with green velvet collar. The sleeves are very full and of black moire, trimmed with jet, and of the cape shape. Pale stone and biscuit colored cloth jackets filling, but with loose over Zouave fronts, richly braided or embroidered, are also shown. Two buttons only fasten the newest jackets, many of which have loose fronts, rim collars, and flat basques. There seems to be a feeling for capes this spring, and a number of fancy velvet mantles lined with silk, also those of cloth, strapped, braided, and plain are commanding a ready sale. A jacket I like immensely is a grey Venetian cloth, tight-fitting, lined with white satin, the collar and coat lapels being of white cloth, outlined at the edge with a steel galon.

A chic black jacket has white cloth revers, turned back to the

edge of the skirt, and trimmed across with two rows of braid put closely together, and finished with jet buttons. Through the side seams and holding the jacket in at the waist is a braided cloth belt, with handsome steel and jet buckle. Mess military jackets in scarlet, trimmed with gold buttons and cord, are displayed. One in rifle green cloth, which accompanies a blue and green check cloth skirt, is very smart. Reefer-shaped coats of black and white check tweeds with black velvet collar are shown by leading west-end houses; so is heliotrope and mauve openwork canvas cloth gowns over colored silk linings.

One house is showing particularly smart millinery this week, also floral hat mounts, made of lilies, violets, stocks, and roses. Trimmings and bonnets and toque shapes of jeweled gold lace and grass lawn embroideries are rich and very chic.

An exquisite little bonnet I saw there was of white gros silk. It was quaintly pointed in shape, and was embroidered with the new iridescent maidenhair sequins. On the right side was a foliage aigrette, and on the left two black plumes rising up from a clump of pink roses. A second semi-mourning bonnet assumed the Puritan shape, and was covered with bright and dull sequins, and most effectively trimmed with loops of moire ribbon, edged with jet sequins and two ostrich plumes, one standing erect, the other falling down. This firm also displays some extremely becoming bonnets of drawn net (elderly ladies'), embroidered with sequins, and trimmed with pink roses and two plumes at the back. The hats and toques are equally charming. A blue chip hat, with fancy edge, is wreathed round the crown with clumps of cornflowers and ivy, and trimmed on the left side with curiously gathered loops of green striped ribbon.

A green canvas hat has the brim veiled with green tulle, and is trimmed on the right side with velvet loops, and on the left with mauve lilac and ivy leaves.

Queen's Jubilee Celebration

Are you open for a line of

**JUBILEE JAPANESE
WHITE HEMSTITCHED
SILK HANDKERCHIEFS ?**

We can supply you in four sizes to retail at 25, 35, 50 and 75 cents.

The annexed cut represents the design, which is printed in black in one corner of the Handkerchief. Send in your orders at once, to secure prompt delivery, to

J. FRANK RIEPERT

Importer of Oriental Silks and Silk Handkerchiefs

30 Hospital St. MONTREAL

... JUNE 22nd, 1897 ...



GOODS DUE TO ARRIVE FROM JAPAN MAY 20.

The Wholesale House that
supplies you with . . .

North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.
Even the Pearl grade is guaranteed stronger
and better adapted to requirements than any
grade of any other batting.

These grades are the strongest, handsomest
and most desirable cotton bats obtainable.

NOTHING DECEPTIVE

They look well in the roll. They have the
strength and qualities required by the consumer
after unrolling. They make strong comforters.

When you unroll and unfold them you can
test the strength and they will not fall apart like so
much chalk. You can't blow them to pieces in a
hurry.

**THREE GRADES. THREE PRICES.
THE BEST AT THE PRICE.**

CLAPPERTON'S THREADS

ARE STILL LEADING.

The wide-awake merchant keeps
"Leaders."

WM. CLAPPERTON & CO.

165 ST. JAMES STREET

MONTREAL

Thibaudau Bros. & Co.

Importers of

ENGLISH ..
FRENCH ..
GERMAN &
AMERICAN

DRY GOODS

*** THIBAUDEAU FRERES & CIE.**

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

FEATHER PILLOWS

GOOSE FEATHER PILLOWS
in fancy German ticking, and art
denims,
4 grades,
all guaranteed.

DUCK FEATHER PILLOWS
in grey and colored tickings,
2 grades,
both "all-duck."

ONE OF OUR TRAVELLERS WILL CALL ON YOU
THIS MONTH. IT WILL PAY YOU NOT TO BUY
TILL HE SEES YOU. IF YOU WANT SOME GOODS
AT ONCE. WRITE TO US AT MONTREAL

**The Alaska Feather and
Down Co., Ltd.** 290 Guy Street, MONTREAL

BRIEF NEWS OF THE TRADE.

WYLD, GRASSETT & DARLING are showing a large line of cotton hosiery in children's and ladies' sizes. The special lines of women's seamless goods to retail at 10, 12½ and 15c. are extra good value. They show novelties in fast black hose with printed and embroidered ankles.

Lonsdale, Reid & Co. for this month offer extra value in cashmere and cotton hosiery.

P. Garneau, Fils & Cie., Quebec, have tip-top values in navy and black serges for boys' and men's suits.

Kyle, Cheesebrough & Co.'s travelers are now out with a fine range of jackets for the fall trade. They will be calling on THE REVIEW readers by the time this reaches them.

Brophy, Cains & Co. say: "Get our prices and see our samples of not only summer, but all lines of fall and winter underwear for men, women and children before placing your orders."

All the newest makes in cotton quilts and towels are shown by James Johnston & Co. who make a specialty of these lines. They also report a brisk trade in cotton carriage rugs, all new makes and designs.

Caldecott, Burton & Spence realize the value to a retail merchant of a smart, well-assorted stock of smallwares and notions, and keep their stock all the year round well up in all the many little things ladies require, and are always asking for.

Belts of all kinds will be in good demand for the spring and summer trade. Among others, leathers with harness buckles are selling freely in tan, white and black. Belt ribbons in silk and tinsel effects, belt buckles, etc., are being shown in great variety of designs.

Kyle, Cheesebrough & Co.'s stock of cotton dress material is in first-class condition for the sorting demand. Notable in this connection is their stock of jacquard fantaisie for dresses and blouses. Their stock of gold and silver striped blouse effects in lawn, which are now all the rage in New York, is a full one also.

Cotton hose in stainless black and new tan shades are selling in quantity just now. James Johnston & Co. report the largest demand they have ever experienced in this line. Their range is unsurpassed. The trade also enquires for light weights in black cashmere hose, also tan assortments; the latter especially in misses'. The above firm is prepared to supply every requirement.

LOST AND FOUND.

The ancients possessed some few arts which were lost on the road to us. They could color marble as easily as we do cloth. They could preserve the dead until their dust would not mingle with the earth for centuries. But when it comes to men's, women's and children's underwear they are not in it, said Brophy, Cains & Co. Do you know why?

GLOVES.

Messrs. Perrin Freres & Cie. state that their deliveries of spring gloves have been made in good time and the goods have turned out very well. Their travelers are now out with a complete new set of samples and shade cards for the fall trade, and they anticipate a large increase over last season, which was, however, very good. The new fall samples are well worth seeing.

FOR VISITING MERCHANTS.

Buyers visiting the market should not leave Toronto before inspecting John Macdonald & Co.'s men's furnishings and haberdashery departments. In these departments they show a complete stock, and any new novelties put on the market are sure to be found with them. At present they are showing a large range of

ladies' belts, including novelties in celluloid, tinsel kid, leather, silk and mohair; also blouse sets, belt buckles, etc. They are selling large quantities of ladies ties, in shield bows, derbys and knots. Do not fail to see these goods. Their buyer for these departments is in Europe at present, and is forwarding novelties, suitable for the Canadian trade, as they appear in the foreign markets.

THE NEW DYED GOODS.

After five years of patient experimenting and careful endeavor, Caldecott, Burton & Spence have succeeded in introducing to the trade of the Dominion their now famous "Congo Black" dye, which experience has proved to be an absolutely fast dye, proof against acids and fruit juices, wind, sun or rain. They have also perfected a new method of producing two-tone silk finished dress fabrics and covert coatings. Caldecott, Burton & Spence inform us that the demand for these goods exceeds their powers of supply, and that now many orders are waiting to be filled from Montreal, Ottawa, London, Hamilton, Winnipeg and other important centres.

A NEW MANTLE CLOTH.

Every mantlemaker, costumer, dressmaker, etc., knows how much waste there is from mantle cloth of the usual width of 50 odd inches or so. Gault Bros. & Co., Ltd., Montreal, are the sole agents for a line of mantle cloths that will obviate this. They have just introduced on the market, as will be seen from their advertisement, a mantle cloth of 44 inches, which can be worked far more economically than the old width. As they supply a want long felt by the trade they are certain to be quick sellers.

"TRYON" AND "GOODFIT."

These are the brands of two special lines of men's tweed pants that W. R. Brock & Co. are offering the trade at a price to enable them to be retailed at \$1 per pair. They are well made and good fitting, new patterns, corded side seams, patent buttons and all latest improvements. Being made by "experts," not "novices," they are guaranteed to give satisfaction in every particular.

A BARGAIN IN GINGHAMS.

S. Greenshields, Son & Co. are offering a bargain in fine gingham this month. They have just made a clearing purchase of 3,000 pieces, which they are offering 20 per cent. less than manufacturers' prices.

A "PERFECT" DISPLAY STAND.

In our last issue cuts were given of this useful article, designed to display draperies, dress goods, etc., in the easiest and most graceful manner. Boulter & Stewart, who are the selling agents, say they have had a great many enquiries for them through THE DRY GOODS REVIEW, and the usual verdict is "just what we have been looking for." The price is very low for such a useful article, and a postal card will bring you all information.

DIAMOND JUBILEE.

Cease grumbling about hard times; it doesn't pay you. You can't buy cheaper or get any more for your goods because you shed unnecessary tears. Make up your mind to give and get fair, honest prices. That is the road to prosperity. James Johnston & Co. are showing for the Diamond Jubilee special picture handkerchiefs, special combination Dominion and Jubilee flags; special patriotic bunting.

A SNAP FOR THE TRADE.

The G. B. Smith Toronto Dry Goods Import Co. are retiring from business and are offering their stock en bloc or in clearing lots at prices to clear out in two weeks.

Canadian Enterprise

A great range of celebrated Columbian Costume Cloths made for the first time in Canada, in 44 inches, new styles, new shades.

WOOLLEN DEPARTMENTS

Czarina Curled Mantlings
Odessa Curled Mantlings
Homespun Effects in Mantlings

All these absolutely controlled by The G. B. Co.

Two big ranges Ladies' Frieze
Also Curled Frieze, a novelty
Men's 6/4 Frieze, lowest to highest grades.

IMPORTED WOOLLENS

All Wool Beavers, from \$1.25 to \$2.25, greatest value ever shown. Don't buy a yard till you see them. Also regular range of Imported Beaver from \$2.00 to \$6.00 a yard.

Magnificent range of Men's Tailoring Goods with Trimmings to Match.

SPECIAL MAKES IN WORSTEDS

Belwarp Serges
Bisley and Queen's Prize Serges
Martin & Son's Worsteds
Clay Twills
Meltons, special make
Landslide Twill Coating
Majestic Venetian Worsted
Pirle Finish Worsteds
Special Job in 6/4 Worsted Trouserings, \$1.75.

CANADIAN WOOLLENS

Great range 3/4 and 6/4 Tweeds
Special lines in Trouserings, 25c. to \$1.00
Full line Blue and Black Serges

Travellers will be showing Samples of all the above lines early in April.

THE GAULT BROS. CO. Ltd.

MONTREAL

THE RETURN OF THE PLAITED SKIRT.

THE plaited skirt is again in fashion. This time, says The Chicago Dry Goods Reporter, it is the sun-plait which is preferred to the accordion plait. That is, the plaits are not the same depth all the way down, but open out to the edge of the skirt. This effect can, of course, only be obtained by making the plaits radiate from a circle.

It is said that Bernhardt is responsible for the reinstatement of the plaited skirt in the world of fashion. In her new play, brought out in Paris recently, it pleased the "divine Sarah" to wear a plaited skirt, and this fact was deemed most significant. The French designers look to the costumes of the leading actresses to gain points upon the coming fashions. The influence of the stage upon fashion is a fact too well established to controvert; and when an artiste of such distinction as Bernhardt gives approval to any new mode its future is assured.

The sun-plaited skirt gives every evidence of becoming the rage of the present season. It is the one distinctively new form of skirt which bears promise of becoming a success. Within a wonderfully short time the plaited skirt has developed from fashion talk into a fashion that is.

Plaited skirts were talked of in Paris at the close of the fall season. A few were produced for winter evening gowns. With the opening of spring the Paris shops began showing the skirts ready made. It was welcomed by the novelty seeking public, and pronounced a success.

Taking the cue quickly from the Paris indications, American enterprise forthwith fitted up machines for plaiting these skirts, and they are now both manufactured and sold in Chicago and its vicinity. This instance of enterprise is but another illustration of how quickly the fashions of Paris are reproduced in the great western trade metropolis. This is no hesitancy in taking hold of novelties or extreme effects. If the element of success is there the Chicago manufacturer sees it and grasps the opportunity.

The vogue of the plaited skirt will, as a natural consequence, bring into use all lighter weight woolen fabrics, and silks without dressing, as China, foulard, India, surah and soft satines, and such woolens as henrietta, cashmere, veiling, canvas cloth, grenadine and etamines. It will increase the number of yards required for making a dress. Thus the dry goods trade will have no cause for complaint at this recent vagary of fashion, but rather will be indebted to the new mode for opportunity along a profitable line.

U. S. SPOOL COTTON ASSOCIATION.

LEADING manufacturers of spool cotton in the United States have formed an organization to be known as the American Spool Cotton Manufacturers' Association. The call for the meeting to form the organization was signed by the Kerr Thread Co., the Merrick Thread Company, Alexander King & Co., the Willimantic Linen Co. and the William Clark Co. The reasons for forming the organization set forth in the call are stated to be "to foster trade and commerce, particularly with regard to spool cotton manufactured by American concerns, to protect the manufacturers from unjust and unfair and unlawful exactions and unfair legislation; to promote and encourage fair and honorable competition, reform abuses, and generally to produce an enlarged, harmonious and friendly intercourse." The officers elected to serve one year are: President, R. C. Kerr, of the Kerr Thread Co.; vice-presidents, L. R. Hopkins, of the Merrick Thread Co., and Wm. Clark, of the William Clark Co.; treasurer, T. M. Ives, of the Willimantic Linen Co.; secretary, H. G. Armitage, of the William Clark Co.

An impression has been created that the American companies were united to advance prices and also to oppose the Coats Com-

pany, which last summer, it will be recalled, absorbed several of the largest English companies, with their American branches. Members of the new association, however, state that there is no such intention. Private advices have been received by thread manufacturers in New York stating that a scheme is on foot in Great Britain to unite the leading thread companies there, which are independent of the Coats Company.

THE TREATMENT OF EMPLOYEES.

A SHARP discussion has lately been taking place in England on the treatment of clerks in stores by merchants. The clerks, as a class, seem to have a number of grievances—late hours principally. Another complaint is made about the way they are deprived of hours for meals, and a story is told to illustrate this: In one house the clerks have to remain at their counters, regardless of meals, as long as any customers are waiting. On one occasion a young man was thus kept from his dinner. "Tea time came, still he was not allowed to depart, until at eight o'clock the shop-keeper brought him another customer. The young man approached him and asked to be allowed to partake of some tea. He was told to go back and serve. 'But, sir,' he replied, 'I have had no dinner.' A threat that a fine would be imposed was the only answer he received." It is possible, of course, that the employer was ignorant of such a condition of affairs in his establishment, but ignorance would be no sufficient excuse.

As a body, clerks in Canada are well treated, but any merchant who has never considered the subject at all would do well to look carefully after the comfort of his employees.

THEY DON'T LIKE THE TARIFF.

The United States carpet manufacturers are protesting vigorously against the new wool duties which, they aver, seriously threaten their business. In some cases the enhancement of prices will make it hard to transact business in Canada, and one big concern, the Sloans, intend to discontinue their Canadian agency. Mr. W. E. Whitehead, who has done a splendid business for this concern in Canada, has received notice to this effect. Canadian carpet manufacturers will doubtless stiffen prices also, now that American competitors have to do the same.

BRIEF NEWS OF THE TRADE.

S. F. McKinnon & Co. show a very large stock of plain and fancy ribbons. The trade should examine these and prove their superior value.

P. Garneau, Fils & Cie., Quebec, are opening up this week a shipment of Jubilee souvenir handkerchiefs. Orders should be sent in at once, as they are sure to be cleared out in a few days.

WHITE GOODS.

There is nothing lovelier than pure white for evening. It is the one thing of which one never tires. Brophy, Cains & Co. have white pin spot muslins at all prices.

K. K. K.

If you have not purchased W. R. Brock & Co.'s special 8-oz. cottonade overalls No. K, send for a sample dozen or you are not in a position to meet keen competition.

WILL SEND SAMPLES.

S. F. McKinnon & Co. have a fine range of fancy silks suitable for blouse waists. Send for samples.

Wm. Taylor Bailey

... SUCCESSOR TO ...

Peter Schneider's Sons & Co.

27 and 29 Victoria Square
..... MONTREAL

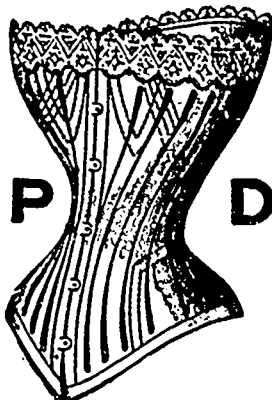
Upholstery and . . .
. . . Drapery Goods

Selling Agents for STEAD & MILLER, Philadelphia.

MANUFACTURERS OF ...

Chenille Curtains and Table Covers
Cotton Derby and Tapestry Curtains
Cotton Tapestries, Silk Tapestries
Fine Silk Draperies, Brocatelles

Manufactures Royales de Corset P.D.



These celebrated corsets are absolutely without rival, and occupy the first position in the corset trade throughout the world. Every pair is tailor cut, and only the very finest materials are used for this nonpareil corset.

10 Gold Medals
. and .
Diplomes d'Honneur

have been awarded to P. D. corsets at all the leading International Exhibitions during the last 20 years. This is a record no other corset makers can show, and proves the numerous qualities of the P. D. corsets, the superiority of which are now nowhere seriously contested.

Sole Agents for Canada.

Konig & Stuffman,

10 St. HELEN ST., MONTREAL

EUGÈNE JAMMET'S FRENCH Kid Gloves



IN STOCK

AND ARRIVING
All Leading Staples.

ALSO ...

Choice effects in White, Straw and Pearl,
2 large L. F., heavy black points and
trimming, Glacé, Chamois and Suede.
French Kid, black, lacing, white points.
Ditto 4 P. B., violet and cream trimming.

SAMPLES SENT.

FITZGIBBON, SCHAFHEITLIN & CO.
... Montreal.

A Permanent and Positive Good

IS AN Unconditional...
Accumulative Policy

IN THE

Confederation Life Association

These policies are Unconditional from date of issue and contain all benefits and privileges consistent with safety.

EXTENDED INSURANCE
PAID-UP POLICIES
CASH VALUES

GUARANTEED
in the contract.

PROMPT PAYMENT OF CLAIMS.

Average time of payment after receipt of proofs during the last ten years—29 1 HOURS.

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

BRIEF NEWS OF THE TRADE.

JAMES JOHNSTON & CO. direct attention to a range of special values in black holdfast silks—make and wear guaranteed—black broche silks in several grades; also black mantle velvets, for which there is an active demand for early spring wear. The new "Llama" tinsel belting is a seller.

Lonsdale, Reid & Co. are noted for special values in Victoria lawns and Swiss spot muslins.

P. Garneau, Fils & Cie., Quebec, are showing good values in 54 and 56-inch red-bordered linen tablings.

Buyers who are placing sorting orders should bear in mind S. Greenshields, Son & Co.'s stock of 32 Lancashire percales and 32 Corea cloths.

Tan-colored hosiery is being asked for as the season advances, and may be had from Wyld, Grasett & Darling in cotton and cashmere, all sizes, from 4 in. to 9½ in.

The demand for ladies' collars is on the increase. Wyld, Grasett & Darling are showing all the latest styles.

In the lace department goods have been selling very quickly. The principal makes in demand are Irish points, orientals, valenciennes, hand-made torchons, sevilas and silk chantillies.

S. Greenshields, Son & Co.'s stock of fancy muslins in ombre stripes and figures, satin stripes and checks, and blouse linens in satin stripes, self-colors, is well selected for the sorting demand.

Caldecott, Burton & Spence's stock of ladies' and children's summer underwear contains all the latest styles in every size and quality—Canadian, American, French and British. No underwear department is complete that does not carefully provide for the coming "hot spell."

It is undoubtedly of great advantage to the retail merchant wishing to carry as small a stock as possible to have such a stock of hosiery and gloves to select from as that shown by John Macdonald & Co., combined with the extraordinary facilities they have in receiving, filling and forwarding letter orders. No merchant need be without a well-assorted stock.

DO YOU INVESTIGATE?

In these days of keen competition a successful merchant is compelled to. If you want the best value Hermsdorf's stainless black cotton hose in the trade to sell at 25c. per pair, W. R. Brock & Co. claim that their "Electric" or "Magnet" will, upon investiga-

tion, fill the bill. Either brand can be had in sizes 8½, 9, 9½ or 10 inch. They have double soles, high spliced heels; are 40-gauge, full-fashioned and made of real Maco yarn.

THE BIOYOLE DEPARTMENT.

The well-known firm of John Macdonald & Co., who control for Canada the celebrated Dayton and Tempest bicycles, has been quick to recognise the merits of THE DRY GOODS REVIEW as an advertising medium for their wheels. They tell us that in reply to their advertisements appearing in our columns, numerous enquiries have been received, in each case the name of our paper being mentioned, and a number of agencies closed in consequence. This is another proof that THE DRY GOODS REVIEW is a paper widely read by all classes of merchants, and that desirable trade can be reached through its use. THE REVIEW commends the enterprise of this wide-awake firm in adding a bicycle department to their already extensive trade, and wishes them every success in their new enterprise.

NOVELTY ART SKIRTINGS.

The very newest material on the market this season is the "Art Skirting" shown by Boulter & Stewart. These are used for underskirts and are a decided change from the regular stock lines carried in the past. They are of fancy printed drill in the most beautiful designs in stripes, flowers, etc., and the goods have the required body to ensure the "flare" in the skirt which is so desirable. Write for samples if you have not yet seen these goods.

JUST LIKE A WOMAN.

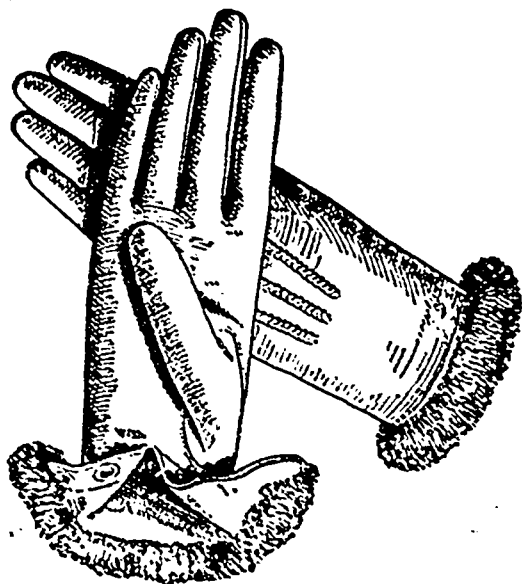
She had been fishing for trout very long and patiently without catching any, when her husband espied her and asked what kind of flies she used.

"Oh," she answered, "some nice ones that I bought in Paris on purpose."

"But," exclaimed the husband, pulling out her line and looking at the flies, "these flies will never catch trout. Who ever heard of anybody fishing for trout with flies of that color?"

"Why," replied the wife, "they are all right; they match my dress."—Lakes, Rangely, Me.

The present season promises to be a great chiffon and lace season. Trade in this direction has been unusually large. Dingman & Co. show all the new shades in chiffons, 12 in. and 45 in.



UP-TO-DATE

GLOVES— MITTS MOCCASINS

Z. PAQUET.

QUEBEC
St. Joseph St.

and

MONTREAL

74 Victoria Sq.

KID GLOVES

EMIL PEWNY & CO.

Sun Life Building

MONTREAL



WRITE US FOR SAMPLES.

STOCK OF LEADERS ON HAND.



Factory, Grenoble, France.

1855-1897

For forty-two years
---since the founding
of the house --- the
name

J. & J. Taylor

has been a synonym
for everything that is
reliable in the line of

**Fire and Burglar
Proof Safes. . . .**

Now We Have Them

The prettiest line of printed Warp Dresden Silks ever shown on the market exclusively confined to us. Exquisite color combinations in our popular shapes

SORENTO KNOT
REGENT

YACHT TIE
AND BELMONT BOW

TO RETAIL AT FIFTY CENTS

Our Range of Neckwear is now replete with Novelties for up-to-date Furnishers

ALL DEPARTMENTS NOW COMPLETE AND WELL ASSORTED

Special values in Balbriggan and Natural Wool Underwear.
Also in Cotton, Lisle and Cashmere Half-Hose.

Don't fail to see our samples.

GLOVER & BRAIS

Men's Furnishings only

MONTREAL

THE CANADIAN TARIFF.

MR. FIELDING'S REFERENCE TO COAL AND WHAT IT MAY MEAN IN OTHER TARIFF RESPECTS.

SO many enquiries are made for the speech of the Minister of Finance at Montreal on March 11, and the possibility of this utterance presaging a change in Government tariff policy, that THE REVIEW gives Mr. Fielding's remarks to the coal deputation. He said: "I have not felt at liberty to give any encouragement to the deputations which have from time to time waited upon me for the purpose of advocating a high duty on coal. It is well known that the tendency of the policy of the present Canadian Government has been towards a reduction of the duty rather than toward an increase. We still desire to move in that direction, unless events on the other side of the line make it impossible for us to do so. We recognize the fact that where our policy touches our trade relations with our neighbors to the south, it may have, to a considerable extent, to be influenced by their disposition toward us. I do not think that we ought to proceed on the assumption that it is the intention of the American Congress to increase the coal duty. You, gentlemen in the coal trade, are well aware of the fact, but it may not be so well known to the general public, that the present Canadian duty on coal is considerably higher than the American duty. This fact has already been used to our disadvantage at Washington. It has been advanced as a reason why the American duty should be raised. Is it not possible that this argument would be strengthened and further harm done by having the idea go abroad that we are determined to maintain our duty, and even increase it? May not all good purposes be better served by having it known that we are disposed to proceed in the line of reduction, if our neighbors are willing to do what is fair? If this be clearly understood, and if those in the United States who are interested in holding their Canadian market for coal bestir themselves, the increase of the American duty, which you regard as likely to take place, may not be made. If, however, your view is correct, and it turns out that the United States duty is raised to a high figure, then we shall claim and exercise the right to revise our views respecting the Canadian duty, and we shall feel bound to impose a duty, not only on bituminous coal, but also on anthracite coal, which at present comes into our markets from the States free of duty. We should much prefer, however, to move in the other direction, and we shall still hope that nothing may happen at Washington to prevent our carrying out our desire."

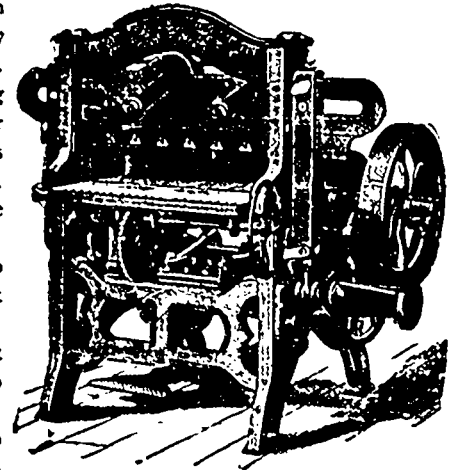
A POINTED QUESTION

In the House of Commons on Monday, March 29, Mr. Foster (Conservative ex Finance Minister) drew attention to a report in the newspapers from Kingston to this effect: "To-day the welcome announcement was made that the Kingston cotton mills, beginning on Monday next, would be run on full time. When the manager of the mill was seen this forenoon he said he could not account for the present order, any more than he could for the one for half-time a few weeks ago. He was asked whether it was possible that an intimation had been received from Ottawa that the cotton industry would not be seriously interfered with by the coming tariff. He said he could not say anything about that, but would not be surprised if it were true." Mr. Foster hoped that the Government had not given the cotton manufacturers a tip about the coming tariff not known to the country generally. That would be unconstitutional.

The Finance Minister, Mr. Fielding, said the Government would do nothing unconstitutional. The press report quoted did not charge that the Finance Minister had given any intimation to the cotton men and he did not hold himself responsible for newspaper statements.

THE MODERN CUTTER.

Mr. O. C. A. Child, of the Child Acme Cutter and Press Co., Boston, is in Canada, looking after the firm's interest in the Dominion. Business in the States is very good with them. They shipped during February one of their large 64 inch cutters to Philadelphia, Pa., one 44 inch to the Boot and Shoe Recorder, one 44 inch to the Worcester Corset Co., Worcester, Mass. The Dominion Corset Co., Montreal, also have one of their cutters. Another went to the Argentine Republic, and a 64 inch has to be ready for shipment on or before April 1 to London, England. The Child "Acme" cutter is equipped with the latest improved friction clutch and automatic brake (which stops the knife instantly). There are other improvements which they describe, with illustrations, in their catalogue, which can be had on application to them.



DO NOT BE DECEIVED.

W. R. Brock & Co. again warn the trade in regard to their well known line of seamless and stainless black cotton hose called "The Leader," made exclusively for themselves. They regret having to do this, but are compelled to on account of a rival firm designating an article of inferior make and value "The Leader." See that you get the genuine "Leader."

THE FLAG OF CANADA.

One of the flags shown by W. R. Brock & Co. for celebrating the Diamond Jubilee is our own Canadian flag with a handsome picture of Her Majesty the Queen printed thereon. We predict a large sale for this selection and would add our feeling: "The Maple Leaf Forever!"

BRIEF NEWS OF THE TRADE.

The trade can find special values in ladies' vests, to sell at popular prices, special makes and finish, at Dingman & Co. s.

P. Garneau, Fils & Cie., Quebec, have received some cases of arabasque and damasse dress goods. These lines have a handsome appearance and sell at a low figure.

Easter is the time to make a good display of hosiery and gloves, and keeping this fact in mind, Caldecott, Burton & Spence have now in stock a splendid assortment of summer hosiery in all qualities and all sizes, and a large range of kid and fabric gloves in every size and every shade of color.

LACE CURTAINS.

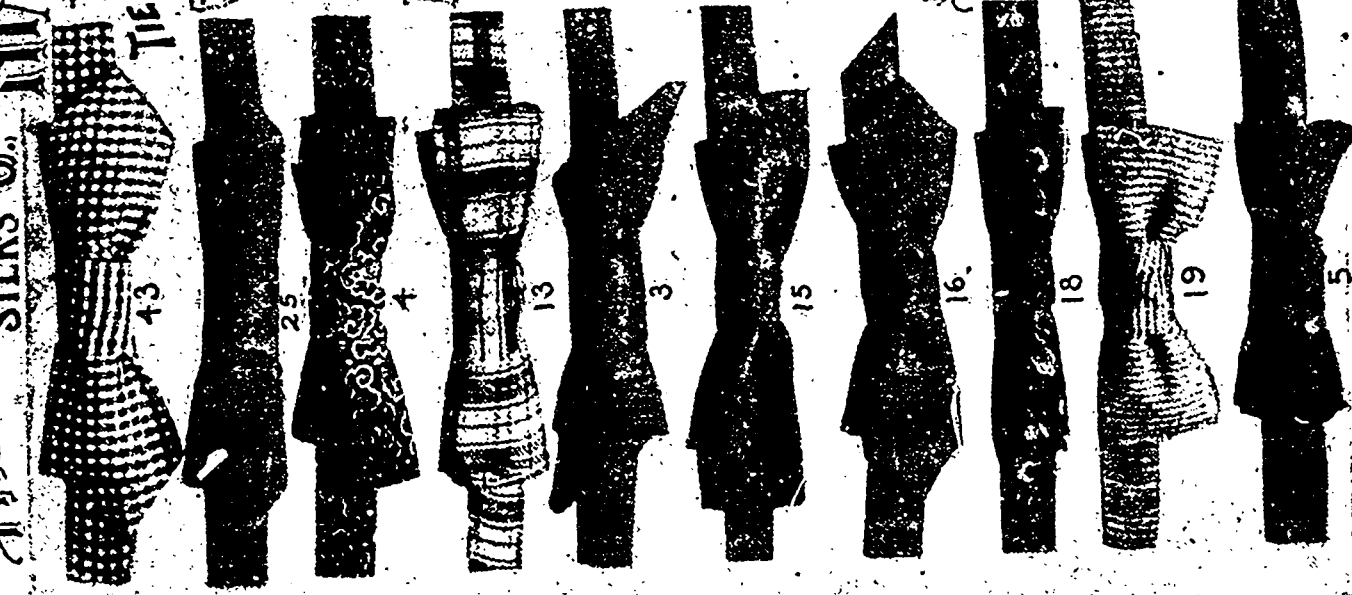
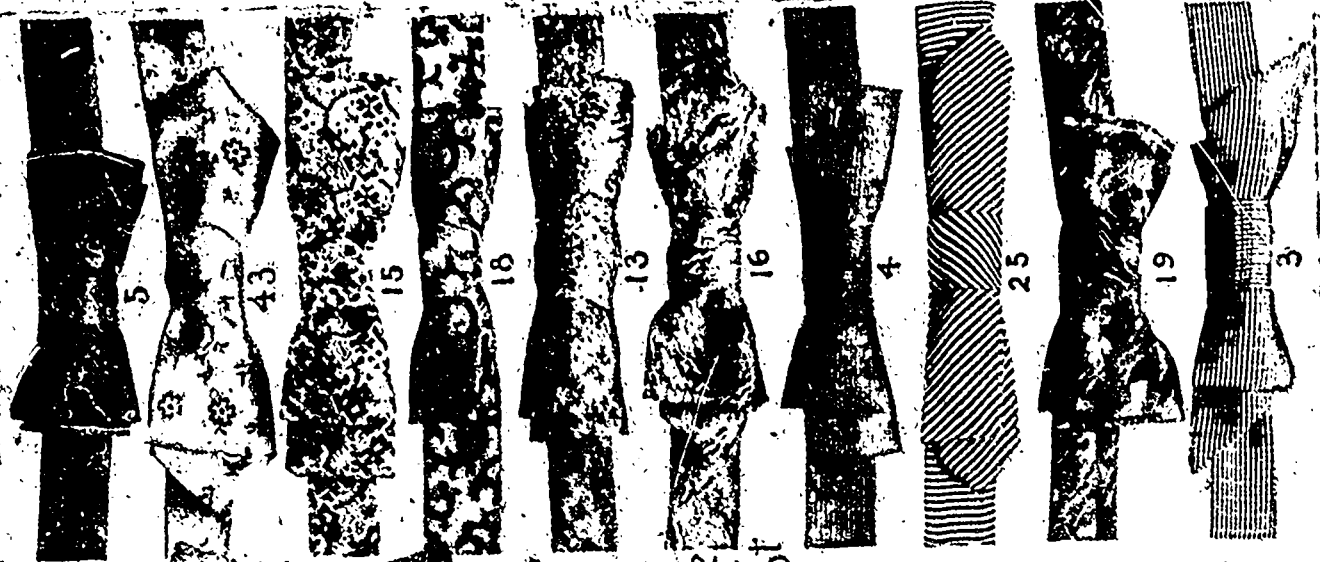
James Johnston & Co. are constantly adding new designs and special values to their stock in this department. They have just received a range of curtain scrimms in various patterns and qualities.

CHADWICK'S SPOOL COTTON.

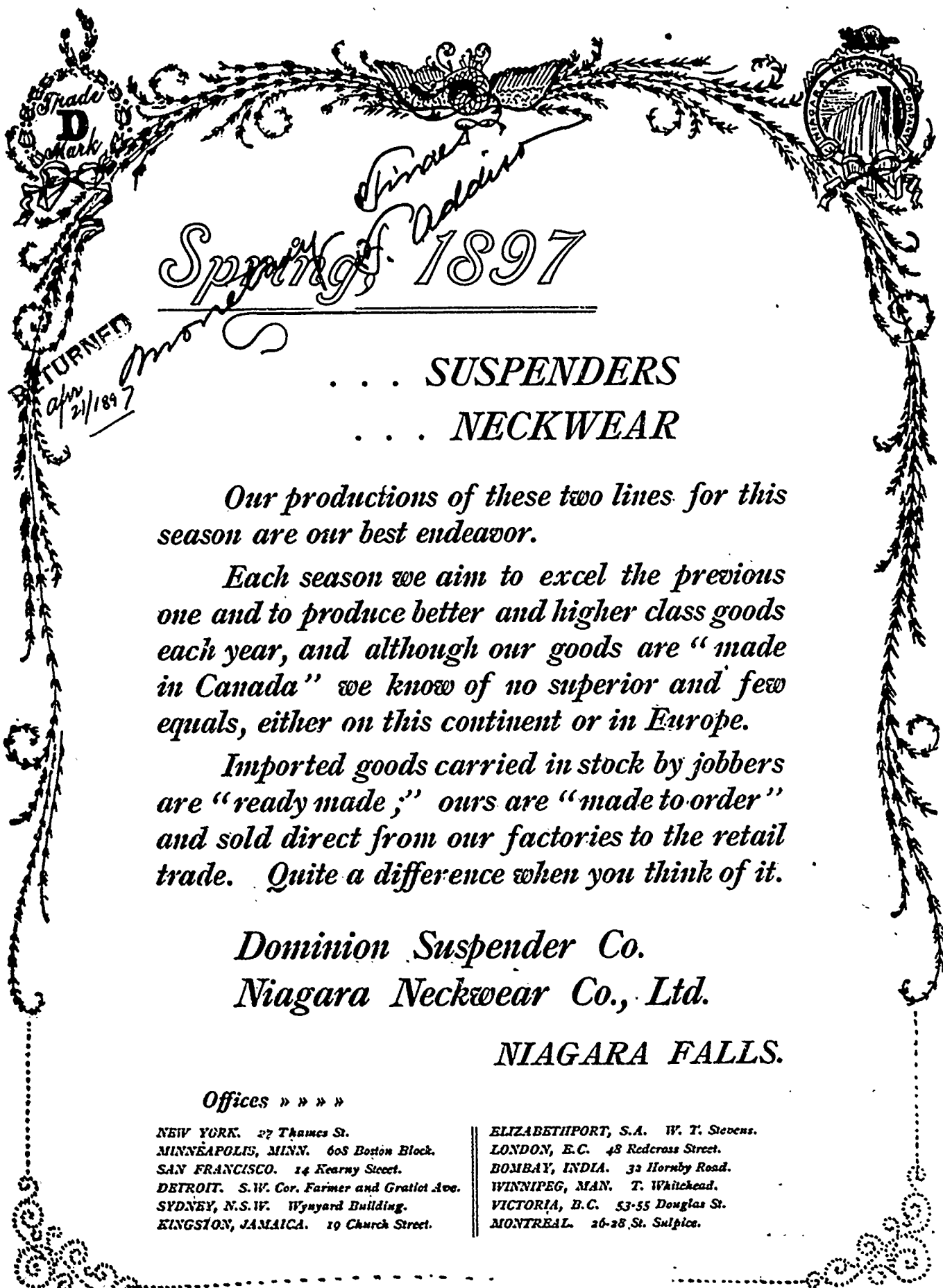
R. Henderson & Co., agents for Chadwick's in Canada, announce a reduction in Chadwick's super six cord spools to meet current prices.

Price 225 SILKS O. NIAGARA NECKWEAR CO. LIMITED. Price 350 SILKS 1.

NIAGARA NECKWEAR COMPANY
 THE LEADING TIE & BOW MAKERS OF NIAGARA FALLS



Our Finish & Style Are Of The Highest Class.



Trade
D
Mark
RETURNED
Apr 21/1897

Since
Advised
Spring 1897

... **SUSPENDERS**
... **NECKWEAR**

Our productions of these two lines for this season are our best endeavor.

Each season we aim to excel the previous one and to produce better and higher class goods each year, and although our goods are "made in Canada" we know of no superior and few equals, either on this continent or in Europe.

Imported goods carried in stock by jobbers are "ready made;" ours are "made to order" and sold direct from our factories to the retail trade. Quite a difference when you think of it.

Dominion Suspender Co.
Niagara Neckwear Co., Ltd.

NIAGARA FALLS.

Offices » » » »

NEW YORK. 27 Thames St.
MINNEAPOLIS, MINN. 608 Boston Block.
SAN FRANCISCO. 14 Kearny Street.
DETROIT. S.W. Cor. Farmer and Gratiot Ave.
SYDNEY, N.S.W. Wynyard Building.
KINGSTON, JAMAICA. 19 Church Street.

ELIZABETHPORT, S.A. W. T. Stevens.
LONDON, E.C. 48 Redcross Street.
BOMBAY, INDIA. 32 Hornby Road.
WINNIPEG, MAN. T. Whitehead.
VICTORIA, B.C. 53-55 Douglas St.
MONTREAL. 26-28 St. Sulpice.

Shirts

Blouses

Collars

Overalls

Cuffs

Jackets

SHIRTS—*We can give you the best lines of White Shirts at the very best prices, because we do our own bleaching by a process patented by us this year.*

We also carry a large stock of Regattas, Black Satens, Oxfords, Silk Stripes and Flannelettes.

COLLARS AND CUFFS—*A full range of all styles for both ladies and gents.*

JACKETS AND OVERALLS—*We are offering SPECIAL PRICES in these lines. Having a large stock on hand we have decided to clear at very low prices. Send for samples.*

See our O.K. Elastic Suspender Bib Overalls

M. L. & H. SCHLOMAN
MONTREAL

Wyld, Grasett & Darling

DRESS GOODS

FANCY LEADING LINES

Shot Canvas Cloths, Silk Mixtures, Dresden Effects, Shot Sicilians, Mohairs, etc. In plain goods, French Twills, Coating Twills (a special 42 inch line to retail at 25c.) in all the newest colorings, Cycle Suitings, Shot Coverts and Frieze Suitings; 27-inch Dress Corduroys. To meet the increasing demand we have a large stock of Black Cashmere Velours in our Special Nos. 100, 110, 120, 130.

VICTORIA LAWNS SPECIAL VALUE IN 45-INCH

ALL DEPARTMENTS WELL ASSORTED

Wyld, Grasett & Darling
TORONTO

John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

WOOLLENS

AND

Tailors' Trimmings

All our Imported Suitings and Coatings, over \$1 per yard, broad width, or 50c. narrow, are thoroughly

"LONDON SHRUNK."

JOHN FISHER & SONS

Woollen Manufacturers and Merchants
HUDDERSFIELD, Eng.

A. A. Allan & Co.

Beg to call the attention of the trade to their large preparations for

In all lines of

SPRING, 1897

Hats, Caps

AND

Straw Goods

Our Importations are commensurate with our continually increasing business, to which we invite inspection. See our range of

Wakefield's English Silk and Felt Hats.

. . . . See our range of

Leslie & Co.'s English Silk and Felt Hats.

We challenge the trade for their equal in style and quality.

A. A. ALLAN & CO.

51 Bay St.

TORONTO

THE CLOTHING TRADE.

WOOLENS AND TWEEDS DULL.

ONE of the leading jobbers in English tweeds and other heavy spring woolen goods complained that the spring orders for these materials were of very disappointing volume this year. Since they had been shipped also the sorting demand was equally bad in proportion. Orders were only small dribbles for express parcels. This applied equally to the city and country trade; in fact, in regard to the latter, their travelers might as well be in off the road altogether. This, in his opinion, was all due to the tariff uncertainty, and he hoped that matters would mend after it was dispelled.

H. Shorey & Co. say that they sew all of their boys' and children's clothing with linen thread. We all know what a struggle goes on between the average boy and the seams of his garments, and this feature in juvenile clothing, although a handicap on the boy in the struggle, will be in favor of the garment and his father's pocket book.

John Macdonald & Co. say that their spring trade with merchant tailors is much larger than for some time past, and, judging from their display of woollens and tailors' trimmings, we do not wonder. They say there is an active demand for belwarp serges and coatings; bicycle suitings for men and women, in tweed effects, mixtures, serges and homespuns, in all of which they have a full assortment. They are also showing two special lines in black and blue clay twill worsteds; a complete stock in black and blue satin worsteds; a new range of black and blue Irish serges, in their own brand "Kilkenny"; overcoating in great variety; a special drive in low-priced Canadian tweeds; a full stock of tailors' trimmings, including two special lines, one in a 54-inch black Italian cloth and one in a 40-inch fancy silesia.

The Shoreys tell us that they are waterproofing by the Rigby process for the coming fall all their frieze ulsters, many of their lines of overcoats and reefers, and all their etoffe smocks and pants. These latter are used mostly in the mining and lumber trade, and it will be a great comfort to the wearers to have them Rigby-proofed.

FALL MANTLE CLOTHS.

Travelers for The Gault Bros. Co., Ltd. are showing now, for the fall trade, a fine line of mantle goods, viz., Czarina curled, Odessa curled, and homespun effects in mantlings. The above house is the only one in Canada from which these goods can be obtained.

Trouserings are always an extensive line with The Gault Bros. Co., Ltd., and the present time is no exception. Notable in this connection is a special job in 6-4 worsted trouserings which they are offering at \$1.75. They have other trouserings at prices to suit practically every buyer, ranging all the way from 25c. to \$1.

SOME SNAPS STILL LEFT.

Wyld, Grasset & Darling made a strike by getting hold of the mill stock of woollens belonging to the Lockhart estate. The trade have been buying these eagerly. Owing to the exceptionally low prices asked for these tweeds, that alone would have been an inducement to buy. But, in addition, the stock is all bright, clean stuff, new from the mills, and nice patterns. Some of the lines are good weight, and are attractive for spring and fall trade. Part of the stock is still to be had, though it is moving out rapidly, as big snaps will.

A NEW DEPARTURE IN BUSINESS.

H. Shorey & Co., wholesale clothiers, of Montreal, realize that the interests of the wholesalers and retailers are identical and that

anything which will increase the trade of the latter will act beneficially on the former. With very commendable enterprise they have issued a card to their retail customers, inviting them to send in the names of leading people in the various towns, or such people as they wish to do business with, and have undertaken to advertise their goods directly to the consumer for the benefit of the retail merchant, trusting to the increased trade this will bring them for their recompense. This is a very liberal as well as a polite offer and will undoubtedly be taken advantage of.

WOMEN WILL BUY POOR SILKS.

The foreign manufacturer, remarks The Saturday Review, has this advantage over his English brother—he does not wait until he has lost his trade before realizing that he might have saved it. This sheeplike quality has just been displayed by the silk manufacturers of Macclesfield, who have resolved to ask the Board of Trade to appoint a commission to enquire into the question of adulteration of foreign silks imported into Great Britain. It has suddenly dawned upon them that this practice—technically known as "weighting"—has been mainly responsible for the decline of their trade. The funny thing is that after everything they have been told about the utter vileness of French silks, Englishwomen persist in having them. They probably refuse to believe that the commodity which has enjoyed such a vogue can be anything but excellent, and they are probably unable to realise how a substance which has such a beautiful gloss and is so thick and handsome can contain more precipitated tin than silk. They may believe or not, but the fact is indisputable. By adulteration silks are increased from three to ten times their original weight, and there are trade experts among us who would make it compulsory upon those who are given to this little fraud to declare plainly and truly the exact nature of the rotten stuffs they palm off upon the English buyer at high prices.

BRIEF NEWS OF THE TRADE.

S. F. McKinnon & Co. hold a large stock of chiffons, all widths, in plain and fancies.

W. R. Brock & Co. report an increased activity in tailors' trimmings, an evidence that, with the opening of an early spring, this branch of the business is beginning to boom. They are showing some choice things in the way of sleeve linings, and some special value in shrunk elastic canvas.

S. F. McKinnon & Co.'s straw department is unsurpassed, special attention being given to secure the latest ideas in shapes, styles and combinations.

W. R. Brock & Co. report an ever-increasing demand for dress lining of all kinds. They show some specially made for summer wear in all the leading colors; also in the light shades for evening wear. Their moire percale is the correct lining as a foundation for the oggandies, grass linens and all muslin effects.

JAPANESE SILKS ADVANCING.

Advices from Japan to K. Ishikawa & Co. state that the market there is advancing. The new American tariff affects Japanese silks very much, and prices of these fabrics in the United States will certainly go up. The firm recommend early ordering for fall shipments, as those who want the best designs and patterns have to order in advance from such a distant country as Japan.

SPRING AND SUMMER BEAUTIES.

Up-to-date merchants in search of newest ideas and styles in fancy parasols should call and inspect or send a sample order to W. R. Brock & Co.

Hobby Woollens...

For

April
and May

We have just opened 25 cases of Tasty Goods consisting of . . .

Tweed Suitings
Halifax Suitings
Lawn Tennis Suitings
Cricketing Flannels and
Imported Worsted Trouserings



JOHN MULDREW & CO.

Wholesale
Woollens...

22 Front St. West, TORONTO

W. E. CHALORRAFT

GEO. RANDALL
Special Partner

Chalcraft, Simpson & Co.



*Returned
July 6/91*

MANUFACTURERS OF
FINE CLOTHING
WHOLESALE

NOVELTIES IN

Juvenile
Boys' and
Children's } **Clothing**

62 FRONT STREET WEST TORONTO

ANOTHER BREAK IN THREAD.

THE Central Agency, Ltd., who represent some of the largest thread factories in Great Britain, issued the following circular on March 16th:

DEAR SIRS,—We beg to inform you that from to-day our prices for all brands of six cord thread sold by us will be as follows:

200 yards..... \$3.80 per gross
300 " 5.40 "

and that should these prices not be low enough to prevent the substitution of inferior spool cotton for our well-known qualities, we shall make a further reduction shortly.

From July to December, 1896, the price for 300 yards per gross was \$7.25, but on January 1st, 1897, it was again reduced to \$6.50 and as will be seen from the circular, again last month to \$5.40.

There appears to be only one object in view with the combine, and that is to crush out the other factories or those who will not be governed by it, but believe in doing business in a proper way.

In a good many cases large orders have been cancelled on account of this reduction, which has caused a lot of annoyance and complications. It would appear that such a policy as is being pursued by the combine is not profitable, but, no doubt, they feel that when once they have the competition removed they can regulate their own price and recoup themselves for this loss.

The break in prices is sure to affect business to some extent at present, and will continue to do so as long as buyers are uncertain, as they now are, of what the future may at any time bring forth.

It is also made a matter of complaint that the combination have made four changes in price within a year. One independent maker quoted the same price for seven years in the United States.

Readers of THE REVIEW will recollect that the combine in question was consummated last summer, the details being given in the June issue of this paper.

SANDY'S CATECHISING.

People in Scotland in the early eighties found no small difficulty in getting their children christened when they could not answer all the religious questions asked them by their Free Kirk minister. So thought Sandy—, who lived a little way from Greenock. Sandy started for the minister's house on an errand which he would rather someone else would do for him, if the Registrar should allow it. On arriving he was met by the minister himself, who greeted Sandy with "Guid mornin', Sandy, what can I dae for ye?" "Weel, I

cam-owre to see if ye wad christen my bairn on Sunday night." "Certainly," said the minister; if you can answer me a few questions I take from the Catechism. Can you tell me what is God?" Sandy could not tell, and was told to go home and try and learn. Poor Sandy left, and on his way home met another worthy, going to the manse to ascertain if the minister would call his last born Dugal or Donald. "Weel, Sandy, whaur hae ye been?" "I've been to the minister to get my bairn christened, and he wadna dae it because I could not tell him what is God." "Weel," replied the worthy, "you come back with me, and tell him that God is a spirit, infinite." Sandy returned to the manse along with his adviser, who stood beside him, and heard the following: "Weel, Sandy, you werena verra long in learning." "Now, tell me what is God?" Sandy, through the excitement, forgot what was told him, and stood motionless. His adviser whispered quietly to him, "He is a spirit, infinite." Sandy not catching the words, but the sound, shouted, "He is a weaver in Greenock." The minister shook his head and said, "Dear, dear." "Indeed to goodness," replied Sandy, "this man is working in the same shop with him." I can't say whether the child ever got a name or not.—J. E. Fraser, New York.

POINTERS.

The necessity and importance of display is overlooked in many dress goods departments. As a rule, no salesman should be retained who is not able to trim his own department. If not able to do so, he should seek some employment for which he is better fitted. If your store has a heavy woodwork ornamenting the top of your fixtures do not hesitate to take it off and employ the space gained by displaying dress goods instead of ornamented lumber. So say Brophy, Cains & Co.

WE ARE PREPARED.

This is what the buyer for W. R. Brock & Co.'s third floor said to our reporter when on one of his jaunts through the warehouses: We are prepared to supply the trade with all the flags, jubilee handkerchiefs, etc., that they will require to celebrate the Diamond Jubilee. See page 6.

GOOD DEMAND FOR LACES.

The season has been an exceptionally good one for laces with Kyle, Cheesbrough & Co., so much so that they have had to replenish their stock. They are now showing an entirely new set of goods as a consequence of this.

Woven Labels.

Shirt Labels & Hangers
UNDERWEAR LABELS
INITIAL LETTERS
INDIVIDUAL NAMES.

KLUGE BROS. Proprietors
German Artistic Weaving Co.
274 & 276 Church St.
NEW YORK.
CREFELD LONDON PARIS

Silk Labels & Hangers
NECKWEAR LABELS
DRESS BELTS
SAOE LABELS.

Night Shirt Trimmings.

TORONTO OFFICE: ROOM 109 McKINNON BUILDING.

Allison Ranch Hydraulic Mining Co. LIMITED LIABILITY

TREASURY STOCK \$125,000

Authorized Capital, \$250,000.
Divided into 50,000 Shares of \$5.00 Each.

10,000 Shares are now offered to the public
at Five Dollars per Share.

SMALL CAPITALIZATION MEANS LARGE DIVIDENDS.

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The Company's Claims Consist of 640 Acres of Auriferous (Gold-Bearing) Gravel.

This property has been personally tested and examined by Messrs. W. S. N. Wills, Mining Engineer, and R. C. Lowry, A.M.I.C.E., both of whom have reported very favorably. Following are brief extracts from their respective reports:—

"In conclusion, I would say that I consider this one of the best hydraulic propositions that I have seen in British Columbia.

"W. S. N. WILLS, M.E."

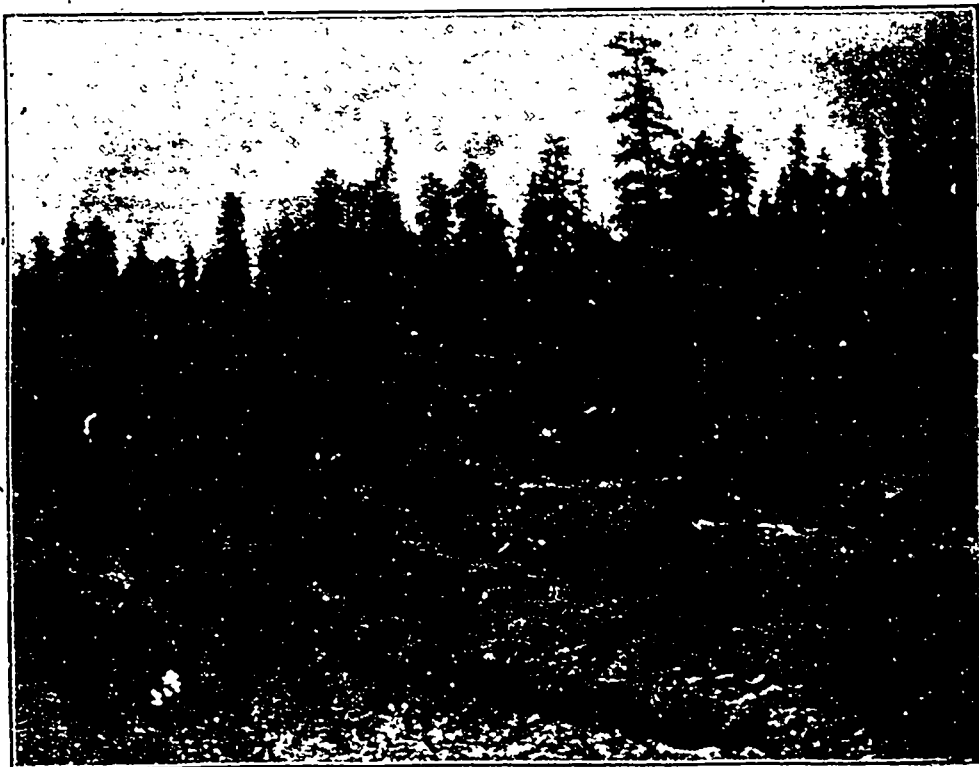
"The line of ditch is an easy one; no rock cutting will, most probably, be required, and very little fluming will be needed. I think the property an excellent one.

"R. C. LOWRY, A.M.I.C.E."

Six shafts have been sunk, aggregating one hundred and ninety-seven feet. Illustrated prospectus, giving full information as to the Company's properties, and also interesting details of hydraulic mining, will be furnished on application to

W. H. HALL or C. R. TOWNLEY At the Company's Offices 56½ King St. East, Toronto
Teleph. 2,609.

THIS ENGRAVING is from a photograph of a portion of the Allison Ranch Hydraulic Mining Company's benches of gravel, showing Miners at work on the bed of the Tulameen at low water by means of wing dams. This mode of mining is of course very primitive and expensive and the gravel must be very rich to make it pay, as after the wing dam is built in the river the gravel has to be shovelled into sluice boxes and washed through. The fact that this class of mining has been carried on for thirty-five years in the immediate vicinity of the Company's properties proves the existence of Gold in the gravel in paying quantities.



"MADE IN CANADA."

THE PERFECTION TO WHICH THE MAKING OF KNITTED GOODS HAS BEEN BROUGHT, AND WHY CANADIANS DO NOT KNOW IT.



HOW can we blame foreigners for asking, Where is Canada? What does it amount to? Can the country produce any but low-grade goods? when we find our own merchants blind to the advantages of the home trade?

A number of circumstances have forced THE REVIEW to this conclusion lately. There is a widespread ignorance about the standard of excellence reached by Canadian makers in many lines. This is true of knitted goods, for instance. A visit paid to the town of Paris, Ontario, a few days ago, convinced THE REVIEW that our suspicion of apathy and lack of information by

Canadians regarding their own goods is absolutely well founded. In Paris are situated three of the mills of the Penman Manufacturing Co., and permission was sought from the management to inspect these establishments so that an unprejudiced opinion could be formed, after actual examination, of the nature and extent of the operations carried on and the quality of the goods turned out. Through the courtesy of Mr. John Penman, the president, and Mr. J. B. Henderson, the general manager, permission to do this was accorded. The object of THE REVIEW, be it remembered, was not, as newspapers often do, to "write up" the mills, but to investigate from the standpoint of the retail merchant and the consumer the circumstances under which knitted goods are being made and the degree of perfection attained.

As everyone knows, large industrial establishments do not court visits from outsiders, because time is lost in showing people around, and, besides, it is not desirable nor reasonable that every new invention in machinery and process of manufacture should be laid bare to curious, and perhaps interested, observers. But the aim of THE REVIEW was to learn, not to pry. No effort was made to suggest opinions for the representative of the paper, but he was left free to form his own conclusions, and when necessary questions were asked regarding intricate methods, clear and candid explanations were given by Mr. Dewar, the superintendent of mill No. 1, and Mr. Thompson, the superintendent of mill No. 2. While THE REVIEW does not profess to have special knowledge of mechanical appliances and the mysteries of making knitted goods, yet a general survey of operations on a large scale should prove practical, valuable and interesting to the trade.

The Paris Mills. While only three of the six different mills of this immense concern are situated in Paris, these are typical of the extent, completeness, equipment, and up-to-date character of the whole establishment, which is declared to be not by the owners, by the way, but by others—one of the most extensive of its class in the world. The Paris mills are well situated, neatly kept, substantial stone buildings and are run by water-power from the Grand River, supplemented by steam power for heating and other purposes. There is a thorough system for extinguishing fire, the company having its own fire brigade of men, who are paid for keeping in practice for this duty, with all modern appliances, and a system of pipes for water sprinkling in every floor of the mills. All the latest machinery, covering every branch of work, is in use, and skilled employes, who are trained specialists in the class of work assigned them, make up the staff. Each mill, it appears, is devoted to its own lines of goods, so that there may be no competition among themselves, and in order that every mill may make features of the lines manufactured by it. In this way the

best results are produced all round, for every mill will have its own reputation to sustain and exercise the same care in the management and control of the smallest detail. To the onlooker this arrangement appears admirable, since it must conduce to a friendly rivalry that will in a measure account for the reputation enjoyed by the Penman goods with all buyers who are able to identify them. The observer is also impressed by the attention that seems to be bestowed upon the details of manufacture, and the vigilant watch kept at every stage of work. In fact, too much can hardly be said of what—for want of a more technical term—may be called the "thoroughness" that pervades the whole establishment. The standard of exactness is maintained throughout, and when you reach the finishing and packing process one realizes what an important thing it is for a manufacturer to place in the hands of the merchant and consumer goods not only honest as to material and make-up, but also looking well and bearing inspection.

The Processes Of Manufacture. It would take many printed pages to describe in detail the making of knitted goods. This is only intended as a rapid survey. It is not a technical treatment of the subject. You begin with the sorting department, where the raw material is brought in in bales for experienced men to handle, and classify into grades according to quality. And just here you are struck with the wide knowledge a woolen manufacturer must possess who buys his own wool and makes his own yarn. He must know prices, qualities and his own requirements; must detect flaws in the samples of raw material submitted; must calculate shrinkage, and consider ahead the dozen and one conditions on which must be based the estimated price of the made garment. In the sorting department were found wools from Australia, the Cape, South America, the Canadian Northwest, etc., each with its characteristic qualities, its price and adaptability. Sorting wool, it is easy to see, is a science in itself, and the material is submitted to more than one classification of this kind so that perfect quality may be secured. The wool, after sorting, goes through the scouring and drying processes, and is then sent to the burring machine. In passing through this machine objectionable particles are removed and the wool comes out soft and clean. But it is not yet ready to be made up into yarn. It goes back to the picking room where the clean wool is gone over and classified. It is now treated with lard oil in certain proportions, so as to be fitted for the processes that follow.

Carding and Spinning. By this time you have your wool in shape for the elaborate and complicated machinery that makes it into yarn. The machine is king in a department of this kind. To describe every process in detail would perhaps weary rather than inform the reader, because one should see the thing to appreciate it. The yarn is made in a knitted goods mill as it is made in a mill which manufactures tweeds or cloths, and the process does not differ materially in the leading establishments of the world. What strikes the onlooker at the two Paris mills is the number of machines at work, and the immense quantity of material handled. The machines are automatic: they feed themselves, they take the wool, they pass it through, separate it into strands, and wind it on the spools in the form of card roping. Then the roping is treated again, to be drawn out thinner and stronger. Another machine performs this work until the card roping is condensed to its proper standard. It now goes to the spinners to be spun, and in hosiery mills yarn is generally spun softer than in mills for tweeds and cloths. The spinning machines are familiar examples of modern inventive

BEFORE

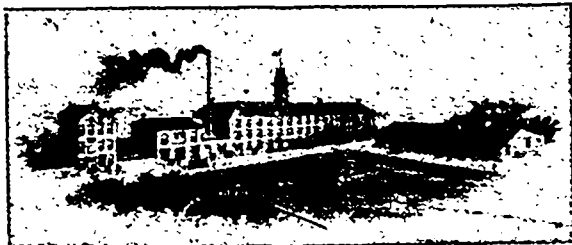
You place your orders for Homespuns and Tweeds for Outing Suits, write us for samples, which can be had for the asking.

AND AFTER

You have done so we know we will have your order. We want you to learn that "Eureka" on goods stands for the best goods at the lowest price.

EUREKA WOOLEN MFG. CO., Ltd.

EUREKA, N.S.



TRADE MARK, REGISTERED

Our samples of underwear for the approaching Fall season are now in the hands of our several representatives.

The GALT KNITTING CO., Ltd.

GALT, ONT.

N. B.—Our goods cannot be obtained through any wholesale house.

Why Buy Foreign Goods

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

WE MANUFACTURE . . .

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

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

BOYD CALDWELL & CO.

Clyde Woolen Mills

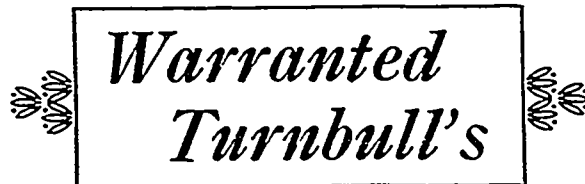
Lanark, Ont.

When You Show

Your customers

Underwear

bearing this stamp . . .



It is a guarantee that you are selling the best in the market. They are Full-Fashioned, which means that they are snapped on the machine, no rough seams. The comfort in wearing these goods is only known to those who have worn them. Our travellers are now on the road with a full line of samples.

THE

C. Turnbull Co.

OF GALT, LIMITED.

genius, and one could, if time permitted, watch for an hour the machines as they draw out the threads and wind them on the spools. But time waits for no man, and space for no editor.

Making Knitted Goods.

One must hurry on to the various operations that result in knitted goods. It may seem easy to describe these briefly. But remember, the Paris mills are extensive: each department is a little world in itself with myriad machines buzzing and roaring, and a large staff actively at work. Making yarn is a great business by itself, and yet here one has passed through all the stages of that industry, and is only in the middle of the great enterprise which the Penman Company are carrying on. "Making knitted goods" is a short expression, but it covers an immensity of operations. There is hosiery, for example, the making of which is seen in all its completeness at mill No. 1. Here again machinery reigns supreme. You have a machine for each important stage in the manufacture, until when you have inspected the finished stocking you have considerably more respect for it, and for the native enterprise that has been applied so successfully to this complicated and delicate work. The machine knits the stocking or sock, either plain or ribbed; if the top is to be different to the leg that part will be made on a different machine and the two parts will be knitted together by yet another machine. Thus we see machines for making the feet, the legs or the tops of socks and for joining these together afterwards. According as two or one set of needles is used is the sock plain or ribbed. If it is desired to put an extra thread into the toe and heel to ensure better wearing qualities, that too can be done by machinery. In fact, the adjustment and adaptation of hosiery machines seems, to the outsider, an endless opportunity for clever planning and skilful manipulation. The finished hosiery is perfect in every detail, and it is a sight to see the quick and efficient operatives handling the work and conscientiously bending over every detail and scanning every stitch. It is all piece work and thus a premium is put on the skill and activity of the operatives.

Another department inspected by the visitor was that where the famous Penman full-fashioned seamless shirts and drawers are made. All this is highly finished work, and various machines are employed in the manufacture. The knitted web for the body of the shirt calls for one kind of machine; the joining of the arms to the body for another; the finishing processes for yet others; putting in the collars, working the buttonholes, sewing on the buttons. Just think of sewing on buttons by machinery! It is difficult, in a few words, to give an adequate idea of the magnitude of all these operations. You go from one to another surprised, wondering and delighted. There seems no limit to the ingenuity, the skill and the attention to detail. When the garment is made the finishing process has to be gone through, and each made shirt and pair of drawers is practically laundered, so that it is in attractive condition for the trade.

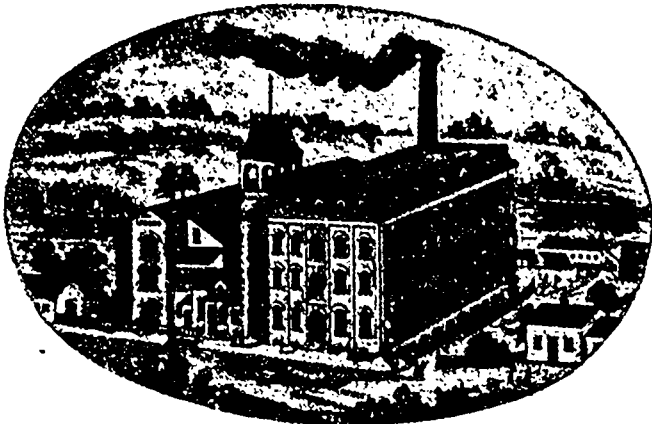
At mill No. 2 one sees different classes of goods in the making, such as sweaters, which have developed into an immense trade, and seem to promise yet larger proportions. In a market like Canada the demand covers many different styles and sizes, and only a fully equipped establishment could tackle so great a range. Here, too, the application of machinery to an extensive class of goods amazes the observer. There are sweaters in different stitches; in a variety of sizes, styles and colors, there is the variation in the weight determined by the needles employed; there is the class of yarn spun to suit the weight decided on. The machines used to knit the striped shirts and drawers, where a circular row of bobbins supply the various colored yarns which are worked into the pattern, present a curious and interesting operation. What time, thought and technical knowledge are required in initiating, superintending and carrying out all these classes of work can only be known to

those who do it. That it argues enterprise, a great expenditure of energy, a constant appreciation of popular taste is the only justice which an uninitiated onlooker can render the establishment. Just here might be mentioned an illustration of what was called the "thoroughness" of the concern. In all these operations, where close cutting and symmetry of the garments are essential, there is necessarily some waste material, that is, small particles of wool, or yarn, or knitted web, etc. But this is not really "waste" at all. It is all carefully gathered, classified, and put through a machine for utilization in a special class of goods, into which it may be suitably incorporated. This strikes one as an example of the devotion to the smallest matter of manufacture.

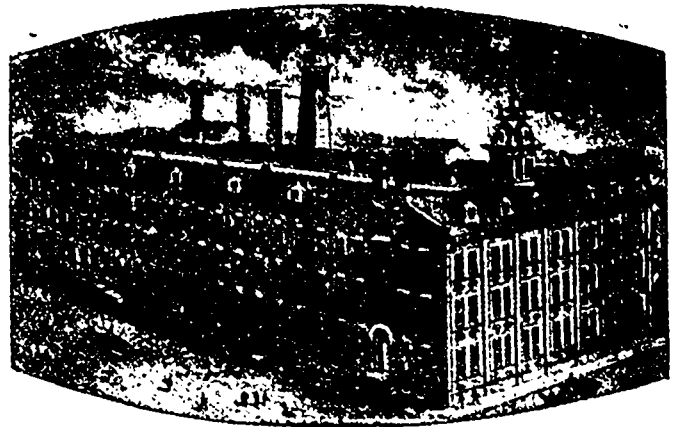
A Glance At the Made Garments.

When you have seen the vast complexity of manufacturing processes you naturally ask to see the knitted goods themselves all complete. And these are shown you just as they are ready for the trade. Both at mills Nos. 1 and 2 even a casual inspection takes some time. At the former one sees the range of full-fashioned shirts and drawers with every detail of trimming and finishing up to the highest standard. There is the hosiery, perfectly made and in the newest styles for both sexes and children. There are night robes for both women and men, a range which is admirably suited to Canadian demand. There are combinations, all high-class work to the last detail. The women's vests, with short and long sleeves, are seen. All these, and others not enumerated here, include a great variety, both in style and size, with, of course, a variety of values. At mill No. 2, from a mass of knitted goods, the eye picks out the sweaters for men and boys in solid colors, and in popular patterns, and one appreciates the honest value of such Canadian goods after seeing the faithful work and the fine material put into them. The finely finished medium-weight shirts for men is another special feature here. The boys' sweaters, with fancy cape collars attached, are also noted. Then, special pains seem to have been taken with children's sleeping garments, which have the little pocket and the cord at the waist. Here may be recorded the impression one gets of the excellence of the trimmings used, which, whether it be sateen for collars or bindings, buttons, or silk thread, are all of the best qualities and selected in each case to match the goods.

An Observer's Conclusions. THE REVIEW is emphatically of opinion that the average person is unaware of the splendid array of knitted goods made in these mills, and at others in Canada. It is a moderate statement—made soberly and with a full knowledge of what the words involve—that many of the superior lines shown at Paris, and watched through the different stages of making, cannot be surpassed anywhere in the world. Furthermore, if other countries can equal some at least of the lines, their equals are never brought into the Dominion. The chances are, ten to one, that the merchant who buys these goods thinks they are imported, not domestic, and the consumer purchases them under the same mistaken impression. Mills like these are a revelation to the ordinary Canadian. After the closest inspection and narrowest examination the goods produced are found to be up in every respect to the requirements of a pretty fastidious taste, and while there may always be wealthy persons who want the imported article, such people will not actually be any better clothed however they may imagine they are. After returning from Paris, THE REVIEW happened to mention to a member of Parliament the triumphs of skill and enterprise seen there. This intelligent legislator, who comes from Western Ontario, and is a man of education and means, did not even know what class of goods the Penman Company make! Now, this leads to a point where THE REVIEW feels disposed, speaking frankly, to quarrel with the Penman Company's policy. There is no distinguishing mark on these splendid goods. The buyers in the wholesale houses



MILL NO. 1.



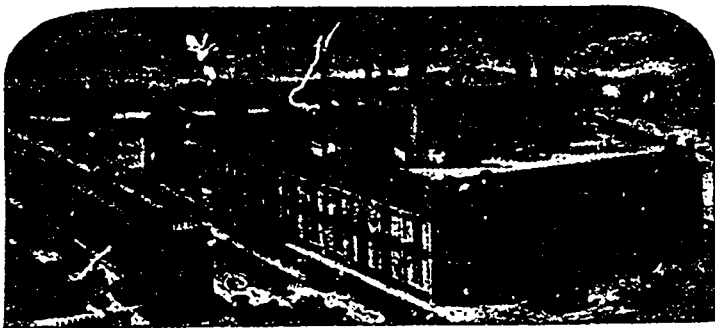
MILL NO. 2.

The Penman Manufacturing Co.

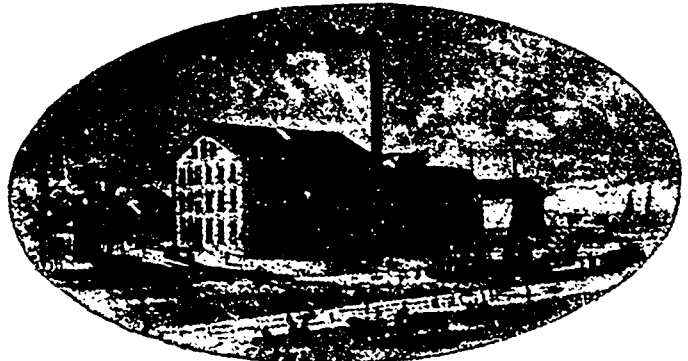
HEAD OFFICE: PARIS, ONT.

Limited

Selling Agents: D. MORRICE, SONS & CO., Montreal and Toronto.



MILL NO. 3.

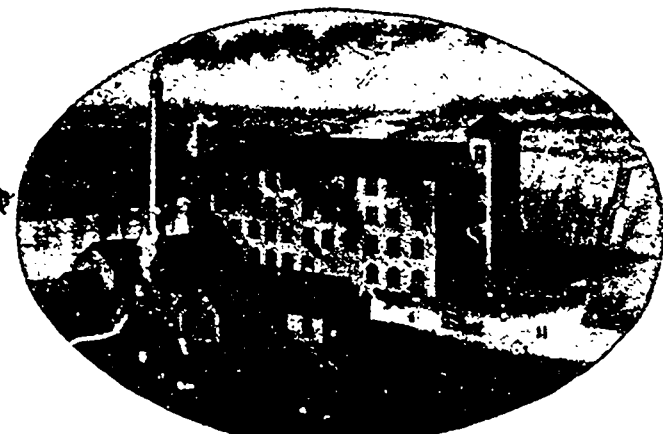


MILL NO. 4.

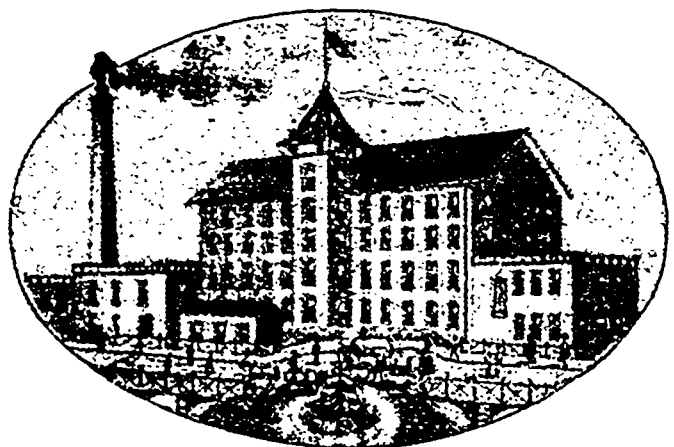
The Oldest and Largest Manufacturers of **KNITTED GOODS**

in Canada. Manufacturers of every description of Men's, Ladies', Misses', Youths' and Children's Underwear, Hose, Half Hose, Knitted Top Shirts and SWEATERS.

The travellers of all the best wholesale houses in Canada now carry full lines of our make. Be sure you see them when placing your Fall Orders. . . .



MILL NO. 5.



MILL NO. 6.

may know them and identify them, but certainly no one else can. They pass into the hands of the trade and the consumer without Canada's getting the credit of the achievement of their being made right here by native hands. It cannot be wondered at, therefore, if some merchants consider that Canadian underwear is a class of stuff suited to rough life in the bush or mining in the back country, but would not cater to the average popular taste.

MEN'S LONDON STYLES.

London Correspondent of The Apparel Gazette.

NOTICE a decided increase of late in the demand for pique fronted dress shirts. The result of this demand was seen at the revival of "Richard III" at the Lyceum Theatre last Saturday, where several royal personages were present. Pique fronts were to be seen dotted about. It is just at this season of the year that the majority of the London "swells" overhaul their stock of shirts, and they, in anticipation of an unusually smart season, are ordering the smartest things that their outfitter can furnish them with.

One of the most gentlemanly effects possible in a pique dress front is the ordinary ribbed pique covered with a fairly generous sprinkling of white embroidered spots. This particular pattern is highly in favor and it has one great advantage over the satin striped pique, namely, that of being laundered to better effect.

The latest novelty for the bodies of dress shirts is a figured "Yosemite," or a kind of broche longcloth; they are quite the newest shirting on the market.

The most popular collar for dress wear will be the all-round wrap, or military-shaped collar, the most general height being $2\frac{1}{2}$ inches in front and $2\frac{3}{4}$ inches at the back.

While speaking of dress goods, I may say that silk half hose of the shot colored effect will be almost entirely superseded by the ones with "Victoria'ed" fronts. ("Victoria'ed" is the new word here.) That is to say, fronts of some bright color covered with a fancy netted design in black. Morleys are showing the prettiest effects I have yet seen.

Dress ties of the batwing or butterfly shape appear to be the only patterns which will hold their own, although a newer end to a straight graduated tie is a rounded end, the tie graduating from the middle 1 inch to, say, $1\frac{1}{2}$ inches at the ends. Colored shirts are not moving yet, although the new materials are on the shelves of all the leading shirt-makers. As regards color, there seem to be about three blues to one of pink or any other color.

I have this week noticed two or three very smart window displays of socks. One was a window full of socks of a medium shade of brown cashmere having white clocks. Another striking show was made with chocolate alpine merino socks, having sky-blue clocks. An exceptionally good pattern for a high-class day sock is a 34-gauge clerical merino, having very close, fine red, blue or white stripes. Plain colored socks, with clocks, are very much worn for spring, 30-gauge being the best weight for such goods.

Turning from this branch of outfitting to tailoring, I may say that lounge suits seldom go to extremes in any respect so far as cut is concerned. The only difference in style of which they seem capable is in the openness in fronts. At present they are made fairly open, but the inclination is to wear them rather higher than last summer. The coat may be made to button with three or four buttons—three for preference. If the pattern is a large or decided one the back should be always of the sac kind; in cases, however, where the pattern is not so obvious there is an inclination to have a seam down the back. Smooth-faced Shetlands are being shown a good deal for morning coats; they are beautifully soft and elastic. Fancy vicunas of the more firmer make are very much used, and

also a fancy herring-bone cheviot cloth. The edges are generally stitched once, the cuffs being laid on and three holes inserted.

Vests are sometimes made double breasted and in all probability fancy cashmere vests will be largely worn. The width of trousers does not seem to alter much, except that there is a tendency to wear them a little closer than usual.

BRIEF NEWS OF THE TRADE.

Messrs. H. J. Caulfeild and R. E. Burns, of the firm of H. J. Caulfeild & Co., have sailed from New York to buy in the Continental markets.

W. R. Brock & Co. are showing a lot of American cotton fabrics, among which are some fancy Richelieu sateens in Oriental designs, very rich and stylish, and of the best printing. A few pieces of such goods make a merchant's stock very attractive.

The Eagle Knitting Co. have bought out the Yarmouth Hosiery Co., Yarmouth, N.S., and are moving the plant to their Hamilton factory. One carload of the machinery has arrived.

W. R. Brock & Co. are showing a most extensive range of printed cotton fabrics which are almost bewildering in their beauty, consisting of azure silks, la belle crepon, silk plisse, silver silks, silver crepons, amaranth acids, Persian cashmere, embossed effects, foulards, Lancashire percales, Richelieu sateen, French brocade, Japanese fibre crepe, dimity, lappets, organdy, Parisian ripple, crepons, jaconette plisse, brillante, indigo cords, fancy diagonal, linen pique, linen batiste, linen dimity, grass linens, sateens, prints, etc.

THE TRAVELERS ARE OUT.

Chalcraft, Simpson & Co. announce that their travelers are out on their different routes showing special values in men's, boys' and children's clothing for fall trade 1897.



BLARNEY FINGERINGS

Fine Strong Yarn
Knits Evenly. . .

Soft and Pleasant
to Wear. . .

FINGERINGS.

SAXONY.

"Shamrock"

"Soft Knitting"

"Blarney"

"National"

"Gaelic"

"Shamrock

"Hibernian"

Mending"

On cards or $\frac{1}{4}$ oz skeins

Manufactured at . . .

Blarney, Co. Cork, Ireland.

Sold by all Wholesale Dry Goods.

Agent for U. S. and Canada. . .

R. H. COSBIE,

Manchester Building, Melinda Street,

Toronto

WARDLAW
YARN MILLS **DUNDAS,**
Ont.

Thos. D. Wardlaw

Manufacturer of

Worsted and Woollen Yarns, Fingering,
Wheeling and Knitting.

Loops and Novelties for Dress Goods,
Cloakings, etc.

Carpet and Serge Warps.

GOLF AND BICYCLE YARNS A SPECIALTY

Write for Prices and Samples

.. TO THE WHOLESALE AND MANUFACTURER ONLY ..

Canadian Made for Canadian Trade

Equal in design and finish with the production of European Mills, superior in point of value.

SEE OUR SAMPLES FOR FALL 1897

OF

**BEAVERS
NAPPS
SERGES**

**PRESIDENTS
CHINCHILLAS
TWEEDS**

Full lines now in the hands of our Agents,

MILLICHAMP, COYLE & CO.,

Wholesale Only

Halifax, Montreal, Toronto, Winnipeg, Victoria.

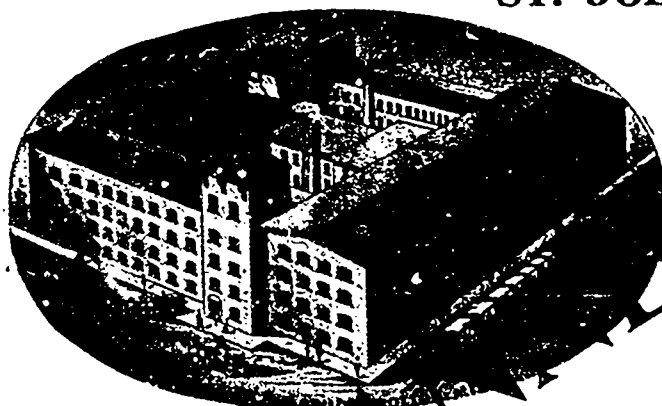
A. W. BRODIE

WOOLEN . . .
MANUFACTURER

HESPELER, Canada.

WM. PARKS & SON, Ltd.

ST. JOHN, N. B.



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

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents

J. SPROUL SMITH, 24 Wellington Street West, Toronto
DAVID KAY, Fraser Building, Montreal
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

MILLS {

NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

DRESS GOODS TERMS.

NAMES IN EVERYDAY USE AND WHAT THEY MEAN.

ARMURE.—A small effect like a seed, repeated over and over again in a fabric. Produced by the warp threads being raised or lowered in weaving out of the regular order.

Barrathea or Melrose.—A small figured effect, like little grains of powder, of the nature of an armure. Produced in a similar manner to the armure.

Barre.—Having stripes or bars running across the fabric. Produced by the use of filling yarn of a different color from the ground or by throwing in a thicker thread or more threads of the same material at the place where the bar or stripe is required.

Bayadere.—Having stripes, either in the shape of cords or in color combinations, running across the fabric. Any marked effect across the fabric at right angles to the selvage is a bayadere effect. Produced in exactly the same way as are the barre effects.

Beige.—Composed of yarn in which the colors are mixed. May be produced by using two differently colored yarns and twisting them together or yarn spun from wool of different colors.

Bengaline.—A plain round-corded weave of the poplin family. May be used in connection with any material, as the feature is one of weave rather than composition. Produced by using yarn that is of a good size and round spun and finished with a sheer surface.

Boucle.—A fabric having a marked curl or lock in the yarn. Produced by the use of a two-ply yarn in which one thread is wound round the other and partly drawn out so as to produce a loop.

Bourette.—An effect produced by introducing a lump in the yarn. Such lump may be either of the same material as the yarn or a foreign material introduced into the stock before it has reached the spinning process. Also known as knickerbocker effects.

Broadcloth.—A soft material made of wool in a plain weave, and in the finishing process shrunk to such an extent that the threads are undistinguishable, and finished with a high gloss.

Brocades.—An effect where the design is raised in floats and appears as though embossed on the surface of the fabric, showing out in a very pronounced degree. Produced on a jacquard loom, on which each individual warp thread can be manipulated separately so as to accord with the design.

Canvas or Crash.—An effect produced by a square weave in imitation of linen canvas or sailcloth. The weave is effected by two or more threads of warp and filling being combined at once.

Carreau.—Same as checks.

Cashmere.—A fabric with a twilled face and square back. The definition originally referred to a material composed entirely of worsted yarns, with a twilled face and plain back, but as the weave has been adapted to other materials it is now more applicable to a weave than material. In weaving the warp threads are raised in groups, in progressive order, to permit the filling threads to pass under them and produce the twills.

Checks.—Fabrics in which the design is produced by different colors or materials crossing at right angles, and forming distinct shadings or effects in squares. Made by arranging in both warp and filling threads these different colors or materials so that they may appear in their proper positions in the fabric.

Chine.—A printed effect. Produced by the warp threads being printed in blocks and grouped in the loom in such a way as to produce a pattern.

Covert.—A "pepper-and-salt" effect in a fabric produced by twisting two different colors together or working two colors in conjunction.

Crepe.—A crinkled or watered fabric, produced by using yarn of different degrees of tightness of twist, so that in finishing the ap-

plication of water causes the different threads to exert different degrees of resistance and pull the cloth into crinkles.

Crepon.—A jacquard weave producing crepe effects, either in color, weave or materials. Yarns of different degrees of tightness may be used so as to produce the effect as in a crepe, or different materials (or the same materials in different colors) may be used and guided by the jacquard appliance of the loom produce these crepe effects in color or material on a smooth surface.

Damasse.—A figured fabric showing a contrast in lustre between the groundwork and figure. Produced by using warp and filling of different degrees of lustre, or of different colors, and bringing these to the surface at the proper place, to produce in the figure the lustre or dullness required.

Diagonal.—A heavy twill running in a diagonal direction across the fabric. An enlarged serge. The diagonal is produced by raising the warp threads in groups in a progressive order from left to right, and throwing in the filling threads to make them stand out in ridges or twills.

Drap d'ete.—An all-wool fabric with a twilled face and broadcloth back. Woven as a twill and finished as a broadcloth, with the gloss showing on the back of the fabric.

Drap de Paris.—A twilled armure. In the weaving the seed-like effects are given a twill effect as in a serge.

Etamine.—An irregular openwork effect, embracing a large variety of styles. Distinguishable from a leno by the greater irregularity of its openwork. The different etamine weaves require different manipulation to produce them, but each is formed by the arrangement by which the warp and filling are liberally or sparingly placed in the fabric; and in the more intricate kinds by the manipulation of the threads on being placed there.

Fill-for-fill.—An effect produced by the use of two threads of different colors or materials run alternately throughout the fabric. Also called end-and-end effect.

Frise.—A pile fabric where the pile stands out from the body of the fabric in uncut loops. Differing from a plush or velvet in the loops being uncut. Produced by using two warps, one of which is fed at a greater tension than the other. The tight one is used in building up the fabric, and the looser one, running off the warp drum much more easily than the other, is placed on the face of the fabric in loops.

Gloria.—A fine fabric with a plain weave made with a silk warp and fine-worsted filling.

Grèndine.—An open weave where an increased quantity of filling at certain places gives barred effects across the fabric.

Henrietta.—Originally used to designate a cashmere produced with a silk warp instead of a worsted warp, and afterwards to distinguish German cashmeres from French cashmeres. Henrietta is made of various materials, and the name is generally applied to a fabric with a twilled face and square back. Produced by the same weave as a cashmere.

Iridescent.—An effect produced by the use of filling yarns of one color and the warp yarns of a different color in a plain weave. An equal amount of each color being brought on the surface, a two-toned or changeable effect is produced.

Jacquard.—A weave called after its inventor, in which every warp thread can be made to move independently of each other, intricate figures being thus produced. All such complex figured fabrics are classed under the broad name of jacquards.

Lace Effects.—Effects imitating lace and produced on a jacquard loom.

Leno.—A fabric with small open-work design of regular order. Distinguishable from an etamine by the regularity of its open-work. Produced by a motion put on the loom that crosses the two warp

We Wish to Explain Our
Position to You . . .

*Our Business is conducted on the
"Mutual Benefit Plan."*

It costs us no more to run our factory over time than it would half time.

Our travellers visit every town and village in Canada, and their travelling expenses are no more when they sell goods than when they do not sell.

We have been able to work our factory four nights a week for some time past; hence our ability to produce and sell goods more cheaply than we could if our production and sales were less.

See our Samples for Fall, and note that we are giving our customers the benefit of our increased production in low prices. . . .

H. Shorey & Co.

Wholesale Clothiers and Manufacturers of Rigby Goods . . . MONTREAL

**Finley, Smith
& Co.**

Importers of . . .

WOOLLENS and
TAILORS'
TRIMMINGS



29 VICTORIA SQUARE

MONTREAL

WM. C. FINLEY
J. R. SMITH

BELGIAN

SEWING COTTON.



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threads, tying them together into a kind of knot and knotting in the filling thread.

Matelassé.—A fabric whose face is broken into rectangular figures and puffed up so as to resemble quilting.

Melange (literally mixed).—A fabric produced from yarn that has been either printed in the wool or dyed of different colors and mixed together before being spun.

Merino. A fabric made of fine wool with both back and face twilled, in which respect it differs from an all-wool cashmere. Produced in the same way as a diagonal but with a less number of threads in each twill.

Mohair.—A fabric of bright lustre whose warp threads are cotton, and filling threads of alpaca, mohair or bright lustre wool. Generally a plain weave, but sometimes produced in figures and then known as figured mohair.

Mozambique.—A thin gauzy fabric generally produced with a cotton warp and mohair filling. Distinguishable from a mohair by its gauzy texture.

Natte.—A small dotted effect of the basket-weave order, of the armure family. Produced by running two or more threads of warp and filling into the same opening in weaving so that they shall show together on the surface.

Panama.—A check. A plain square.

Poplin.—An effect produced by using thick and hard-twisted warp and filling, or by placing two or more threads in both warp and filling regularly in the same opening and in exact proportions.

Satin Berber.—A satin-faced wool fabric with a wool back. The effect is one of finish rather than weave.

Satin Soleil.—A satin-faced armure fabric woven with a ribbed effect.

Serge.—A wool fabric with a twill weave running from left to right diagonally across the fabric.

Sicilian.—A plain-weave fabric composed of a cotton warp and mohair filling, with the filling threads less twisted and broader on the surface than in a regular mohair.

Swivels.—An effect produced by floating several threads over the warp threads at the same point so as to form a dot. Also produced by the use of a small additional shuttle, which embroiders the dot on the fabric.

Twill.—A raised cord running in a diagonal direction in the fabric from left to right. Any fabric with this weave may be called a twill. The number of twills to the inch in cashmere and other standard fabrics is often used to indicate their quality.

Vigoureux.—An effect produced by printing the yarn of which the fabric is composed and using it without any regard to order or design.

Zibeline.—A wool material used in imitation of sable fur. Has on the face long hairs that give it a fur-like appearance. May be produced in several ways, but all give the same distinguishing feature. A "camel's hair" fabric.

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This line has always been a specialty with James Johnston & Co. Their showing this season is the largest and most varied they have yet placed before the trade. Several lines in new fancy weaves are taking well. Their range of children's wear in this article is unequalled.

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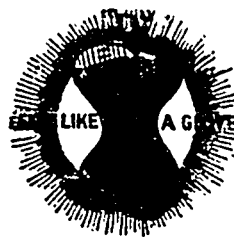
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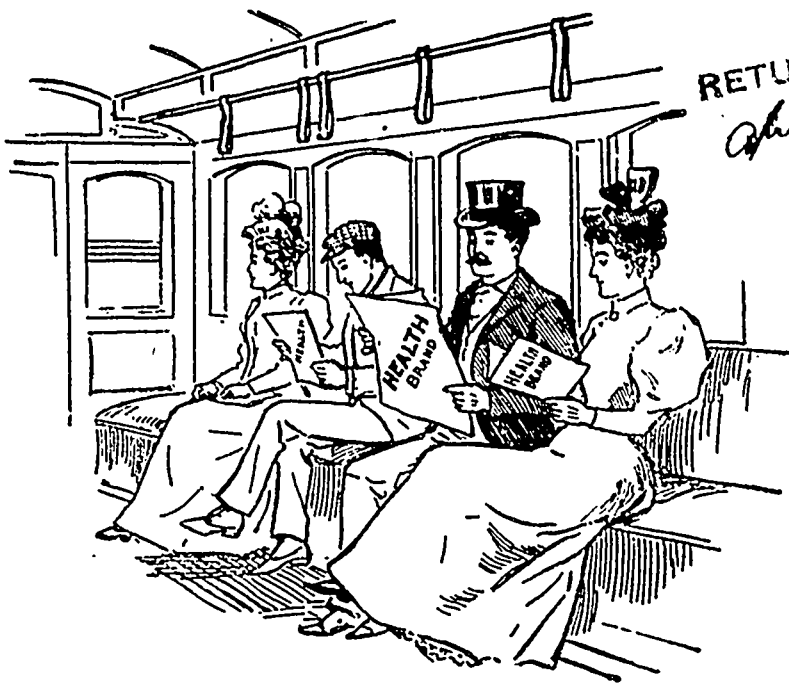
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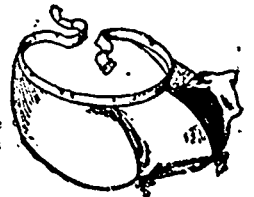
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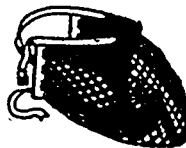
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