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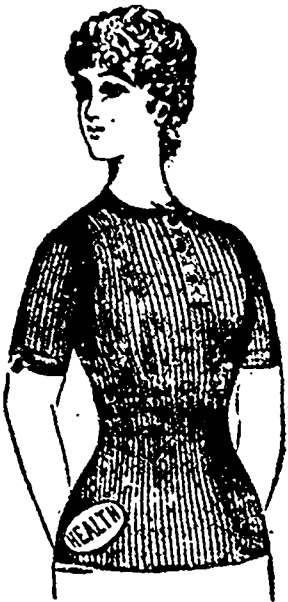
THE CANADIAN

# Princess

HATS, CAPS & FURS.  
Millinery & Clothing.

## REVIEW.

### - The Right Time -



To advertise is now. The right thing to advertise is the "Health Brand" of Ladies' and Children's Underwear.

The right way to advertise is with an electrotype of our figure, which you can obtain free of charge by writing us.

Thousands of people are returning daily to their homes from the various Summer resorts, and an advertisement now, rightly worded, will have twice the effect that it would have at any other time.

We have already received numerous applications for electrotypes, so would advise those who can use one to write at once.

*The Montreal Silk Mills Company,*

MONTREAL.

# GORDON, MACKAY & CO.,

**Corner Bay and Front Sts., Toronto.**

It is a well-known fact that Dry Goods are sold in Toronto at closer margins of Profit than at any other point in Canada.

**Shrewd Buyers**

Will find it to their interests to inspect our stock.

**GORDON, MACKAY & CO.**

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**The BOYD, BOWER & BRUMELL CO., Ltd.** 3 Wellington St. West  
TORONTO.

— IMPORTERS OF —

Fancy Dry Goods, Ribbons, Laces, Smallwares, Berlin Wools, Fingering Yarns, Cords, Tassels  
Stamped Linen Goods. Novelties in Art Needle Work, Plush Boxes, Celluloid Goods.

We are daily receiving new goods from the English, French, German and American Markets.

Perforated Stamping Patterns--We show the largest range in the trade.

We carry everything that is required in the Fancy Goods Business.

**WRITE FOR PRICES AND SAMPLES.**

LETTER ORDERS SOLICITED--Which will receive prompt attention.

The BOYD, BOWER & BRUMELL CO., Ltd.

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≡⊕ FOR THE RETAIL TRADE ⊕≡

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## "PATENT ROLL" COTTON BATTING.

None genuine but the following registered brands:

**NORTH STAR.**

**CRESCENT.**

**PEARL.**

---

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses:

Bed Comforts, Mattress Covers for warmth and softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware. Dressmakers' Purposes, etc., etc.

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls, and may be obtained of all Wholesale Dry Goods Houses.

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"BALED" Goods same quality, but less price.

# THE CANADIAN GOODS DRY REVIEW

Vol. II.

TORONTO, SEPTEMBER, 1892.

No. 9.

## THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN  
Dry Goods, Hats, Caps, and Furs,  
Millinery and Clothing Trades.

Published Monthly by  
THE DRY GOODS REVIEW CO.,  
TORONTO.

J. B. McLEAN, H. C. McLEAN,  
President. Manager.

HEAD OFFICE: 10 Front St. E.

MONTREAL OFFICE: 140 St. James St.

E. Desbarats, Manager.

NEW YORK OFFICE: Room 41, Times Building

Roy V. Somerville, Manager.

EUROPEAN BRANCH:

Canadian Government Offices,

17 Victoria St., London, S.W.

R. Hargreaves, Manager.

### EDITORIAL NOTES.

WHIZZ went the car as the electric current drove it swiftly down King St. towards the Exhibition grounds, and it suddenly occurred to us what a movement this introduction of electricity was. When there were no railroads business methods were slow, and probably business men were slow. Then came the steam engine, and afterwards the locomotive, then the side-wheeler and afterwards the screw steamer, and what a revolution it has made in men. Yes, men are products of the times. This is a swift age, and because other movements are swift, men's brains must move swiftly. That is how it has affected man. He can go almost slower with his body if he like, but he must hustle his brains. The old foot-pace of four miles an hour is out of date. Sixty miles an hour is the standard now, attain it and success is yours, do not attain it you will accomplish little. The business man of this day must take big risks, make huge endeavors and play his game daringly. Carefulness must necessarily accompany this daring in rapidity. movements must be well considered, but after all this, quickness must characterize the methods of the modern business man. The old roads are left out of consideration, and new paths and ways have been chosen, and the merchant of to-day must travel these, and travel them at a speed which will save him from being overtaken by competitors and crushed out of existence.

The recent International Convention

at Grand Forks, Dakota, was attended by a few Canadians, and matters of much interest to both countries were discussed. As soon as the American people are sufficiently educated to understand that they are not dealing with uneducated heathen when they are dealing with Canadians, and as soon as this is impressed sufficiently on their government, then we may expect the United States to trade with us on fair and equal terms. Heretofore they have seemed to desire the earth and thought equal terms unnecessary. The canal tolls episode has drawn Canada more closely into a unit and more nearly into a nation. One of the subjects discussed at this convention was the improvement of the St. Lawrence water system. It is being rapidly improved by means of a new Sault Ste. Marie canal, and soon we expect to have a new ship railway from the Georgian Bay to Lake Ontario, which will cause the American railroads some loss. Certainly we will improve this great water system because we have the natural advantages, which the United States has not been favored with. Let the United States add more canal tolls, and Canada's backbone will stiffen up, so that the United States may yet bow its haughty head. But reciprocity on a proper basis would benefit this country, and we want it as soon as we can get it on fair and equal terms.

Life insurance is taking a strong hold on the public favor and promises to increase in popularity. Let us look for a moment at the returns of the Canadian business for 1891. Twelve companies of the Dominion received in premiums during the year \$4,371,543, fifteen British companies received \$1,031,815, and fourteen American companies received \$3,128,297, making a grand total of \$8,507,655. Compared with 1890 there was an increase of \$503,000. When men are investing so much in this way, it is well that the Government should look well in to their securities and guard the public in every possible way. The following from an address by John A. McCall, president of the New York Life Insurance Co., is suggestive on this point. In this respect, of course, so far as policy-holders can be secured by official deposits, the law gives to ours a decided advantage over the policy-holders in Dominion companies. We are compelled at all times to have on deposit with the Receiver-General, or with trustees approved by him, in invested assets, an amount equal to all our liabilities on policies issued in the Dominion since March 31, 1878.

The Canadian companies are required to have but \$50,000 as an official deposit. I make this statement without intending it as a reflection in any way on the Canadian companies or their management. They need no consolation from me or any one else. I simply refer to the fact as an advantage that our policy holders possess by reason of the more stringent deposit requirements that are made on American companies as compared with Dominion corporations."

Just now there seems to be hard times in the United Kingdom. At least there is much financial weakness in the linen and cotton trades. From Belfast comes a report of the failure of two large linen manufacturing firms with total liabilities of \$250,000. This depression, it is expected, will cause other failures. With regard to the cotton trade, "no profits" has been the cry for some time; low prices have been ruling and still there is no demand. The Master Cotton Spinners' Federation has decided to reduce the wages of employees five per cent. on account of the depression in trade. Firms representing 80 per cent. of the whole trade favored such a reduction. The workmen, who contend that a restricted output would be sufficient to meet the difficulty, intend to strike against the proposed reduction. Then another evidence of distress is the shutting down of the great Saltaire mills, which manufactured alpaca, mohair and plush goods. If this depression continues for another year among the textile industries, the representatives of the British Chamber of Commerce may not be so stuck on free trade nor uphold it so strongly as they did this year in the congress. One cannot help but admire their pluck in holding fast to the liberal policy which undoubtedly brought Britain great prosperity between 1842 and 1880. But other nations have not dropped in line on the free trade question, and consequently Britain has been paying a contribution to all protective countries. Intense nationalism in France, Germany, the United States and other countries has erected high tariff barriers, and at last the effect is becoming apparent. At least so it seems. There are only two ways out of the difficulty. Either protective countries must become free trade, or free trade countries must become protective. The question of which it shall be is an important one for Canada, for its solution must be our guide. Perhaps Britain's shortest road to establish a world-wide free trade would be through the re-establishment of protection.

## HOW TO LOSE CUSTOMERS.

**M**UCH that is thoughtful, salient and witty has been written to show the thousand and one methods of gaining customers, but very few writers have told how to lose them. It may be thought unnecessary, but methods of losing customers are often very useful. Everything should be done in a methodical manner. No haphazard ways suit the business of to-day.

The easiest way to lose a customer is to trust him. Let him run up a bill of \$25 or \$50, and then you can have the grim pleasure of watching him sneak into your rival's store around the corner. Try it with some of your customers and see the fun. Sell him goods, as he wants, until his bill is away up, and then ask him for some money. Then you will be rid of him; he will never trouble you more, and you can feast with satanic delight on the thought that he is around the corner paying the cash he has saved from you to your cash competitor. Try it; there are loads of fun in it.

No claim for originality is put forward with regard to this idea. It is neither copyrighted nor patented—the government has refused to do either. It is neither new nor old, neither an invention nor a discovery. Many dealers are using it throughout this vast country, and it has proven so successful that, unlike the Waterbury watch, it never runs down that is, the method goes on itself, once it is started, and the only thing that runs down is the business. But of course the men who have adopted the method are the men who have too many customers and desire to lessen the strains on their business capacities, and it is the greatest purgative known. All other patent medicines or quack doctor mixtures lose their reputation before this brilliant cure-all.

It is only known among the civilized and cultured nations as yet; but missionaries are being sent out to teach the heathen merchant the way to happiness. An effort is being made also to induce the scattered Jewish nation to adopt it. Still its promoters recognize its efficiency as a means of getting rid of offensive and unoffensive buyers, and they are having more faith in it than in some of the weather prophets. The resemblance between it and the weather is that they both kill the prophets, as any business man who has tried the system will tell you, if you ask him. One of the leading attractions of the World's Fair will be a huge mound consisting of broken hearts, blighted hopes and bulky ledgers, and this is to be surmounted with a flagstaff with an enormous banner having on its surface the skull and crossbones and the legend: "Hail to our oppressor, the credit system", below this will be the words: "Errected by the Unsuccessful Retailers of America".

## A SALES TICKET.

When a customer enters a wholesale house to buy goods and travels through the various departments and buys from five to eight different salesmen, there must be some method of collecting his whole orders in a speedy manner. For this purpose most houses use a sales ticket. The one used by John Macdonald & Co. is a very good one. It has first the ordinary blanks for the date, name, residence, whom bought by and shipping instructions. At the bottom is a blank space for the time when the customer has finished buying. The remaining space is divided into five parts, each containing the name of a department, which are staples, carpets, woollens, silks and dresses, and men's furnishings and small wares. Supposing that Salesman Smith sells the goods which the customer gets in the staple department, he enters his name in that space, and Salesman Jones of the carpet department enters his name in that space marked carpets. The last salesman who puts his name on the card and sees the customer leave sends the card to the entry room at once, marking the time at which the customer left, on the card. This is done without much trouble by means of a large pipe which runs from the top flat of the building to the entry room and has apertures on each flat, into which the folded card may be dropped. Then each salesman sees that his parcel goes down to the entry room, and the number of names of salesmen on the card shows the entry clerks the number of departments from which parcels are to be expected, and no parcel is thus omitted. The simplicity and usefulness of this can be seen at a glance. When the card is received at the entry room and the order collected, it is numbered and filed. Each month's cards are kept separate, and thus if misunderstandings arise a record of the salesmen is at hand, and this proves a great solvent of mysteries. The other houses use similar systems, and there can be no doubt that these simple contrivances prevent much delay and misunderstanding. The beauty of the system is much to be admired.

## RETAIL MILLINERY OPENINGS.

These will soon engross the attention of the retailers throughout the land, and gorgeous will be the displays offered to the view of an admiring public. People like to see the beautiful, no matter what the form, nor where it is found. No business man can neglect to make his opening show a good one. First impressions are often lasting, and the best place in town to buy millinery will be decided upon by each one of the majority of the visitors on that occasion. Hence no pains should be spared to make the dingy old store look entirely beautiful.

In the first place you want a bright colored ceiling and walls: white is a splendid color and whitewash is cheap. Then you want plenty of illumination. A few extra lamps, gas jets or arc lights for the evening are very necessary. Let these be a blaze of glory. As to decorations, each man's ingenious tastes must serve him in this trying hour. Get up a rivalry in this among your clerks by allotting them certain portions of the work and commend the most successful. Natural and artificial flowers are both need-

ed. If natural flowers can be procured fill your store with their fragrance. A certain large store in England, not long ago, on the occasion of an opening, covered the interior of their store with roses and afterwards made presents of them to their customers. Beautiful cut roses were placed on everything in the shape of goods. This is perhaps too expensive, but it might pay in some cases. A pretty little fountain in the centre of the store would be quite a pleasing attraction; your tinmith would make you a nice one for a trifling sum, and loan you some lead pipe for the occasion, while a barrel on the next flat would give you pressure. These are some suggestions. Others will come to you if you think about it for a time.

## MODERN ADVERTISING.

The advertising of to-day which is bringing in proper returns is not the huge, black lettered advertisement, with nothing in it but space and ink. Any clerk can write such an advertisement, and any printer's devil can set it up. It is not a product of thought or experience. It may be all right in advertising a new name either of goods or of a firm. But for regular advertising by established wholesalers or retailers it is no use. Again, general advertisements are no good. Such expressions as "Blank & Co. carry the finest stock of dry goods on the continent" are of no use. They are only guff. Advertisements must record facts, and the facts must be new and interesting. One of advertising is being done every day, and hundreds of people are engaged in writing advertisements and as many more are telling them how to do it, and yet only a comparatively few firms are writing advertisements which really attain to the plane of excellence. Above it was said that advertisements must record facts, and the facts must be new and interesting. Write that rule on a big sheet and pin it up where your eyes will see it nineteen times a day, and where it will be as a light on your advertising sheet. These new facts must be pointed. That is, they must be told so as to make an impression on the reader, the conversational method being much used for this. The advertiser of to-day uses smaller type than his forefathers, and instead of standing in a high place and sending forth a blast to tell all the world where he is, he comes down on to the common plane and tells you as a friend about his newest goods and his special prices. He doesn't recite to you long lists of the names of the goods he carries, but chooses one line at a time and tells you all about it. Thus advertising is simple but pointed. It contains only facts and the facts are new and interesting. It takes an artist and a student of human nature to write an advertisement. He must have had long practice, considerable training, and must be a careful thinker. Practice comes by practice, and thus one is made perfect. But water will not come out of a dry well, hence if the well does not contain a live spring, then there must be a soakage from what is written by practical advertisers. The merchant who reads his trade paper carefully and watches the best methods, will soon learn how and when to do. He will find that he must always record facts, and the facts must be new and interesting.

# KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

≡ Trade is Healthy ≡

With good crops harvested, it is safe to assume that the increased volume of business most Merchants have felt will continue, and that we will have a good steady Fall and Winter trade.

Increased Activity in Trade creates a demand for a better class of goods—Anticipating This, we have paid special attention to our

## DRESS GOODS DEPARTMENT

and have secured all the best lines of those fine Tweed Effect Costumes, which are having such a run at present.

For the early Autumn trade THEY ARE THE CORRECT GOODS. Repeat any costume length you have sold, or SHALL WE MAIL SAMPLES OF STOCK which is still well assorted.

SOME SPECIAL VALUES ALSO IN BLACK AND BLUE SERGES.

SEE SAMPLES IN TRAVELLERS' HANDS OR SEND FOR CLIPPINGS.

Every merchant who has patronized our Letter Order Department has made money by it. Competition is keen, and you cannot always afford to wait for Travellers.

LONDON FAIR.—Our representatives will be at Room 44, Tecumseh House, London, with a full range of Samples. If at the fair give them a call.

### DOMESTIC WOOLENS.

COMPETENT judges declare that the domestic woollen market has never been so clean of stock as it is at present. There is hardly a mill which has any stock of any kind. All are running with orders hooked sufficient to keep them going for some time. Just at this season there has been usually a stock of overmakes in tweeds, but this feature of the market is absent this year, on account of the large number of repeats having taken up all the stock on hand.

For some years there has been an almost over-production of tweeds and gone more extensively into the manufacture of dress goods and mantlings. This has had a beneficial effect on the market and everything is at present in a very satisfactory condition. In dress goods and mantlings the sale has been nearly double of last season's output, but the amount of tweeds manufactured will be less. Manufacturers and their agents are very much pleased at the state of affairs, which has no doubt been aided by the favorable tone of the textile market in general. The demand from all quarters for all classes of Canadian goods has been excellent. Knit underwear has sold well, and the mills have plenty of orders and no stock on hand. Over makes are small, as repeats are cleaning them up. The same is true of yarns and blankets.

Just now the manufacturers' agents are showing knitted top shirts for next spring. The change in these will be a tendency to less decided and more uncommon colors. Blue tints from

the lightest to the deepest are going to be popular. Grey mixtures are again shown in fancy cross-stripe designs, and plains promise to be strong in favor. Styles will not be much changed, the buttoned and knee-fly fronts being again shown. In plain creams some fancy combination fronts are shown. Blacks will sell, but are not gaining in strength.

### CHOLERA AND DRY GOODS.

Toronto wholesale merchants receive a great deal of their European shipments via New York. The government has declared a rigid quarantine inspection along the international border, and this may prevent or delay merchandise. At any other season of the year this would have been quite disastrous, but during September and October very few shipments are received, as all the fall and winter stock is supposed to be in the warehouses, and spring goods do not begin to arrive until late in November. Of course a few balances and repeats will be arriving, and these may be somewhat delayed, but these delays will not be serious. The millinery men will be affected slightly, although one at least has ordered his goods to be sent in future via Quebec. A short time ago the wholesale firms were troubled with slow arrivals on account of the Buffalo strike, but fortunately this did not last long. The present regulations will not affect the trade so much unless the cholera, becoming rampant in New York, forces international transit to be altogether stopped for a protracted period.

The shoddy mills are suffering slightly from the non-importation of rags,

but the effect on this particular industry can hardly be foreseen as yet. No damage will result unless the regulations prevent rags from entering for a protracted period, as this season of the year generally finds dealers pretty well stocked. Last year the imported rags were valued at about two millions of dollars, which goes to show that these goods are in good demand, owing to the splendid market for cheap goods, so cheap that it does not pay to put wool in to any great extent.

### FEATHER BOAS.

It is not the green cocque feather boas that are fashionable this winter. They were worn too much last year to be popular a second season; but it is a mixed fancy feather, from light to golden brown, that seems destined to take the place for general favor. Ostrich boas are always in style; they are too becoming in their softening effect on all complexions to be laid aside. Those which are made on wire are said to be the better. It is profitable to buy only a good quality, as the poorer feathers soon uncurl and flatten. White ostrich boas will be very fashionable for opera wear, and as an adjunct to a ball costume.

John Robertson, of Goderich, formerly of Clinton, the well-known dry goods man, has disposed of his business to C. G. Armstrong, of London; Mr. Robertson will hereafter reside in Buffalo, N.Y.

## TORONTO EXHIBITION.

FROM Sept. 5th to the 17th the city was full of visitors, and the exhibition was a success from every point of view. The enlarged grounds and the new grand stand prevented crowding and the weather was all that could be expected. The leading business men from all over the Dominion assembled to show their wares and let the world know that they have something to sell, and that something the people want and must have. Advertising by cards and circulars was liberal even to excess; no doubt many of these were taken away and read, but it was quite apparent that many were destroyed unread. Still the manufacturer who makes an exhibit at the Fair and draws attention to his goods is undoubtedly sowing seeds from which there will be a harvest. Those most interesting to dry goods merchants are described below:

## E. T. CORSET CO.

A case of beautiful and finely finished corsets was displayed by the E. T. Corset Co. of St. Hyacinthe, Que. Their Watch Spring Corset is a beauty and has attained a wonderful celebrity. During the past few years the make of corsets has much improved, and no pains have been spared by these manufacturers to produce a well made and scientific article. It is possessed of sliding and detachable watch springs, which are very flexible, light and durable. They yield to every conceivable movement of the body, and they cannot penetrate the material of the corset. This make of corset undoubtedly possesses advantages which place it in the first rank of these manufactured articles. Another article shown was the ladies' combination waist, corset and shoulder brace. Dealers will find these garments well made, being specially constructed with two wide, finely tempered clock springs, and four narrow springs the full length of the back, with diagonally attached pockets filled with double whalebone, thus giving a complete support to the shoulders and spine. It has great effect in imparting a graceful form to the wearer without any discomfort. The trade can procure them from the Toronto agency at 57 Bay street.

## SAMUEL PEACH &amp; SONS.

One of the prettiest and most artistic exhibits in the main building was an exhibit of lace curtains manufactured by the celebrated firm of Samuel Peach & Sons, Nottingham, England. About sixteen pairs of curtains were hung up on poles and were so arranged that the openings between the curtains of each pair narrowed toward the back, giving the appearance of a vista of curtains stretching a long distance away from the spectator. The different kinds of curtains were artistically blended, so that no discord in shade or pattern was apparent. The silk curtains were really beautiful and much admired for their delicate texture and beauty of design. All the curtains, both silk and cotton, were striking in the freshness and originality of the patterns shown. Samples of Honiton bed sets and of Nottingham gypure bed sets were also shown, and beautiful goods they were. On a bamboo stand, in a prominent position, was a well-finished picture of the great English manufactory, and above the exhibit was a large sign showing the name of the

manufacturers and the name of the Canadian agent, Mr. W. H. Leacock, whose office is at 71 Yonge street.

## EVER READY DRESS STAY.

One of the most novel and artistic displays in the building was that of the Ever Ready Dress Stay Co., which was in a cotton roofed building of elegant design and decoration, and was pronounced by visitors to be the prettiest thing in the main building. This company manufacture the plush-lined Alaska sock and mitten, which are guaranteed not to ravel, and are strongly made and of the best material. But their great article is the Ever Ready Dress Stay. It is the only dress stay on the market which will not push through the material, and the steel, being covered with rubber, will not rust. They are made in various sizes and shades.

## MONTREAL DRY GOODS.

A recent issue of the Montreal Herald speaks thus of the Montreal dry goods trade:

"In Canada, like in all other countries settled gradually by an incoming race, the trade in dry goods has always been in the van of commerce. To the savage the product of the loom is always the most valuable object of barter, and consequently the earliest batteaux that left the struggling little city of Ville Marie carried dry goods as the principal portion of their cargoes. The French cottons and woollens became the currency of those wild tribes, the remnants of whom the advancing tide of civilization has almost obliterated from the map, just as the cottons of Manchester are today that of Central Africa. As the stalwart pioneer pushed back the Huron and the Iroquois, the first store to be erected in the lonely clearing carried dry goods as the principal portion of its stock. Gradually it became the nucleus of a village which grew into a town, and the first sign of its increased prosperity was when its proprietor deemed it safe to abandon his other lines and launch out into dry good alone. In the wholesale as in the retail trade the first store to emancipate itself from old traditions and stand forth committed to one branch of business alone was a dry goods store, and it has been noticeable through the whole of Canada's commercial history that her dry goods men have always been the pioneers in the extension of her growing commerce.

To Montreal may fairly be allotted three-fifths of the entire dry goods trade of the Dominion. In the city proper there are 257 dry goods stores, whose overturn stretches away up into millions of dollars. The magnitude of their operations can be judged from the fact that during the fiscal year of 1891 the imports of textile fabrics into Canada reached a total of nearly twenty-three millions of dollars, of which at least \$14,000,000 must be credited to this city. The principal branches of this huge volume of imports are as follows: Woollen goods, \$8,736,697; cotton goods, \$1,538,390; silks and velvets, \$2,675,574; flax, hemp and jute manufacturers, \$1,435,851; hats and caps, \$1,288,199; carpets and felts, \$1,182,531; gloves, \$660,671. This enormous quantity of goods does not include the ever-increasing volume of Canadian manufactures, although Canadian tweeds

and cloths now dominate the home market, while Canadian cottons are sent even to far-off China. The whole of this vast bulk of textile fabrics is distributed by our merchants through a small army of drummers ever on the wing from where the Atlantic breaks against the rocks of Cape Breton, to where the Pacific lashes itself to foam against the bold capes of Vancouver. Travelling on railway trains, driving along lonely country roads, now staying at a palace hotel, now roughing it in some remote village, the tireless pioneer of commerce is constantly engaged in hustling for business. The result is that many of our dry goods merchants are now magnates of the commercial world, and their palatial residences adorn and beautify the principal residential streets of Canada's mercantile metropolises."

The list of leading dry goods houses included J. G. McKenzie & Co., D. Morrice, Sons & Co., Robertson, Linton & Co., Thibault Bros. & Co., S. Green-shields, Son & Co., Gault Bros., McIntyre, Son & Co., McKay Bros., Hodgson, Sumner & Co., Frank Stephen & Co., Jas. A. Cantle & Co. Of Hodgson, Sumner & Co. the Herald says:

"This large importing firm occupy two handsome stores in the Nuns' block on St. Paul street, and keep some sixty employees busy in the various flats. They handle all kinds of foreign and American dry goods, gents' furnishings, small wares and fancy goods, as well as a very complete range of domestic goods, and do a very extensive business all over the Dominion. The business was established about forty years ago, the present partners being Messrs. Jonathan Hodgson, George Sumner, Thos. E. Hodgson and James Gardner. The senior member of the firm, Mr. Hodgson, is one of Montreal's prominent citizens, being connected with a large number of public enterprises, a director of the Merchants' Bank, Canada Shipping Co., Alliance Insurance Co., Merchants' Mfg. Co., etc., etc."

The leading clothing firms mentioned are E. A. Small & Co., H. Shorey & Co., J. W. Mackenzie & Co., and James O'Brien & Co. The leading millinery houses are John Maclean & Co., D. McCall & Co. (branch), Thomas May & Co., and Caverhill, Kiscock & Blinmore.

## AN ENGLISH AMALGAMATION.

There are two dry goods firms in England which have been doing business since before Miss Canada was born, one at least since before Wolfe planted the British flag on the Plains of Abraham, and these two firms represented two methods of doing colonial trade. The firm of Leaf & Co. have been paying a staff of travellers to do their selling in Canada, while the firm of Pawson & Co. have not done this, but have sold only directly to the Canadian wholesale houses. These two London firms have now amalgamated, and business will be done on the Pawson lines, all travellers being withdrawn. This action will no doubt be appreciated by the Canadian wholesale dry goods men. For a time the business will be carried on at both warehouses, St. Paul's Churchyard and Old Change, until adequate arrangements can be made for doing all the business in one warehouse. Mill-champ, Coyle & Co., Bay street, will continue to be the Toronto representatives of these two firms.

# WYLD, GRASETT & DARLING.

Our Importations for the Fall Trade are of the most comprehensive character, and inspection of the same by all Independent Dry Goods Merchants and Merchant Tailors' is solicited.

## Canadian Staples AT THE Lowest Quotations

TRAVELLERS' AND LETTER ORDERS PROMPTLY SHIPPED.

WYLD, GRASETT & DARLING.

# V

## SUSPENDERS.

We want to get everybody using the **V** make of Suspenders, and then every dealer will be selling them. In order to do this we turn out only first class goods, both in material and workmanship. See our samples.

C. N. VROOM,

St. Stephen, N.B.

GOULDING & CO., 27 Wellington St. East, Toronto.

Agents for Ontario.

## THE C. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

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

SEND FOR PRICE LIST.

Trade Mark "UNION MAKE"

## THE UNION SUSPENDER CO., LTD.

55 and 57 Yonge Street, TORONTO.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armlets, &c.

Sole Manufacturers of the Celebrated and fashionable BELVEDERE SASH. The hit of the season.

Travellers are now out with full lines of Fall Samples.

Letter Orders solicited, which will have prompt attention.

## JAS. ADAMS & CO., Linens and Handkerchiefs

12 Howard St., BELFAST, IRELAND.

We have much pleasure in informing you that we have opened an office and salesroom at 64 Bay St E., Toronto. We will carry stock here and make goods for import orders in Belfast with quick despatch. When you visit the city we invite you to call on us.

JAMES ADAMS & CO.

CANADIAN BRANCH, 64 Bay St., TORONTO. H. ADAMS, SELLING AGENT.

---AGENCIES:---

Glasgow, Scotland. London, England. New York City, U. S. A. Chicago, Ill.

## THE LEE SPOOL

---TOOK THE---

- Gold Medal at the Jamaica Exhibition -

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Best Sewing Cotton for Hand or Machine Work.

## CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St., Toronto.



## THE MONTH'S TRADE.

THE past month has seen a revival of the house trade, and as a consequence general trade has seemed to be much more lively. The apathy so apparent in the hot weather has vanished, and a briskness has taken its place. This business has been heightened this month by the openings held by the millinery firms and the holding of the exhibition, both of which events drew a large number of buyers to the city. It is a profitable venture for these merchants who visit the wholesale houses at this season, because stocks are large and the choice is varied more than at any other time. Most of the houses also set out various lines, on which they offer special bargains, and the shrewd merchant generally benefits by one or two of these. These are then used by retail merchants as leaders. He has purchased them low and he sells them low, hoping to benefit by the increased custom he will derive from being known as selling low-priced goods.

Letter orders have increased in number during the past month and also in the size of the orders. The fall goods are mostly in the hands of the retailers, and promising lines are being repeated, or missing links filled up.

The feeling among the trade still continues very promising, and prospects continue good. So far trade with the retailers has been very fair, and is on the increase.

Collections on the 4th were fairly good, everything considered. The renewals were numerous, but this was expected by those who are carefully watching changes. This year there was no barley to be sold early, and wheat is always later in being realized in cash. Hence money is not so free as in former years, when barley furnished the first moving cash. There is nevertheless no cause for apprehension and most of the firms are satisfied with the receipts.

Next week the travellers will commence to disperse on their respective routes.

## NOTES.

The celebrated linen manufacturers, Messrs. James Adams & Co., of Belfast, Ireland, have opened an agency in this city at 64 Bay street, under the management of Mr. H. Adams. They are doing a good trade here, especially in handkerchiefs.

W. B. Brock & Co. are showing extraordinary value in men's wool socks. Their Dime, Polar, Bents all and Cracker are very good lines and worthy of inspection. In women's and children's wool hosiery their H. S. plain, and W. G. ribbed, are well known to the trade, while their Buy-It and Try-It are not easily equalled in value. In cashmere hosiery their lines to retail at the popular prices, 25c. and 50c., are good value on account of their extra good quality. Cardigan jackets are a special line in this department, style, weight and finish being carefully studied at all times. Their leading varieties are Jumbo, Dandy, Blipper, Corker and Paralyser.

Wyld, Grasett & Darling are showing a large range of millinery ribbons for the fall trade in all colors, widths and quantities. Their stock of trimmings have been renewed, and they are showing some very nice patterns in glimps, jets and feather edgings. In buttons they are showing some new

lines. One line of celluloid buttons with a metal rim is very pretty, as is also another line of metal buttons called the onyx cut. In veerings the proper thing at present is a spot veiling with a bordered edge and about 14 inches in width. These are shown in all colors by this firm.

John Macdonald & Co. are showing a full range of staples at present, with an especially well assorted stock of all kinds of romforters. They are showing a very large range of health under vests in a large variety of manufacture. These goods are shown in ladies, misses' and children's and in all sizes. Their stock contains the celebrated hygiene brand. One special feature at present is a very large range of art silks in the latest novelties and designs. In all the lines of silks they are showing a well-assorted and immense stock. Every line has been selected with the care which is characteristic of this house.

McMaster & Co. are showing a large range of ladies' scarfs in lace, surah, pongee and shot effects. Several cases of fancy frillings have just been opened up. These include new shades in the ostrich frilling, and also in the Carnival and Girton frillings, which three lines are very popular. The chiffon frillings have again been restocked. Some new shipments of black cashmere hose are to hand. Their stock had been almost depleted by the constant and strong demand for these goods.

Gordon, McKay & Co. are having a special run on men's furnishings on account of offering special value in half hose, suspenders, flannelette shirts, woolen underwear and silk handkerchiefs for the exhibition trade. A new shipment of frillings has just been opened up, containing fancy frillings in the latest designs, including chiffon and other leading varieties. Their staple department has received the special attention of numerous visiting retail merchants.

Caldecott, Burton & Spence are getting in the balances of their fall shipments. These include kid gloves and cashmere hosiery, which two lines are the specialties of this house, and their constant aim is to keep every line well filled, and to have on hand always a well assorted stock so that any and every order can be filled promptly. Windsor continue to sell well. Mantlings are shown in plain beavers, curl goods in blacks, greys and browns, chevots and serges. These goods are all imported and the quality is excellent. Double-faced satin ribbons and molres are in strong demand.

Gordon, McKay & Co. are showing an extra special line of all wool druggets. These domestic goods are from the best manufacturers, and the quality and prices are worthy of the shrewd buyer's attention. They carry a full line of Kleinhert's dress shields in the leading makes in stockette and pure gum, such as New York, Paris, Kleinhert, Featherweight, Gem, and Calla. These are staple goods with a great many retailers, and have been strongly recommended and appreciated by those who have used this make of shields. A special low line of Victoria lawns are being offered, and opportunities like these should not be missed.

John McDonald & Co. are showing a fine range of mantle cloths in serges, curls, beavers, worsteds, chevots and sealottes. All grades are shown from

the lowest to the finest at very fair prices. Their selections are made from both domestic and foreign manufactures and the best styles are shown. They are showing a large range of ladies' shawls and wraps in browns, brown and grey mixtures, blacks, etc. These are all Scotch woollen goods and of the best manufacture. Their display of plushes in all the leading shades and widths is quite extensive. The buyers who visited the Fair and investigated the bargains offered in their dress goods department secured the latest novelties in tweed effects both Canadian and Scotch, homespun, serges, etc. Numerous special drives were offered and readily picked up.

Caldecott, Burton & Spence are having a strong sale for waterproof clothing. The tendency is to longer capes in ladies' cloaks, running nearly 30 inches. They are showing some very pretty Japanese silk shawls both in crepe and plain, which are very delicate with their fine embroidery and slender fringes. Kid gloves, cashmere hosiery and ladies' underwear were very active during the past week, but the house reports an active trade in all lines. Dress goods in all classes seem to receive more than usual attention.

W. B. Brock & Co. have been running on two special lines of grey flannels, which have sold extremely well, and they are now at the last cases of these lines. They have had a good sale for a special line of Rob Roy and broken cheek Canadian flannels, which seem to give much better satisfaction than imported goods of a similar make. Colored cottons are moving remarkably well for this time of the year, and several lines have been in strong demand. This house has been having a good sale for quilted satin linings for salette garments. Kongo flannels, polka dot flannels, black Bedford cords and black broche cashmires are fast selling lines at present.

Wyld, Grasett & Darling are offering two special lines of white honeycomb quilts. These two qualities are of extra value. They also report special value in table napkins and towels. Their lines of waterproof clothing are very complete and their stock is large and comprises the finest makes known to the trade. In men's tweed waterproofs they have made an especial effort to meet the growing demand for this class of goods, and have endeavored to control a large share of the trade by close prices. Their new lines in neckwear are being very much admired, and their movement is satisfactory.

Samson, Kennedy & Co. have just received a shipment of 36-inch fancy Bergamo, Coringas, and Gardinette art muslins. They are used principally for house decorations. In the shape of peek-a-boo curtains, etc. They have also received a large range of fancy wool goods, including shawls, wool caps and hoods, bootees, infantees, and a large assortment of ladies' black mits. At present they are enlarging their premises by the addition of a large new shipping room, which will be fitted up in the most scientific manner to meet the increasing output which this house is now experiencing.

John Macdonald & Co. are offering extra value in damask tabling. These are generally largely sold at this season of the year, and they are in a good position to meet this season's demand

# THE GALT KNITTING COMPANY LIMITED,

## GALT, ONTARIO.

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

### SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron.  
Montreal, Quebec, Ottawa, Mr. John F. Haskell.  
Ontario, Mr. J. E. Warnock.  
Manitoba, Mr. M. H. Miller.

WHOLESALE ONLY.

## GENERAL STOREKEEPERS.

As a special inducement we offer the DRY GOODS REVIEW and THE CANADIAN GROCER, published weekly, for one year, for \$2.50. The regular subscription price of THE REVIEW is \$1 per year, and THE GROCER \$2.00 per year.

Send for Sample Copies to

10 FRONT ST., EAST, TORONTO.

in this line of staples. A large shipment of lace curtains is just being opened up, comprising medium and best quality goods. A shipment of Kensington squares is to hand, and an other of chenille curtains, both of which contained some attractive goods. They have just opened up ten cases of American suspenders which are popular price goods. Every year they secure a large quantity of underwear and top shirts, which are purchased at clearing prices from the mills. These are generally designated odds and ends, and are cleared by this firm at manufacturers' prices.

McMaster & Co. opened last week several cases of new novelties in dress tweeds, also blue chevrons and estmanes. Their stock of these latter is always maintained, no quality ever being allowed to run short. For a walking dress these goods are unsurpassed, as nothing will spot them, and the color is perfectly fast. They have also a full assortment of their celebrated Cravenettes in blacks and navys, also brown and grey mixtures. These are shown in several qualities, and as they are thoroughly shower-proof, command an ever-increasing demand. In velveteens they have received several lots during the past few days, and in their stock will be found all the prices and qualities demanded by the trade, also several scarce and new shades, including tans and greys.

McMaster & Co. have a very complete stock at present, including all the leading novelties of the trade. They show a full assortment of the latest effects in dress goods, including Canadian tweed effects, chevrons, silver chene cloth, poplins, henriettas, navy serges, chevrons, snow flakes, silk knop and box cloths. They are showing a large variety of shirting in wool, moire and silk stripes. Their stock of staple ribbons is large and extremely well assorted, and includes all the new millinery effects of the season. Their silk department is well filled with colored silks in surahs, pongees, satins and bengalines, and also a full assortment of blacks.

Gordon, McKay & Co. are showing a large range of a new novelty in dress trimming, which is known as a loop ornament. It consists of a large button and a small connected by a loop cord. It is still further ornamental by the aid of fancy loops around the larger button. The special variety described is known as the Augusta. Another variety is the Cleoforn, which has but one button and

and is more ornamental than the Augusta. This is the latest thing in dress trimmings and is shown in a full range of colorings. Their stock of all kinds of fancy and lined gimps, featherines, silk moss ruchings, and other dress trimmings is very large, complete and well-assorted. At present they are showing a full range of quilts in honey comb, crochet, satin and muscettes in 9, 10, 11 and 12 quarter.

Caldecott, Burton & Spence are showing a nice range of dress and cloak loops. The cloak loops are quite unique and novel, comprising scalotte double loops and a large variety of single cord loops with a fur ending. These fur endings are shown in several varieties of fur goods. They have just received a new stock of shot silk, and are offering special value in henrietta serges.

## SILENCE AND WORK.

The following editorial note from the Draper Record will be interesting to wholesale merchants: "We are glad to find that the old hubbub of the entering room in our city warehouses is being displaced by a rational system. We are, therefore, pleased to recognize the change which adds to the boon of light and ventilation the equal blessing of quietude in the entering room. The real wonder is that the reform has come so slowly. The silent alphabetical system is a comfort to all engaged in the room, and also a facilitation of the work of the department. Instead of the eternal and wearisome shouting forward and calling back, all the work goes on quietly and with accelerated speed, and, we make no manner of doubt, with greater accuracy, inasmuch as the labor of tired brains is not the most reliable. Let us briefly explain the modus operandi of this system. All around the well-lighted entering room are conspicuous letter cards, from A to Z. As the sales come down from the different departments they are accompanied by dockets descriptive of the items, as well as a ticket containing the name and address of the purchaser, and the number of boxes, parcels or pieces. Immediately on receipt of these goods the sorting of the different lines for each customer is proceeded with, and when completed a "dispatch ticket" is made out. This form is passed on to the packer, whose function it is to carefully check the entries with the goods, retaining the ticket as evidence of the consignment in case of future misunderstanding. Meanwhile the de-

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.

## FOREIGN CORRESPONDENCE.

Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

## SITUATION WANTED.

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issues of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

## CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

department dockets are handed up to the clerks to be checked and the invoice made out, with the result that packing and invoicing proceed simultaneously, economy of time. The dockets, etc., used in connection with the system are carefully, neatly and alphabetically filed in daily packets, rendering references both easy and effective. It will be observed from this short account of the subdivided work that it can be wholly carried out in complete silence. Considering the exhaustion which must have ensued to the entering clerks, under the old method, in calling back to the entries to secure accuracy, it is amazing that the work was done so well as it was in the old noisy way. It will be more amazing still if the old noisy way should survive much longer."

The "champion" reaper which secures the largest harvest—Advertising.

A well-known merchant of Bordeaux was on the point of investing in a bicycle when death overtook him. On the tombstone which adorns his last resting place his relatives have had engraved the following touching quatrain:

He thought he would buy a bicycle,  
And then he would try a tricycle,  
Ere the bike could buy or the tri he could try  
He was cold and stiff as an icicle.

Editor—How is it that in your report of the fire last night you used the expression, "They soaked it to the flames"?

Reporter—It was because the fire department had only short hose to use.

Senator Hill wears silk underwear that cost him \$54.50 a suit, and bought six suits. Thomas B. Reed, the ex-speaker of the House, wears sky blue silk underwear, 44 inches waist measure, which cost him \$69.50 a suit; while Grover Cleveland buys more silk underwear than any other one individual in the United States, notwithstanding the stories told about the extravagance of dudes in this particular. It takes a mighty big suit to fit the ex-president, and when it hangs on the clothes line on a windy day I imagine it must look like a monster balloon. Such a suit costs all of \$100. While it is generally supposed that silk underwear is imported, the fact is that nearly all is made in this country. The very finest comes from Albany. Dealers usually tell their customers that all silk underwear is imported, because it makes it "easier for them to charge big prices." —The N. Y. Sun.

## THE MILLINERY OPENINGS.

MILLINERY houses were beehives of industry for the two weeks preceding the openings, which took place on the week beginning August 29th. But the two weeks from that date found the same houses busier than ever. The elevator boys got tired and even dazed by the influx and outflux of pretty milliners, while the salesmen and the travellers never tired talking of hats, ribbons, mantles and other merchandise at least no milliner ever heard them say they were tired. The proprietors and managers, the men who never do any work, the men who read letters and talk big they got down early in the morning and stayed until 11 and 12 o'clock at night. The entry clerks fumed and sweated, and the hammers made a continual hideous noise, heard above the cries of the poor, hoarse caller in. But the bulk of the house trade is done, and the jolly milliners have hid themselves away one by one to their respective posts, there to open up the sample hats they have purchased and show them to the admiring gaze of the three-months-for-nothing apprentices, after which the same hats or their duplicates will be shown to the throng of customers, to be admired and bought. Each milliner bought from two to fifty sample hats, the latter number being the limit. The great hat of the season is the made hat; that is, a frame of wire or buckram covered entirely with velvet, satin or cloth—the former predominating—and on the under side faced completely to the crown, the facing sometimes but not always of a different color. The numberless beautiful things shown will be described below, under the name of the particular house showing it.

## S. F. MCKINNON &amp; CO.

The throngs in this house on the six different flats showed that the novelties and staples shown were pleasing. The orders were numerous, business during August and early September surpassing all expectations. Most of their fourteen travellers were in the house and all were needed to attend to the wants of the crowd of customers. The entry clerks worked until 1 o'clock every night and were still behind. Their pattern hats were numerous and were rapidly picked, as many as fifty of a single pattern being sold. They showed all the latest styles in shapes and trimmings, the velvet trimming being prominent everywhere. The hats were not large, but the mephisto and osprey ornaments and high loops gave them a somewhat tall appearance. Their stock of ribbons is indescribable on account of the diversity of pattern and color. They claim to carry the largest stock of ribbons in Canada, and appearances seem to justify the claim. Wide fancy ribbons are shown in great variety of design, shade and quality. Two-tone satins were in great favor. In dress trimmings much variety is shown in silk, mohair and feather ruchings, steel and jet passementeries and other staple lines. In silk trimmings, glace or rustling silks is shown in stripes and plain; striped moiré, taffeta raze silks, and broche tinsel silks are leading varieties. Shot effects are holding strong in favor. Their stock of hat shapes was very large, the leading style being the small, tapering crown and the rolling

brim. The fast selling shapes included the Colossian, Astelle, Ascot, Neva, Vantasia, Grenada, Ottoman, St. Joe, St. Cloud and St. Helens. In mantle cloth the leading lines are spiral, cloth, beavers, matelasses, serges and astrachans, which rank in this order are judged by the demand. The greatest fad in ornaments is the fancy buckle in numerous shapes and sizes. They are shown in gilt, jet, steel, oxidized silver, old silver, and pearl effects, and combinations of these. Other kinds of ornaments are selling fairly well, but the buckles have a great lead. Plus of all kinds are always in demand. Besides the mephisto and osprey leather ornaments, which are the leading lines and which are shown in great variety, the other leading lines are bat wings and ostriches in flats, tips and mounts. Jet ornaments are seen on many of these decorations. Their stock of mantles is huge and well-assorted, and the import sale reached away up on the road to the triple-figured thousands. The stock sale is continuing good. The leading thing in jackets are the three-quarter lengths in spiral cloth, a new thing this season. Most of these spiral cloth jackets are trimmed with beaver and look exceedingly natty, comfortable and handsome. Plain beavers have been in good demand, as have also tweed effects in ulsters and pale-tots. All these are shown in children's, misses' and ladies' sizes. In the better class of jackets, silk plush, or a combination of silk and plush with feather trimmings and fancy collars are the leading varieties.

## REID, TAYLOR &amp; BAYNE.

The house of Reid, Taylor & Bayne was much visited during the opening week. On the first floor are untrimmed hats, mantle cloths, and frillings, and a large trade was done in these, especially in the shapes. All shapes sold and no decided preference was noticeable. On the second floor are the velvets, ribbons, lace silks and crape goods. In velvets the most notable thing selling was the bronche for mantles. In fancy ribbons blacks, two-tone satins in wide widths with narrow to match had the greatest attention. Of mourning goods the house makes a specialty. On this floor were the pattern bonnets. These were numerous, but quickly picked up. The French styles show green to be prevailing, but browns and navys are more popular here. Small bonnets and large hats both sold well, but the tendency in winterhats is to small sizes. On the third floor were the fancy leathers. Among the leaders were the osprey effects, mephistos, beaver mounts and quills. No particular color was bought, but reddish combinations seemed to be in favor. On this floor also were the mantles, in which this firm do a large trade. The three-quarter length was the leader, in black and navy. Braided and fur-trimmed cloaks were in favor, some having an additional attraction in the way of a beaded collar.

Children's mantles were also in good demand, especially in knicker effects. The firm carry a good stock and seem to command the respect and a fair share of the custom of the retail trade.

## D. McCALL &amp; CO.

This firm report a strong increase in the volume of trade during the past four weeks. August trade was excellent and the millinery opening

trade was good. Their pattern hats were much admired by the visitors, while trimmed hats sold well and more bonnets than ever were ordered. All sizes of hats sold, but the broad front trimmings with osprey or mephisto upright ornaments were the strongest in public favor. No particular color sold, but a new combination—cardinal and brown with steel ornaments—was the newest thing to attract attention, while fawns and castors sold well. One of the newest trimmings is the galon. Its combination of colors and its motley patterns give it a bright appearance and a suitability for hat bands. It shows remarkably well on the small high-crowned hats which are much used this season. It is also used as a sort of trimming on the velvet loops of some of the season's dainty hats. Another novelty is the felt glimps, which are used to match the felts of the made hats. Black and Batze Irish pointe lace is used in trimming hats for older ladies, while beaver hats are to be worn by children. Among the newest things of the season are the Princess of Wales feather, the Duchess of Sutherland flower, the eagle quill and the heron feather. Fish scale toques are a new thing, which has been largely picked up for the best trade. Fine jets in crowns, bands and algrettes are selling well. Among the hat shapes, a walking hat with tapering crown and turned brim, a broad leaved sailor, the Dora, the Ottoman and the Alpine are the favorites. Their sale of velvets has been enormous, and their range of velveteens is quite extensive, containing many beautiful shades and colors. Among other lines of their stock which have received special attention from buyers are, Feather boas, glace silks, shot sarahs and and pongees, hat and dress laces, flouncings and demi-flouncings, plushes, veillings, Windsor scarfs, plaid ribbons, silk fur trimmings for both hats and dresses, dress trimmings in leathers and astrachans. Their stock of mantles is quite varied, despite the large sale of these goods. Berlin and French patterns predominate, and the latest styles are all shown.

## COMING MILLINERY.

Among the feathers there are novelties in the way of tips simulating an Alsatian bow, to be placed in front. Ostrich tips appear in soft bunches of three, as pompous and stiffly mounted, with a close curl. Algrettes are gracefully flexible, as of old; may be cut off stiffly or show a leaf or whip mounted upon wire stems.

Wings are shaded and plain and quills are also worn, though they do not wear as well as wings; still it cannot be denied that they have an air of style about them.

Winds are mounted on the side of a head to imitate the shape of Alsatian bows, and the lovely pheasant feathers are arranged on a band made into a similar bow.

Among the fancies in feathers we find bunches of short quills tipped with jet scales and spread three on each side, after the coming bow model. Black and colored scales are combined with breast feathers to form the Mephisto plume, and a curving whip and heads of birds finished with algrettes, or

some erect effect, about completes the list that is shown at present.

Ribbons are never narrower than No. 22 for trimming a hat, unless they be of velvet, and of this No. 7 is preferred for strings tied under the chin or at the left side. Where the caprice runs to fancy ribbons, it may be gratified with Persian stripes and all-over patterns.

More conservative tastes will incline to the striped satin faille and moire, the satin-backed moire or a rich double-faced satin. Fancy edges and self-effects rather prevail, though lovely striking novelties may be found among the exclusive importers and domestic manufacturers, though as a rule the latter are shy of extreme novelties.

The two-colored satin ribbons will be worn by young ladies, and give the chance of having a two-toned costume from the hat to the skirt-edge. These must be made up in long-looped bows, to show the inner side. The Alsatian bow is one of the features of the coming season. — Dry Goods Economist.

### MILLINERY WINDOWS.

In dressing your millinery window three things have to be considered: First, the class of trade; second, the size of your window; third, the amount of stock you carry. For a cheap trade, as large a window display as can be given is desirable. But the hats and bonnets must never be crowded, must be arranged on graduated stands, so that each one stands out clearly, and the greatest care must be exercised in the grouping of the various colors. Where a large made-up stock is available, it is quite a fashion to give each week a window of all one color, the next a combination of two colors and so on.

To illustrate: Cover the bottom of your window with red crepe; arrange your stands so the feet are covered by the soft puffs of the crepe. Fill the entire window with red hats and bonnets and arrange jet ornaments, flowers and feathers among the folds on the bottom. If you have not enough red, make it red and black.

A window of pink or white, or both combined, is very dainty. Should you be left with a quantity of any special thing or color, treat it in this way; make a feature of it and it will become the fashion. It is just this that has created the craze for red. In Paris black gowns are the rage; some of the big modistes were left with a surplus of black; they have made it the fashion. People will adopt and wear what we wish if we make it attractive enough.

A small window, though more difficult, is in some cases desirable. If you cater to a medium trade, a small window is best; and even if you have a large one, treat it in the same way. Never put much in. Just two or three well chosen effective models, a few few flowers and feathers; to be changed daily. The better class of ladies do not care to buy an article that has been exposed in the window, and will pay more for something you bring out fresh and choice.

A very pretty idea for a small window is a fancy draped with some millinery materials and looped with flowers, etc. Where the trade is mostly order work, you can display untrimmed goods, with trimmings tastefully planned on. A few ribbons and

laces looped and arranged to form suggestions of color and combinations. — Dry Goods and Fashion.

### POLITE ATTENTION BEHIND THE COUNTER.

To the Editor of the B. C. Commercial Journal:—

In your issue of May 31st, under the above heading, was an article which very much surprised me until I came to "the writer has had many such experiences." Well, he must be a very poor judge of human nature when he employs such men, or he must be one of those fawning men who expected a clerk to turn his other cheek to get a second smile. I have been a clerk for over fifteen years in the business and was never yet accused of impoliteness, though my patience has been often taxed to the utmost. Some ladies will come to the store, not once, but many times during the week just to see, and of course the clerk will exercise all his powers of fascination to induce them to buy, and yet ineffectively. It does not take a very brilliant salesman to discern the buying trader, and I should ask the gentleman how he would feel if a clerk, while matching a piece of goods which would perhaps benefit the treasury 25 cents, and more than likely consume half an hour, would see another lady standing by desiring to make some more extensive purchases and getting impatient at the delay? Now, such a clerk cannot feel very easy, as he is likely to lose that sale by some other man being disengaged, and hence many clerks get a little irritated while being thus hampered. I have always made it a point to curb my impatience till the customer was gone and then let fly my steam—not in swearing, as I never swear, but in pity for such women who have not the common sense to know that many clerks depend a good deal on their sales. There are lady shoppers who are tired at home and want a little exercise, and make the store the object of their cure. They will tell the clerk they do not want to buy, but would like to see so and so. In the meantime the become engrossed in some pretty fabric or notion and will never think of extricating the clerk to allow him to wait on some of the many customers who want to buy, and should he unfortunately happen to leave them, he may be pounced on by such a "gentleman" or floor-walker and told to get his hat. For what? Just for benefitting the house. As these shopping ladies are in every city and are the bane of the dry goods clerk, I have seen some first-class salesmen sent off for that alone. Again, a merchant will sometimes not consider his clerks as anything but machines, will never try to gain their respect, and think that by so doing he gets more out of them. Quite the opposite. The successful merchant will have clerks long in his employment, and win their respect by kindness and condescension. Such men feel pleasure in advancing the interests of their employer, and perform their duties with cheerfulness and satisfaction. Many times when I knew I acted for the best interests of the house, I was snapped at before a customer, to the detriment of the business and the lowering of the employer. The latter, too, often takes advantage of his position, loses his temper and a

good man at the same time. It requires a sympathy between employer and employee, and I would respect the man who would dismiss his clerk at once if not suitable to him instead of holding him to satisfy his brutal temper. P. J. W.

Alberni, Vancouver Island, June 26, 1892.

### SELLING AND COLLECTING.

One of St. Louis' oldest and most successful merchants recently said to the writer when asked if his house was rushing out lots of goods, "I am not so much interested in rushing out goods as I am in getting the pay for what we have already out." This remark is the key to the career of a successful merchant.

To get pay for what has been sold is the most important half of doing business. It is comparatively easy to sell goods, as has been demonstrated time and again by some house which did a big business, but the larger the business the worse off they became, because they could not collect for what had been sold. This is a mistake managers of a young house are very apt to make in their anxiety to build up a business. They are too apt to sell to the merchant from whom pay is difficult to obtain, and in many cases the account is wholly lost. Again with small capital this pushing out of goods is apt to put a house into a tight place, and if there should be any signs of a pause they might find it impossible to pay, although perfectly solvent.

If what we have said applies to the jobber it is much more applicable to the retailer, for it is much more difficult for the latter to collect accounts than it is for the wholesaler. A jobber can collect from a retailer at almost any time if the latter is solvent, and however unpleasant it may be he can procure his pay in one way or another, but with the retailer it is different. The consumer will laugh at his threats for he knows that under the exemption laws prevailing in most of the states he is secure against suit and attachment, and for a retailer to be able to sell to the consumer and to collect pay for the same shows a very high order of business, and an excellent discrimination in the granting of credits. It is impossible for a retailer to do as does the jobber, refuse to sell to those who are judgment proof, for if he did he would have very few customers.

It is a very good thing for every business man to have a little more anxiety about his collecting than he shows about the making of sales.— St. Louis Dry Goods Reporter.

The retail dry goods firm of R. Walker & Sons have completed the annex to their establishment. They have now a frontage of 107 feet on King street, with a depth of 200 feet. This gives them a total floor area of about two and a half acres. The whole building is being fitted up in the latest style and with all the modern improvements, and will be one of Toronto's leading and largest stores. Besides dry goods proper, they will carry a stock of boots and shoes, books and stationery, toys, games, clocks, kitchen utensils, and silver-plated ware.



During this month fall hats have been in good demand, with the Fedora and the rolled curl Derby in the lead. These two hats have been very popular, but many other lines have had fair attention. Cheap hats have sold well. But the month has brought out great inquiry for fur goods. Men's coats and women's cloaks have been in strong demand, but coat materials are scarce. Australian skins are very very rare, and these have formerly been much used. The result will be that the market will have a decided upward tendency. Ladies' fur capes with roll or Queen Anne collar and with and without raised shoulders have been in good demand, especially in beaver. Fur boas have not been very strongly in demand, but as soon as the weather becomes too cold for feather boas the former will be in greater favor.

#### NEXT SEASON'S STRAWS.

A writer in the *Clothier and Furrier* speaks about American straw hats as follows:

"During the past four years the straw hat has been coming steadily to the front. It has been opposed, and lots of people have said the light colored derby would drive it out. But the people want it, and this has never been more surely shown than during the past summer. The straw hat has been the fashionable hat par excellence throughout the country. In all the large eastern centers it has been found on the heads of well-dressed men. In fact the swells who frequent Newport, and whose names have a national significance, have given it their sanction. It will certainly maintain this position, as it is the most desirable hat for summer wear, and Baltimore is entitled to a great deal of credit in bringing it to the front. She has made the best goods—goods that look well, fit well, and that satisfy the taste of the most fastidious. Baltimore has been full of enterprise and push. Concerning the styles that will be worn next year, a new season usually begins with the things that were in vogue the last of the old season, so it is not expected there will be any special change in shape. But I advise manufacturers not to be satisfied with what they have made the life of the straw hat business depends upon novelty, and it will never do to keep making the same old shapes season after season. There must be new things introduced in order to infuse enthusiasm into the business. Certain manufacturers here realize this, and the new offerings will not be without novelty and originality. Some of the best judges tell me fancy braids made up neatly with solid bands will

likely play an important part next season. In the production of boys' and children's goods, fancy effects will be very conspicuous."

#### A LONDON LETTER.

The following is the special London correspondence of the *Fur Trade Review* dated Aug. 13th:

Business still continues very quiet and the holiday season now being on certainly does not improve matters, and as we feared in our last that the continued depression in trade would furnish a good crop of failures, has proved only too true, as we have to report at least three failures, with liabilities amounting to £30,000, and this of course tends to make business very unsteady. There are signs, however, that trade will improve towards the end of the month.

Stone marten tails are in slight demand and prices are still ruling rather low.

Persians are being inquired after, but only in small quantities; the better grades have fallen off somewhat and the cheaper ones are now selling, and we are still of the opinion that there will be a good sale for these goods during October and November.

Dressed and pulled nutria are still being used by our cloak houses and will run through the season.

Mink is a very good article here and skins are selling pretty freely at from 5s. to 6s. 6d. per skin; fine dark skins are also in good request, and, in point of fact, the demand exceeds the supply.

Marten do not sell as well as we anticipated, but still there is time for improvement.

The lining trade is still the best, and notwithstanding the cholera at Nijni-Novgorod, prices rule just about the same as before the fair. Several parcels of squirrel back rotundas have been sold at very low prices indeed, but lock linings still keep their price.

Musquash back rotundas are still selling, but not so freely as might be expected, considering the price they are at to-day.

Hamster linings are in slight request, but this is always a very poor article, very few indeed being sold.

Suslik sacs are still in pretty good demand and no doubt will continue so throughout the season.

Black and grizzly bears, which have been the mainstay of the furriers during the whole of the season, have, during the last three weeks, fallen off very considerably, both in boas and pelerines, which is no doubt due to a great extent to the leather boa trade, which is rather brisk just now, but this, of course, will fall off as soon as we have a touch of cold weather.

#### A BIG HEAD.

The following letter is quite interesting and self-explanatory:

Editor *Fur Trade Review*:

Dear Sir,—We have been holding for a short time a buffalo head, which easily leads the record in Montreal, and we have been anxious to know how it would compare with the best held at present in larger cities; thus we are interested in the notice which appears in the August number of the *Fur Trade Review*, and in comparison we give you the following measures. Measurement of extreme width of horn, 26 1-2 inches; circumference of horns at base, 13 3-4 inches; length of horn from base to tip on the outside curve, 16 3-4 inches; from shield over the forehead to upper lip, 4 6 inches. We consider the head absolutely perfect, and will be greatly interested to know if larger measures have been recorded.

Yours truly,

JOHN MARTIN & CO.

Montreal, Canada, Aug. 5, 1892.

#### FUR NOTES.

The early London plates show long Watteau *sneques*, *ulsters* and various shaped capes of sealskin. All garments have high collars, full shoulder effects and are decidedly long. The Watteau *plait* appears on capes and jackets.

Some of the long capes are better described as circulars, being fitted into a rounded yoke, and a few have capuchin hoods.

Beaver seems to be taken up again as a trimming. If trains continue in fashion how will ladies hold up a dress, carry a pocket-book, as they have no pocket nowadays, and keep their hands in a muff? This query is answered by a furrier in *The Furrier*, who says he is going to make up a line of fur gloves for the fair sex to wear, as they will be apt to discard muffs under such circumstances.

A *stole*-shaped collar, having long ends nearly to the foot of the dress and a high rolled collar to fit up around the neck, has been named "Cleopatra," and bids fair to be a favorite.

French plates show long seal circulars fitted to a yoke fitting round and low over the shoulders, high collars and jackets having a Watteau effect.

It is probable that fur-lined circulars will be worn again for driving during the coming winter.

Skunk, fox, mink and sable are favorite trimmings, and seal, Persian lamb and astrakhan krimmer for garments, according to our esteemed contemporary, *The Furrier*.

Long boas, short cravats having a head, and plastron collars, a combina-

tion of collar and bores will all be in style.

A new trimming shows a neat combination of ribbons, of colors, and in black tipped with fur on the ends and having a band as a heading at the top, which resembles both ribbon fringe and fur bands.—Ex.

**SOME LEADERS.**

By the kindness of Messrs. A. A. Altan & Co., some of the leading lines of fur goods are here illustrated. The 36-inch jacket for ladies promises to



be the leading thing in ladies' garments. It is exceedingly handsome without being cumbersome. This garment is here shown in seal and Persian lamb, which are the leading furs for this jacket. It is usually made with a roll storm collar as shown. In ladies' caps the leading styles are the



Turban and the Princess. These are made in nearly all kinds of furs, but they look especially well in Baltic seal, Persian lamb and Alaska seal. The men's Windsor shape is being sold in



very large quantities. It is made in many different furs, especially in Coney and Baltic seal. It is also made in a very fine quality of sealette, and this line finds great favor with dealers.

**HE CAPPED THE HATTER.**

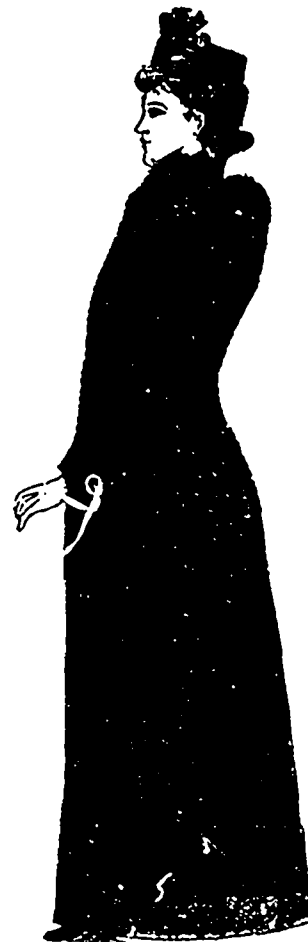
A Toronto hatter was the victim of a joke at the hands of a smart young man the other day. There was a picnic at Island Park not long ago, and a programme of races was advertised. Many prizes were offered by merchants and others who could be induced to donate, by the members of the bakers' fraternity, under whose auspices the picnic was held. Among those who offered a prize was a prominent hat merchant. He knew that he had several hats which he wouldn't mind giving away, for the sake of pleasing the bakers and gaining a little notoriety at a small expense. He thought that he could easily pick out a poor-selling hat to fit the winner, and the real expense would be trifling. When the races came off, this particular prize was won by a fleet young man who may be called Smith for the present. But besides being swifter than any baker in a half-mile race, he was far from being slow in working the machinery in his brain box. He got an order for the \$2 hat,

and after considerable thought he decided that he wanted a straw hat, but a hat at about \$1 was good enough for him, and the next difficulty was how to utilize the other dollar. He bethought himself of his brother, who could also use a new straw hat to advantage, and he began to study out a scheme how to get two hats for the two dollars.

Two or two after the picnic two young men walked into the establishment of the hatter referred to and asked to see some straw hats. Oh, yes, he had some good hats, although his stock was small at present on account of the great demand for straw goods. The stock was inspected, and praised in a judicious manner by the proprietor with all the courteousness that he could display. But nothing was found to fit the young men at the proper price. They wanted hats at a dollar apiece, but none would fit them. Did that balk this genial and polite hatter? No, it did not. He told the Smith brothers, for it was they who had appeared, that he was going down to the wholesale house and that he could bring hats up for them if they would call later in the day. They promised to call and the hatter, despite the towering mercury and the scorching sun, went down town at the cost of two street car fares, and ordered up a fresh stock of hats. In the afternoon the hatter saw his customers enter, and his heart overflowed with joy; for hadn't he worked hard for that sale? The hats suited, and with a great show of politeness and talk about the weather, the hats were decorated with a cord and button-hole fastener, for which he wouldn't charge them, seeing they were taking two hats. The



hats were handed over, and the one brother produced from the depths of his trousers' pocket a piece of paper an order. "You remember this, I sup-



pose," said the fleet Mr. Smith. "Ye-yes," stammered the disconcerted hatter. But before he could recover himself and enter a protest or stammer out an excuse, the boys were gone, and the slow-selling \$2 hats are still on the shelf, a bill for a new stock of straw hats is soon coming due, and the hatter sweats in his wrath that he will offer no more prizes for picnic races.

**INTERIOR DECORATIONS.**

While window dressing is very important, it must not be allowed to drive away all thought of interior decorating. The inside displays should be pleasing at all times. The following from the Chicago Dry Goods Reporter is worthy of consideration.

Linen goods are always a medium for the formation of attractive displays. Towels, napkins, doylies, scrub cloths, tray cloths, tidies and such readily lend themselves for this use. In themselves they are handsome; a little taste in their arrangement will make them seem doubly so. Every linen salesman is capable of showing his goods to some advantage, either on tables or counters, on lines or in piles. A simple arrangement for a show in the linen department on the occasion of a sale is a triumphal arch. Its erection costs but a trifle, yet its effectiveness is great. The arch is made to span the aisle from counter to counter, its height being regulated by the height of the ceiling in the store.

**WHITING CASH AND PARCEL CARRIER.**

The greatest success of the present age. No cords or springs to get out of order; recalls as well as despatches the car from either end. Can be leased or bought outright. See what is said by those who are using it:—

WINNIPEG, Jan. 16th, 1891.

W. H. E. WHITING:

Dear Sir,—The "Whiting Improved Cash Carrier System" supplied to the Winnipeg store of the Hudson Bay Co. has been found entirely satisfactory. It expedites business and minimizes labor.

(Adv.) Yours faithfully, (Sd) W. H. ADAMS, Manager

**WINDOW DRESSING SUPPLIES.** HOW TO dress your windows in "300 ways" a book of 250 pages and 150 illustrations adapted to every line of business. Price, postpaid, \$1.50 including FREE Pamphlet of catchy ideas on window dressing.

(Patent Window Dresser's Hammer, nickel plated, closes up for pocket use, price 75 cts.) (Guide to Window Dressing for Dry Goods only. Price 75 cts.) (Christmas Pamphlet. Price 75 cts.) (Ticket Mitten, with full diagrams and particulars for marking price tickets, 85 cts.)

HARRY HARMAN, Window Dresser and Decorator.  
Room 1304, The Temple, Chicago, Ill.

**Toronto Fringe and Tassel Company**

Manufacturers of  
FRINGES, CORDS, POMPONS,  
TASSELS, DRESS UPHOLSTERY, and  
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

We beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers:

Lincoln, Bennett & Co.,

Wilkinson & Co.,

and J. E. Mills,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.

**B. Levin & Co.**

491 and 493 ST. PAUL STREET,  
MONTREAL, P. Q.

**BUYERS WILL DO THE RIGHT THING**

When ordering **LAMA DRESS BRAID** if they order it put up in rolls and see that this label is on the cover of each box.



FALL, 1892.

**A. A. ALLAN & CO.**

Wholesale Furs, Hats, Caps, Gloves and Robes.

We are foremost in the race for value and styles and in each of our departments close buyers will find a great variety at attractive prices.

**A. A. ALLAN & CO.,**

51 Bay Street, Toronto.

## TRADE CHAT.

Blaquier & Jones, a new firm at Wyoming, Ont., are said to be doing well.

Mr. Dolph Rydard, hatter, London, Ont., was married in Lambeth a few days ago.

Some of the Kingston merchants are talking of getting up a mammoth merchants' picnic.

J. Shea, the Hamilton dry goods merchant, is home again from a foreign purchasing tour.

On Sept. 1st Mr. B. Simon, tailor, Vancouver, B. C., was robbed of his watch, chain and pocketbook.

Ald. Hallan, of Toronto, has let the contract for a handsome brick block in Winnipeg on the site of the burned Princess theatre.

There are no great woollen factories in Egypt, but looms are scattered in small numbers over the whole country.

An experienced salesman is wanted in a retail dry goods and grocery store in New Hamburg, Ont. Address Drawer 16, New Hamburg.

Kells, Fowler & Co., general merchants, Millbrook, Ont., were among the losers in the fire which did so much damage there last week.

D. J. Laidlaw, son of John Laidlaw, dry goods merchant, Kingston, was married to Annie Porchern of Champlain, N. Y., at the latter place a short time ago.

Mr. F. M. Baker, an employee of Alexander & Anderson for eight years, was recently presented with a gold locket and chain on the occasion of his leaving the house.

The Canadian Colored Cotton Mills Company has taken out a permit to make alterations in its factory at the corner of James and Simcoe streets, Hamilton, to cost \$10,000.

Mrs. James Priddis, wife of the well-known dry goods merchant, London, Ont., died very suddenly a few days ago. Mr. Priddis was on his way home from England at the time.

The employees of the Penman Manufacturing Co., Paris, Ont., held their annual picnic recently at Riverview Park. A very pleasant time was spent, although Mr. and Mrs. Penman were absent in Muskoka.

Mr. R. Simpson, the Yonge street dry goods merchant, and family have just completed an extended tour through Central Europe, having visited the leading watering places and points of interest in Germany, France and Switzerland.

A considerable amount of counterfeit money is said to be in circulation in London, Ont. One collector reports having come across two counterfeit 25-cent pieces and one 50-cent piece in one day. The coins had evidently been in circulation for some time.

Wolfenden & Annandale, dry goods and grocery merchants, New Westminster, B. C., have taken the corner store of the Dupont block, on Columbia and McKenzie streets, and are ready for business in their new premises.

Mr. H. E. Hodgins, dry goods merchant, of Clinton, Ont., paid a visit to the office of the Review a few days ago. He had been spending a week on the Montreal and Toronto markets. The Review is always pleased to meet with its readers.

Hopkins & Co., general merchants, Hartney, Man., have commenced operations on a new store, 30x60, stone

foundation, brick veneer-d, two stories high, plate glass front. Hartney & Dickson, of the same place, also intend replacing their present store with a new one.

Jas. Johnston, of Jas. Johnston & Son, one of Palmerston's most prominent merchants, is dead. He carried on business in Gorrie, Wingham and Palmerston.

Peter Kennedy, hide and wool dealer, shipped 13,000 pounds of wool from Ingersoll one day last week. This wool has all been purchased from the farmers around in that neighborhood.

The Review is in receipt of a three-yard sample of a new fabric for blinding skirts. It is called the Amazon velvet skirt facing. It is very durable and at the same time gives a very neat appearance to the bottom of the skirt. The advertisement will be found in another column.

Mr. George W. Stewart, traveller for Wyld, Grasset & Darling, was married on the 31st ult. to Miss Isabella L. Wynn, daughter of Mrs. Wynn, 95 Peter street. After the wedding the newly wedded pair left for a trip to eastern cities. Among the presents was a parlor clock from the employees of the firm where Mr. Stewart is engaged.

Thirty-two silk manufacturers at Lyons, France, have decided to make exhibits at the World's Fair, and each one is striving to make the finest showing. Lyons is the greatest silk manufacturing centre in the world, and made a magnificent display at the Paris exposition. It is reported, however, that it will do still better at Chicago.

The W. E. Sanford Manufacturing Co., Ltd., have removed their Toronto headquarters from 36 Wellington St. west to the new and handsome premises in the Merchants' building, 50 Bay street, where samples of the manufactures of the well-known firm may be inspected. W. S. Alley, who is well known to the business men of Toronto, and George E. Hamilton, who has been with the firm for many years in Hamilton, and who has now taken up his residence in this city, will be pleased to see their many friends both from the city and country.

Seldom has price-cutting been carried to such extremes or produced such unexpected consequences as in the case of two Zanesville, Ohio, retail dry goods dealers, who recently began to cut prices on corsets until finally they were offered at one cent each. The price war caused so much excitement among the women in the town that a mob of them took possession of the two stores, broke show cases and counters, and finally compelled the proprietors to close their doors. After the stores were closed one dealer threw corsets from a second-story window and the women scrambled in the street for them.

Partly as an outcome of recent discussions, one of the leading Montreal banks has issued a circular to its agents instructing them to receive at par all U. S. silver dollars and silver certificates and forward them promptly to the head office, from whence they will be shipped in the course of business to the United States branches. Other banks, it is understood, are following the same course, the general effect of which will be to reduce to a minimum the volume of inferior foreign currency afloat in the country. The move is one that, so long as sil-

ver and gold dollars are on a par in the United States, will entail but a slight charge on the whole, there being times, indeed, when the state of the exchange market makes the process one of small profit.

Among the exhibits to be made at the World's Fair by foreign nations the visitor will doubtless find that of Persia one of the most interesting. It will include rare specimens of art industry work. Rich and highly wrought fabrics will constitute an attractive feature, as will exquisitely fine embroideries and elaborately worked gold and silver jewelry, rare Persian rugs, carpets, embroidered hangings, etc. There will also be found in this Persian exhibit a department for manufactured articles, such as arms, curios, and richly wrought armor, (flex and tile work, mosaics, objects of art, antiquities, musical instruments, wearing apparel, etc. Altogether the Persian exhibit is promised to be characteristic and exceptionally unique, a collection rich in objects of cost and beauty.

By the death of Peter McCallum Cobourg is deprived of one of her largest property owners and most prominent merchants. Mr. McCallum was born at Melston, about seven miles from Glasgow, Scotland, in 1805. With his parents he emigrated to America in the year 1829 and settled on a farm in the State of Pennsylvania. Not liking the country he left it in 1830 and came to Kingston, Canada, where he remained for a year as foreman in a tailoring and clothing store. He moved to Cobourg in October, 1831, and began the business of a clothier and tailor. Naturally the beginning was small and unpretentious, but pluck, perseverance and strict integrity soon gave strength and success to his enterprise, and it was not long before he added a dry goods stock to his business which has been carried on without interruption for a period of sixty one years. He imported dry goods directly from the manufacturing centres of the old world, and in former times used to supply the country stores of the district with their stocks. Mr. McCallum was a public-spirited citizen and has left many monuments of his enterprise in the town, consisting of magnificent business blocks and beautiful residences in various localities. Deceased left an estate worth about \$100,000.

The twelfth edition of the "Hand-Book to the Canadian Tariff" has just been issued by the author, C. W. Irwin. The tariff itself is edited with all the knowledge that a specialist alone can possess, of the difficulties in the way of ready reference to the official form in which it is published. Nothing could be simpler than Mr. Irwin's arrangement of the items. Of more importance, however, to men accustomed to the clumsiness of the official form, is the mass of tariff information embodied in this book. It gives the latest decisions and interpretations of the Customs Department, and contains a thoroughly revised and full list of exchange tables that are of great convenience to the importing merchant. It contains as well a list of Canadian ports and out-ports. It is the sort of book that a business man cannot well afford to do without. It is mailed free on receipt of 40c. sent to C. W. Irwin, custom house broker, 40 Yonge street, Toronto. The trade price is 25c.



# NOTHING

During the past month ready-made clothing of all kinds has been in good demand. Men's suits, boys' suits, light overcoats and heavy overcoats have moved in fair bulk. The demand has been general rather than specific, and no particular lines were neglected, although some were ordered in larger quantities than others.

In all kinds of woollens the demand has been very strong. Trouserings and overcoatings are in strong demand. The leading lines have all been mentioned previously.

## EARLY FALL COSTUMES.

After the 15th of September women begin to tire of their summer gowns yet realize that it is too early to have new fall and winter clothes made up; so with commendable ingenuity they bring out the black dress that every wardrobe possesses, or should, put in a new vest of cardinal, green or yellow, get a neat black hat with a touch of the same color, new gloves, which will be red with a red vest, and to a new suit is donned.

After all this is only a makeshift, and by October first the professional and home dressmakers are busied with regular fall sewing. Among the first comes the general or shopping gown in serge, chevrot and homespun stuffs in navy, golden brown, gray and green shades that may be made up plainly or given a dressier air with a little velvet.

A green serge of rough appearance has a border of lighter green cloth edged with black and gold soutache braid. The jacket waist has revers and deep cuffs of the trimming, with a full vest of green bengaline held by a belt of the light cloth and braid. The high collar is of the bengaline. A black straw hat trimmed in bengaline and black and green kid gloves would finish the costume.

Pearl colored and beige alpaca will be worn through September trimmed with black, dark green or golden brown plain or glace velvet with gloves to correspond with the dress or trimmings and a toque of the velvet, passementerie or heavy lace and dainty feathers.

This comes in two and six inch widths, the latter forming the wide belt, deep cuffs and skirt border, with the narrow for a collar and to outline a yoke. The buttons match the trimming.

Homespun mixtures and corded goods in the fashionable olden brown and tawny brown shades are made up with a bellskirt. Eton jacket fronts to the waist line and a narrow coat-tail back, twenty inches long. A rolling collar and six revers half way to the bottom of the fronts; this is of

velvet, with cuffs and a grade to match.

The full vest is of sarah harmonizing with the velvet, also the high collar; the skirt has a border of velvet, and a lapel on either side of the front is held by six large pearl buttons shading to match the dress goods. Three large buttons also trim the edge of the jacket below the revers, and six of a smaller size are placed on the inside seam of the sleeves from the wrist up.—Dry Goods Economist.

## BOYS' CLOTHES.

For boys of five to ten years nothing takes better than a suit having an extra pair of knee trousers. Checks and stripes in brown and blue outsell every known color. Double-breasted jackets are favored for medium and large sizes, while cutaways look better on little chaps. Plenty of pockets are not forgotten now-a-days in preparing boys' wear.

A neat jersey suit has knee trousers and a buttoned reefer jacket having a straight vest outlined with three rows of black braid. A double-breasted jacket of mixed chevrot, bound with brown braid, and knee trousers, looks well on a boy of ten years, at which age the jacket with three kilt plaits on each side and single-breasted looks well and feels well, and a real boy loves to be comfortable.

Sailor suits for small boys will be worn until cold weather commences. Then fancy suits, after the Faunteroy order are always in more or less demand in velvet or velveteen for dressy occasions, though pure white sailor suits seemed better liked for the summer weddings, where it is quite a fad of late to have all of the children of the family to officiate rather prominently.

The reefer and kilt skirt when on the street becomes the kilt and shirt waist in the house; both of these garments remain about as they were last season, only that the little kilt clad boys in the fall should wear short knee trousers that do not show during the winter days. Windsor ties in plain colors, striped, plaided and figured are worn from two to twelve years of age.

Square and round Derby hats make a child look like his father in miniature, so give him a fancy cap or sailor and keep him young in appearance and heart. Two-button reddish tan gloves are worn when a boy is on his best behavior, with black shoes and hose. For house wear black hose and russet shoes are comfortable through winter, but the boy is sure that will change his shoes oftener than he is obliged to.

Do not put a boy in standing linen collars before ten years of age, though

from the time he is three he likes, or his mother does, turn-over collars of linen or Irish point. Kilt and jacket suits worn by small boys have the flat or apron front on the kilt plaited skirt, short jacket having round or square fronts and a blouse with cuffs and collar turned over the jacket and drooping uncomfortably low at the waist.

This may have a frill of the goods or of embroidery down the center front, or be of the simplest description in silk or cotton goods. For winter wear a thin striped flannel would be in good taste for the blouse.

## SHOPPING FROM A MAN'S POINT OF VIEW.

Mr. L. B. King of Jersey City, N. J., writes to the New York Recorder as follows about his shopping experience:

"I made a visit with my wife to the shopping district in New York last fall, and I had the honor of holding the baby.

"The first place we stopped at was the soda fountain of one of the largest stores on Fourteenth street. It was at least ten minutes before we could be served, and it amused me to see how restless and impudent some of the customers were to the clerk behind the counter because he did not serve them first. I noticed one lady (?) in particular, who made herself ridiculous by abusing the clerk.

"The next place we visited was the shoe department. The lady next my wife wanted a pair of shoes about two sizes too small for her, and she said to the saleslady: 'Why, this pair of shoes makes my foot look awfully large; I haven't as big a foot as that.'

"'Why, madam, you couldn't possibly get a smaller shoe on.'

"'Oh, yes I can,' said the customer. 'I know my business. Get me the highest heeled shoe you have in stock and a smaller size.' After considerable trouble she succeeded in getting the pair on, when we left the department.

"From there we went to look at window shades, and while we were selecting some an elderly lady came up and interrupted the clerk with:

"'Why did you sell me such trash as these patent spring shades that won't work? My old man had a big time trying to put them up, and when he did get them up they wouldn't go up; and I had a friend write to you four times for a key to wind up the spring and you didn't send it. Then my little boy gave one of them a good pull and it came off the stick, and my old man nailed it on again and wound the spring up with the pliers, and when he put it up on the window it

wouldn't come down, so I want nothing more to do with such trash. You can give me the old ones what works with a cord, like all the fools up at Thompsonville use; they are good enough for me."

"The clerk, after unrolling and examining the shade roller, replied: 'Why, you have not followed the directions on the roller. You used large tacks on the spring end, and the spring cannot move.' And he then explained that no key was required.

But his explanation was of no use.

"She 'must have the old ones, as she and the old man could not read—and what did she know about directions? She only got them when she was sick, and then the doctor gave them.'

"The next and last place we went to was the calico and summer dress goods counter. It was a bargain sale to close out the stock and to make room for winter stock; and then I wished I had never gone shopping. My wife was there about two hours, and I think she had every piece of goods down from the shelves.

"The clerk looked at me several times with disgust, while I was pacing up and down the floor with the baby fast asleep. Finally my wife concluded there was nothing to suit her, and I came to the conclusion that the life of a salesman or saleslady could not be an enviable one, and the next time my wife went shopping I decided to remain at home with the baby."

**AVOID MISTATEMENTS IN ADVERTISEMENTS.**

It is quite the fad now-a-days with some editors to devote a considerable portion of their space to the publication of instruction in the art of writing advertisements. The idea is a good one, although it must be almost as difficult a task to adapt some of the forms published to the wants of the country stores as for the merchant to write his own advertisements. There is one idea that should, however, be kept very prominent before dealers, and that is that an advertisement should be strictly honest in its representations. There is no more reason for and possibly more reasons against lying advertisements than against misrepresentations by clerks or salesmen.

Too many advertisement writers follow the example set by the country circus manager who adapts to his use the show bills and posters of the great circuses and makes what is only a moderate lie in the case of the latter a positive "whopper" when applied to his own concern.

He apparently forgets that the circus comes but once or twice a season and appeals to a new and curious public each day or week, while his customers are the same year in and year out. The visitors to the tents of the country caravan may grumble or even occasionally make some more violent demonstrations, but it is a long time before the fraud is repeated, and he forgets more or less the objections to the last visit and goes again to the circus. Even at the worst, the circus affords him a day's pleasure. But with the country merchant the conditions are so varied that he must pursue a different course. His store does not move away from the reach of patrons who consider themselves

cheated. He stays right where he was; so do they, ready to treasure up any unfair treatment and to make him suffer the consequence. The goods that he has sold and which failed to give satisfaction are also present as a constant reminder, so that a merchant who desires to prosper cannot be too careful that all of his representations shall be honest and fully and freely carried out. —Chicago Apparel Gazette.

**BUSINESS CHANGES.**

**ONTARIO.**

Jameson & Crone, Watford, have dissolved.

Mary Ostrander, millinery, Rodney, is burned out.

William Miller, merchant tailor, Ormeau, has sold out.

Geo. Wood & Co., London, are removing to Brandon, Man.

McKelvie & Rife, woollen mill, Walkerton, have dissolved.

T. K. Rodgers, clothing, Toronto, has removed to Hamilton.

Burgoyne & Co., Fenelon Falls, is now Burgoyne & Ryan.

Mary H. Griffin, dry goods, Niagara Falls South, has assigned.

J. W. Judge, tailor, Berlin, has assigned, and the stock sold.

Thos. J. Sherman, Ironquols, has assigned to J. W. McCullough.

**QUEBEC.**

O. Bouchard, dry goods, Quebec, has assigned.

L. Bernard, tailor, St. Hyacinthe, has assigned.

A. Jacobs, Montreal, has sold his stock of woollens.

Hamilton & Phillips, dry goods, Montreal, have dissolved.

F. N. Martin, dry goods, Hull, is asking an extension.

The stock of H. Prevost & Co., Montreal, has been sold at auction.

Mathieu & Frere, tailors, St. Hyacinthe, are offering to compromise.

**MARITIME PROVINCES.**

R. Cabot & Son, dry goods, Halifax, N. S., have dissolved.

S. O. Steele, dry goods, St. Johns, Nfld., has been declared insolvent.

Henry S. Cook, tailor, Bridgewater, N. S., has assigned.

Patrick Kennedy, tailor, St. Johns, Nfld., has been succeeded by Kennedy & Malone.

**MANITOBA AND THE WEST.**

Alex. Ross, tailor, Winnipeg, has assigned.

J. Robertson, tailor, Minnedosa, has sold out to J. Winning.

J. M. Campbell, dry goods, Morden, has been succeeded by Campbell & Robinson.

D. White, Jr., dry goods, Calgary, has sold out to J. H. Cavanaugh, Lethbridge.

**HOW TO CLEAN STORE WINDOWS**

Strange as it may seem, there is a right and wrong way to wash windows; and as this operation is usually dreaded, the following method will doubtless be appreciated, as it saves both time and labor: Choose a dull day, or at least a time when the sun is not shining on the window; for when the sun shines on the window it causes it to be dry streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork inside before touching the glass. The latter must be washed simply in warm water diluted with ammonia. Do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with a soft piece of cotton cloth. Do not use linen, as it makes the glass hazy when dry. Polish with tissue paper or old newspaper. You will find this can be done in half the time taken where soap is used, and the result will be brighter windows. —Chicago Apparel Gazette.

A petition for judgment for three or four thousand dollars against the estate of Mrs. Pattinson, Dundas street, in favor of Samson, Kennedy & Co., was allowed Friday afternoon by Chief Justice Galt; H. T. Kelly, for the defendant, consenting. Mrs. Pattinson keeps a dry goods house on Dundas street, and when her husband died over a year ago Samson, Kennedy & Co. were the largest creditors, and held a mortgage, which is now foreclosed. Mrs. Pattinson disputes the amount, and there will be an account taken.

**CANADIANS!**

**MILES & CO. TAILORS**

Have removed from 21 Old Bond St. to  
**4 Sackville St., London**  
 Best Scotch Tweed  
 and Angola Suits  
 FROM £3 15s.

THE CELEBRATED  
 GUINEA TROUSERS, Etc.

**—WOOLLENS AND TAILORS' TRIMMINGS—**  
**JOHN FISHER, SON & CO.,**

Balmoral Buildings, Montreal, Canada. | \* | Huddersfield, England.



The fancy goods trade has been quite brisk during the past two weeks, and will continue so for some time. Travellers are on the road and orders are fairly bulky, not due, however, to large quantities of any one line, but to the fact that small quantities and great variety seem to be preferred by most buyers. The coming holiday trade promises to be the best that has been seen for several years, and dealers are quite confident. Careful buying has been the rule, but while cheap goods have had their share of attention, the better class of fancy goods have also been carefully stocked by the majority of retailers. The novelties presented to the trade this year have been quite fresh in design, and also have included many new versions of old attractions. Plush and leather goods have been improved in ornamentation and varied in design, and promise to have a fair share of the holiday trade. In fancy goods materials several new things are being shown, and quite attractive they are, too.

The new fancy goods firm of Boyd, Bower and Brunell at 3 Wellington street west are keeping up with the times in fancy goods. The latest thing they are showing is roccoco yarn work. This produces a very handsome effect, besides being fairly simple in execution. The roccoco yarn is worked either on felt or camilla canvas. The patterns are worked with the aid of paper moulds of different shapes; these are placed on the canvas, and the yarn worked over them; then the interior of the pattern is cut out and spider web patterns worked across the apertures with finer materials. Thus the patterns have a raised and peculiarly rich effect. Many other tasty things are shown, such as shaded plush cushion tops with floral designs; scrim tidles with raised rose bud and butterfly patterns; tinted table covers, sideboard scarfs and doilies in new water-lily designs; double silk head rests in terra cotta, gold and electric figured silk, with and without bolting-cloth cover; plain silk headrests with hand-painted decorations; hand-painted, bolting-cloth tidles; and a nice line of enamelled goods. This last line is something new and promises to be very fashionable. It includes towel racks, sponge holders, rattles, catch-alls, key racks, etc., and must be seen to be appreciated.

One of the latest novelties is a cigar cabinet shown by H. A. Nelson & Sons. These cabinets are made of oak, and decorated on the exterior with bronze, brass, or silver ornamentations. But the peculiarity of the cabinet is that it is lined throughout with electroplate metal, and is furnished with a removable pad for raising moisture. These two features combine to make this a perfect cigar case, serving to keep the cigars moist and fresh and with their original flavor. This is a very suitable and useful present for a smoker, and the firm carry a full range of sizes.

## WINDOW DRESSING.

With the great abundance of materials the dry goods merchant possesses, he should have no trouble in keeping his windows well and showily dressed. To be sure it requires time, trouble and taste, but there must be a cause before a result. There must be an expenditure to bring in a return which includes a gain. City merchants generally keep their windows in proper shape, changing them sufficiently often; but town merchants are the people who lose by careless window work. Windows must be attended to regularly and carefully. Slipshod, post-haste work never pays. The fillings must be new. Always put new wine into old bottles—if the latter are clean.

The fall dress goods can be used for attractive windows by arranging them to represent a skirt, around the top of which are two or three folds or puffs of the material. This method of showing dress goods is the best, and is very much used. The skill of the dresser will vary each window in matter of arrangement, while still retaining the principle involved. On each sample so arranged there should be a card either stating the price or giving the name of the cloth, such as: Dumfries, Scotch, Domestic, etc. These cards, if neat and clear, draw attention to each one as being different from its neighbors; whereas if they are absent the onlooker will look more at the window as a whole, with a less inclination to examine details. It is often well to affix price cards, especially when showing low lines, or whenever good value is offered. Whenever there is the slightest reduction below the normal price, figured cards should be attached. In certain lines of dress goods a window is attractive which contains say a dozen different kinds of cloth, which are sold at a certain price. In such a case the dozen pieces, or two of each, should be used to fill the whole window, and in the centre, or perhaps near the front, a large card two feet square should be used to announce the price and the qualities, kinds, etc. This gives the window but one idea, and even the most hurried observer catches this. It is a mistake to have a window too complex. It is not necessary to show a sample of every line of your stock in every window you dress. Window displays should be used rather to advertise new goods, low lines, special drives, etc. In this way it can be made attractive at all times. Something startling and fresh is what takes the eye—and the cake.

## POINTS FOR THE TRAVELING MEN.

The upright travelling representative will be open and above board with the house, and will not conceal the slightest detail of his intercourse with the trade. The house should encourage this confidence, and to that end it should be chary of criticism of such items of expense that may not be specially provided for, but may be shown to be expended for the house's benefit. I can imagine no valid excuse for the slightest prevarication in the matter of itemizing expenses; with

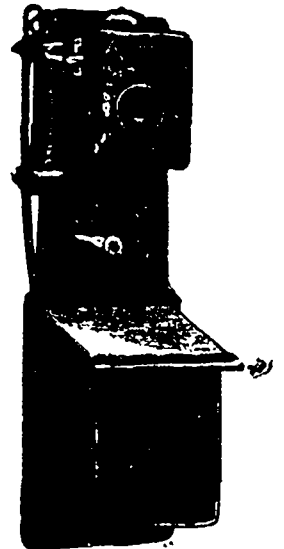
the proper mutual confidence between the traveller and the house it can never be necessary. When it occurs the blame is not altogether on one side. To illustrate the how and why of this small piece of deception, I give a synopsis of a conversation to which I was recently a listener. One of the party was asked if his house was liberal in the matter of allowance for "miscellany." "No," was his reply, "they will not even allow for a cigar for a customer, and it's bad policy. Why, only last evening I had worked a man my level best for an order, but without success. So giving up hope for the present, I determined to make an impression for the future. As he was closing up his store I asked him over to have a game of billiards. We grew quite friendly, and after finishing the game I said: 'See here; my samples are in the next room, and while I do not expect to sell you a dollar's worth of goods, I would like you to look over what I've got. Perhaps you may see something you may want later on.' The result was that I sold him a nice little bill right on the spot. Now, if I should enter that game of billiards as an item of expense, there would come back the biggest kind of a howl." "Well, how did you get even? Didn't go down in your pocket to pay for the game, did you?" "Not much; charged it up bus and baggage. But I don't like to do that sort of thing."

The traveller will probably be frequently advised by a fellow-traveller how he should approach particular dealers. He will make a mistake, however, should he attempt to follow this advice. A special method which may be successfully worked by one may prove a dismal failure when attempted by another. The traveller must have his own individuality, and the attempt to be somebody else will never succeed. And right here I may say it is not wise for travellers to discuss in public or on the train the peculiarities of their customers. Aside from the questionable taste of the practice, one never knows who may be listening.—*St. Louis Grocer.*

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The latest improved and the best system of communication for large places of business yet offered to the Public.



C. A. MARTIN & CO.

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It is our desire, (and we have succeeded fairly), to keep our General Stock of Dry Goods, Woollens, Tailors' Trimmings, and Men's and Women's Furnishings, well assorted with a good article and suitable for the better class of trade throughout the Dominion—during the whole year.

We solicit business from the legitimate dealers in our line, and offer close prices and liberal terms.

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Our friends speak of our new warehouse as being the handsomest in the city. It is also commodious and central. Our business has shown a large increase year after year, proving that we have the confidence of the trade.

With increased facilities for doing business, and a much larger range of goods than we have ever shown, the incoming season promises to be our best.

As usual we will lead the trade in Fine Black, Mourning and Half Mourning Goods, also Choice Fashionable Dress Goods, Sealettes, Mantlings, Ulsterings, Cape Cloths and Suitings.

We purpose taking a larger share of the Linen Trade and have bought accordingly.

Please see our Samples and call when in the city.

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# *John Macdonald & Co's Warehouses* Wellington and Front Streets E., Toronto.

Buying for cash in large quantities, through experienced buyers, and being satisfied with small profits enables them to show values unsurpassed. As Fabrics, Patterns, Colorings and Styles are constantly changing, and Buyers of the firm are always on the alert, procuring the latest productions of the designer and manufacturer.

Their different departments are as follows :

Silks and Dress Goods      Linens and Staples  
Carpets      Woollens  
Gents' Furnishings and Haberdashery

Each of these five great departments are as much a specialty with them as if they were in different parts of the city. Merchants and Buyers are cordially invited to visit their warehouses and inspect their stocks. Orders solicited.

## John Macdonald & Co.,

WELLINGTON AND FRONT STREETS E., TORONTO.

## PERRIN FRERES et CIE.

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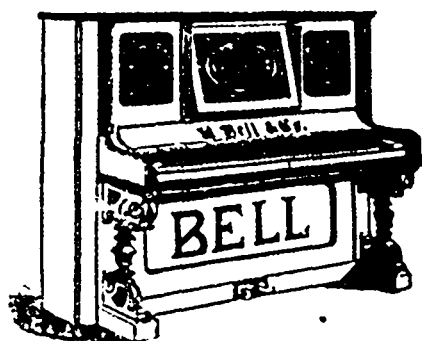
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