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THE CANADIAN DRY GOODS REVIEW

APRIL

THE . . .

HEALTH BRAND UNDERWEAR

For Men . .
Women and Children

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

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

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

Manufactured by . . .

The Montreal Silk Mills Co. - Montreal



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

Lister's Silk Velvets

For

.. English Make ..

Millinery, Mantles and Dress Trimmings

Cannot be excelled for Finish and Wear.

EVERY YARD GUARANTEED

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



"ROOSTER BRAND"

Special lines for

Klondike

"I GROW OVERALL"

RUBBERIZED DUCK SUITS

Mackinaw lined, Wind and Rain Proof. The most reliable Klondike Suit.

- Mackinaw D.B. Reefers, Corduroy-lined.
- " S.B. Coats, unlined.
- " Sweaters and Shirts.
- " Pants and Jumpers.
- Corduroy Reefers, Tweed lined.
- " Pants, Tweed lined.
- " Vests, Kersey lined.

Extra Quality Shirts and Overalls, all kinds.
Sleeping Bags, Dunnage Bags, etc., etc.

Robert C. Wilkins, 198 McGill Street, Montreal

Manufacturer of

SHIRTS AND CLOTHING SPECIALTIES.

N.B.—Our Travellers are now on the road with regular lines for Fall.

As a Wide-Awake Retailer of specialties, Tailormaid asks for your attention.

Tailormaid

REGISTERED TRADE MARK

Is a notion that will keep waists from gaping at the hooks and eyes.



WOMAN OWES IT TO HERSELF TO LOOK HER BEST.

There can be no parting or gaps the eyes are conspicuous

MANY A WOMAN HAS had an evening of pleasure spoiled by her consciousness of an ill-fitting waist. TAILORMAID GIVES AN UNBROKEN FRONT, instead of a disjointed series of hooks and eyes. It not only gives the dress A PRETTY CURVE at the waist line, but it permits of a quicker opening and closing of the waist.

SEND FOR A SAMPLE DOZEN.

W. E. WALSH

Tel. 1100

Sole Selling Agent for Canada.

13 St. John St., MONTREAL

Branch: 19 Notre Dame, Quebec.

S. GREENSHIELDS, SON & CO.

MONTREAL and VANCOUVER, B.C.



Assorting Season

Six FLOORS

. . . 100 Feet Square

Filled with all that is...

New and Seasonable
in Spring and Summer

Dry Goods

Also Sole Agents in Canada for

BRIGGS PRIESTLEY & SONS, BRADFORD,

E. PEWNY & CO., GRENOBLE, FRANCE

and "EVERFAST STAINLESS HOSIERY."

George Armitage, Limited

Water Lane Dye Works, BRADFORD, England

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

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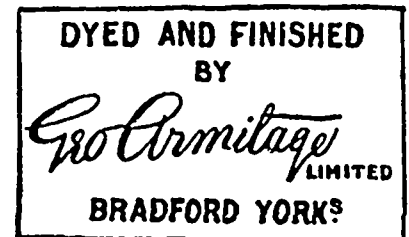
Dyers,

Stovers, Bleachers
and Finishers of

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



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



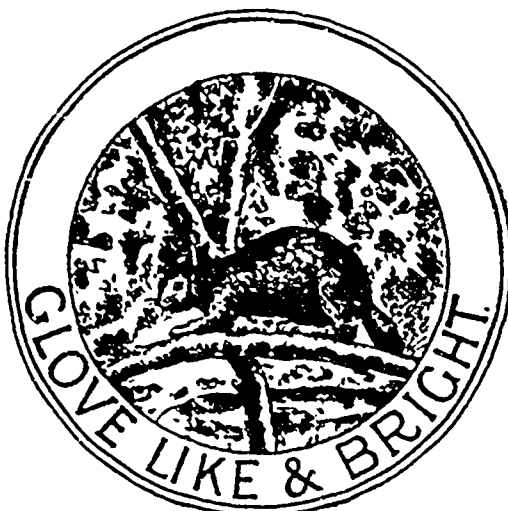
Caution and Warning

TO ALL WHOM IT MAY CONCERN:

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

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

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

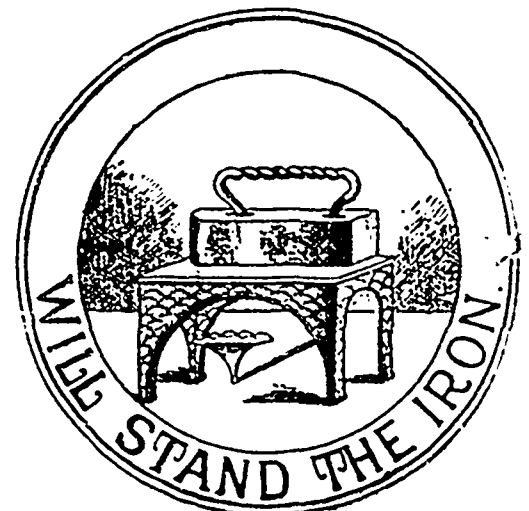


BEAVER
Permanent
FINISH.

(Registered Trademark and Title.)

Suitable for all classes of **LINING FABRICS** (Mohairs, Alpacas, Worsted and Cotton Italians, Etc.)

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



High-Class Brands



Corsets



Corsets

In the worship of cheapness, quality and durability get overlooked. Smartness and effect obscure the judgment, but, in the end there often comes the bitter lament.

◆ ◆

Goods with the quality stamp of a Trade Mark on them are becoming increasingly popular, because they can be relied upon for uniformity and for genuine value.

◆ ◆

If this be true in such articles as Cocoa, Tea, Mustard and other natural products, how much more is it true in manufactured goods, where design, workmanship, etc., come in?

◆ ◆

P & S Corsets are a challenge to the trade. They are made by a firm of over 75 years' experience. Every known appliance for perfect Corset making is made use of.

◆ ◆

All the latest machinery for saving labor and cost of manufacture—all that science and experience suggest is brought to bear, and these Corsets are the result.

◆ ◆

A remarkable feature, is that the **NEW RUSTLESS ZAIROID** replaces Steel in the busks and supports. Iron-mould on Underclothing is therefore impossible.

◆ ◆

There is, in fact, all-round excellence in these P & S Corsets. They have made a significant impression on the trade and customers are everywhere asking for them.

Are they in your fixtures?

There is money in these goods. They will bring you prestige and profit.

Write us for prices and full particulars. . . .

W. PRETTY & SON, Ipswich, Eng.

Wholesale Only.

SOMETHING NEW

MADE IN ENGLAND
No connection with any American Corset House.MADE IN ENGLAND
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

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

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

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

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

To be had of all Dealers Throughout the World.

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

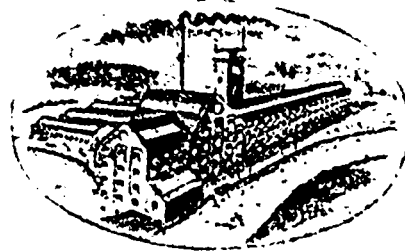
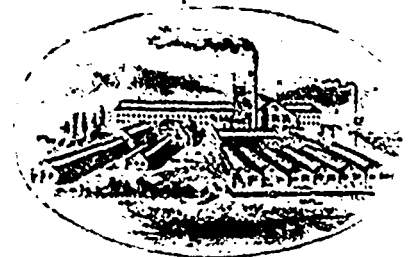
A large stock of these Corsets always on hand at JOHN MACDONALD & CO.'S, Toronto.

APPERLY, CURTIS & CO.

WEST OF ENGLAND

... Limited.

Woollen Manufacturers

Coatings
Vicunas
Saxonys
Serges
TrouseringsCoverts
Suitings
Evening
Dress Goods
Etc., Etc.

DUDBRIDGE MILLS, STROUD, ENGLAND

London Office: 15 Golden Square, W.

21 GOLD MEDALS for QUALITY and EXCELLENCE.

A pleasing recognition of the value of the . . .

"PIRLE" Finish



* * *

is shown by the fact that the leading French and German Manufacturers, in addition to the British, are sending Goods to Ripley's to be "*PIRLE*" Finished. Goods do *not* spot and do *not* cockle. If you have not tried this Finish, particularly suitable for the Canadian market, *Why Don't You?*

EDWARD RIPLEY & SON

Bowling Dye Works

BRADFORD, ENG.



For Sports or for Dress

Priestley's
Covert Suitings reach the ideal of perfection in style,
fit, finish, wear. Cravenetted—hence rain and damp
proof. The highest type of fashionable Dress Fabrics
manufactured.

Rich—firm—durable—original in design.

Priestley's Covert Suitings

are in
a class by themselves, and are so recognized by particular buyers everywhere.
"Priestley" stamped on the selvedge of every fifth yard.

Cravenetted

Sold by Dry Goods Houses everywhere.

IN reaching out for your account, we invite a test of our resources and methods
in supplying your UNDERWEAR DEPARTMENT with the

Diamond Brand Underwear



You will find great advantages to be received from our line of Men's,
Women's, and Children's DIAMOND BRAND. It will pay you to
await the arrival of our salesmen before placing orders for Fall
delivery.

Hermann H. Wolff & Co., 170 McGill Street . . . Montreal



Fashion dictates

from three centres—Paris, London, Berlin, and fashion stamps Priestleys' Black Wool Figured Fabrics as correct in style and originality of design, this season. But that is not all— for fineness of texture and durability of weave

Priestleys' Black Wool Figured Fabrics

and small designs, Matalasse effects, Armures and Felde Cloths are unequalled. Ideal in their draping qualities. Chic and stylish in the effects they yield.

Sold by Leading Dry Goods Houses Everywhere.

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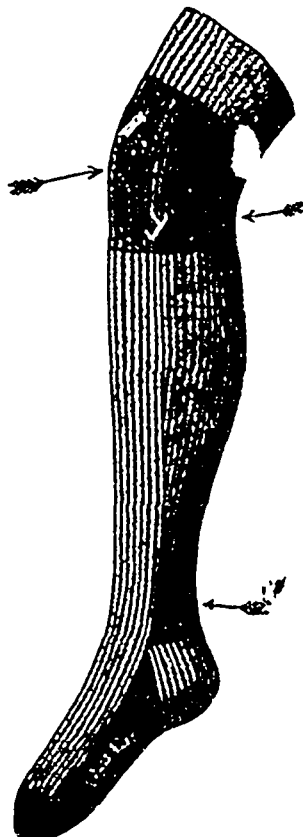
Lock Stitch Hose

Absolutely necessary for boys WITH KNEES



10 Fold Knees
8 Fold Ankles

CARRIED BY LEADING WHOLESALERS.



WILLIAMS & BELL, Montreal

Sole Agents for Canada.

The Merchants Dyeing ^{AND} Finishing Co.

Successors
to **CALDECOTT, BURTON & SPENCE**

Warehouse : 42 Front Street West
TORONTO.

Works : 20 Liberty Street

**Dress Goods Converters, Silk Dyers and Importers of
Hosiery, Gloves, Laces, Ribbons, Silks and Smallwares.**

STOCK ALWAYS WELL ASSORTED.

JUST OPENED UP The following lines of
Seasonable Goods:

Silk . . Department

Roman Stripe Surahs.
Plaid Surahs, Plaid Taffetas.
Colored Moire Brocades.
Black Moire Damasse.
Colored Shot Taffetas.
Fancy Colored Brocades, for Blouses, 37½c. to \$1.00.
Black Peau de Soies, Black Failles.
Black Satin Duchesse, Black Crystalline Bengaline.
Iridescent Goffers, Satins, all colors.
44-in. Silk Lyons Grenadines.
47-in. Black and Colored Chiffons.
Black and Colored Velveteens, all shades.

Dress . . Department

Ladies' Broadcloth, Drab, Fawn, Brown, Navy, Myrtle, Cadet.
French Mixed Vigoreux, assorted shades.
Plaids All Wool Silk Overcheck, choice patterns.
Covert Cloths, English and German make, assorted shades.
Black Brocade Lustres, Black Crepons, Black Brocades.
Two Tone Figure. Two Tone Brocades.
Organdie Muslins, and all the Novelties as they are produced.

Ribbon Department

Double Faced Satin Ribbons, all colors, all widths.
Silk Faille Ribbons, all shades and widths.
Moire Ribbons, Baby Ribbons, Sash Ribbons.
Ribbon Velvets, all widths from 2 to 200.

Trimming Department

Black and Colored Tubular Braids, all widths.
Fancy and Loop Edge Tubulars.
Hercules, Cream and Black, 20 up to 800.
Jet Trimmings, all widths.
Belts, the newest things as produced.

Attention drawn to **Tailor Made Costume Skirts**


"Our own make." Stylish Goods, Correct Fit, Splendidly Made
and Bound, 120 to 150 in. sweep, 34, 36, 38, 40 in. depth, in Plain
and Brocade Lustre, Serges and Cashmeres.

ORDERS PROMPTLY FILLED.

The Merchants Dyeing and Finishing Co., Toronto

K. ISHIKAWA & CO. TORONTO

Manufacturers...

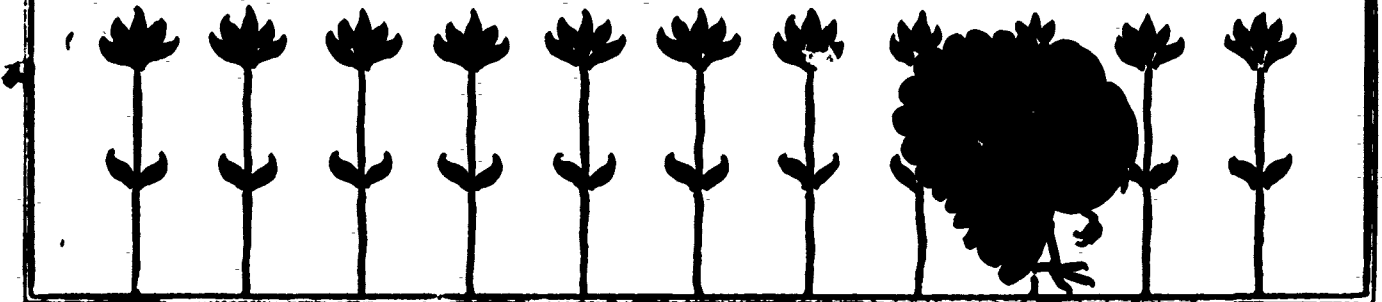


Ishikawa Silks
Colored Habutai
Silk Handkerchiefs
Art Embroideries
Windsor Ties
Rugs and Mattings.

OUR TRAVELLERS
are on the road with Fall samples.

THE DRY GOODS REVIEW

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



VOL. VIII.

MONTREAL AND TORONTO, APRIL, 1898.

No. 4.

THE NOVA SCOTIA INSOLVENCY BILL.

THE following is a complete copy of the Insolvency Act passed at the last session of the Legislature of Nova Scotia. THE DRY GOODS REVIEW is indebted to the Attorney-General, Hon. J. W. Longley, for a copy of the Act, which, according to a foot note made by that gentleman, goes into force July 1, next. The Act is styled "An Act respecting Assignments for the benefit of Creditors":

1. In case any person, being at the time in insolvent circumstances, or unable to pay his debts in full, or knowing himself to be on the eve of insolvency, voluntarily or by collusion with a creditor or creditors, gives a confession of judgment, cognovit actionem, or warrant of attorney to confess judgment to defeat or delay his creditors wholly or in part, or with intent thereby to give one or more of the creditors of such person a preference over his other creditors, or over any one or more of such creditors, every such confession, cognovit actionem or warrant of attorney to confess judgment, shall be deemed and taken to be null and void as against the creditors of the party giving the same, and shall be invalid and ineffectual to support any judgment or writ of execution.

2. (1) Subject to the provisions of the third section of this Act, every gift, conveyance, assignment or transfer, delivery over or payment of goods, chattels or effects, or of bills, bonds, notes or securities, or of shares, dividends, premiums, or bonus in any bank, company or corporation, or of any other property, real or personal, made by a person at a time when he is in insolvent circumstances, or unable to pay his debts in full, or knows that he is on the eve of insolvency, with intent to defeat, hinder, delay or prejudice his creditors, or any one or more of them, shall, as against the creditor or creditors injured, delayed or prejudiced, be utterly void.

(2) Subject also to the said provisions of the third section of this Act, every gift, conveyance, assignment or transfer, delivery over or payment of goods, chattels or effects, or of bills, bonds, notes or securities, or of shares, dividends, premiums, or bonus in any bank, company or corporation, or of any other property, real or personal, made by a person at a time when he is in insolvent circumstances, or is unable to pay his debts in full, or knows that he is on the eve of insolvency, to or for a creditor with intent to give such creditor an unjust preference over his other creditors, or over any one or more of them, shall, as against the creditor or creditors injured, delayed, prejudiced or postponed, be utterly void.

(3) Subject to the provisions of Section 3, aforesaid, if such transaction with or for a creditor has the effect of giving that

creditor a preference over the other creditors of the debtor, or over any one or more of them, it shall in and with respect to any action or proceeding which, within sixty days thereafter, is brought, had or taken to impeach or set aside such transaction, be presumed to have been made with the intent aforesaid, and to be an unjust preference within the meaning hereof, whether the same be made voluntarily or under pressure.

(b) Subject to the provisions of Section 3, aforesaid, if such transaction with or for a creditor has the effect of giving that creditor a preference over the other creditors of a debtor, or over any one or more of them, it shall, if the debtor within sixty days after the transaction makes an assignment for the benefit of his creditors, be presumed to have been made with the intent aforesaid, and to be an unjust preference within the meaning hereof, whether the same be made voluntarily or under pressure.

(3) Where the word "creditor" in this section indicates the creditor to whom a preference is given over the other creditors of the debtor, the same shall be deemed to include any surety, and the indorser of any promissory note or bill of exchange, who would upon payment by him of the debt, promissory note or bill of exchange, in respect of which such suretyship was entered into or such indorsement given, become a creditor of the person giving the preference within the meaning of subsection (2) of this section.

3. Nothing in the preceding section shall apply to any assignment made to an official assignee appointed by the Governor-in-Council for the county in which the debtor resides or carries on business, within the Province of Nova Scotia (with the consent of the creditors as hereinafter provided) for the purpose of paying rateably and proportionately, and without preference or priority all the creditors of the debtor their just debts; nor to any bona fide sale or payment made in the ordinary course of trade or calling to innocent purchasers or parties; nor to any payment of money to a creditor, nor to any bona fide gift, conveyance, assignment, transfer or delivery over of any goods, securities or property of any kind, as above mentioned, which is made in consideration of any present actual bona fide payment in money, or by way of security for any present actual bona fide advance of money, or which is made in consideration of any present actual bona fide sale or delivery of goods or other property; provided that the money paid, or the goods or other property sold or delivered, bear a fair and reasonable relative value to the consideration therefor.

(a) In case of a valid sale of goods, securities or property, and payment or transfer of the consideration or part thereof by the pur-

chaser to a creditor of the vendor under circumstances which would render void such a payment or transfer by the debtor personally and directly, the payment or transfer, even though valid as respects the purchaser, shall be void as respects the creditor to whom the same is made.

(2) Every assignment for the general benefit of creditors, which is not void under Section 2 of this Act, but is not made to the official assignee (nor to any other person with the prescribed consent of creditors) shall be void as against a subsequent assignment which is in conformity with this Act, and shall be subject in other respects to the provisions of this Act until and unless a subsequent assignment is executed in accordance with this Act.

(3) In case a payment has been made which is void under this Act, and any valuable security was given up in consideration of the payment, the creditor shall be entitled to have the security restored or its value made good to him before, or as a condition of, the return of the payment.

(4) Nothing herein contained shall affect any payment of money to a creditor, where said creditor by reason or on account of such payment, has lost or been deprived of, or has in good faith given up, any valid security which he held for the payment of the debt so paid, unless the value of the security is restored to the creditor, or any substitution in good faith of one security for another security for the same debt as far as the debtor's estate is not thereby lessened in value to the other creditors.

(5) The debtor may, in the first place, with the consent of a majority of his creditors having claims of \$100 and upwards, computed according to the provisions of Section 20, make a general assignment for the benefit of his creditors, to some person other than the official assignee, and residing in this province.

(6) No person other than a permanent and bona fide resident of this province shall have power to act as assignee under an assignment within the provisions of this Act, nor shall any such assignee have power to appoint a deputy or to delegate his duties as assignee to any person who is not a permanent and bona fide resident of this province, and no charge shall be made or recoverable against the assignor or his estate for any service or other expenses of any such assignee, deputy or delegate of any assignee who is not a permanent and bona fide resident of this province.

4. Every assignment made under this Act for the general benefit of creditors shall be valid and sufficient if it is in the words following, that is to say: "All my personal property which may be seized and sold under execution, and all my real estate, credits and effects, or if it is in words to the like effect, and an assignment so expressed shall vest in the assignee all the real and personal estate, rights, property, credits and effects, whether vested or contingent, belonging at the time of the assignment to the assignor, except such as are by law exempt from seizure or sale under execution, subject, however, as regards land to the provisions of Chapter 84, Revised Statutes, Fifth Series, "Of the Registry of Deeds and Encumbrances affecting Lands."

5. The property and assets of any estate of which an assignment is made under the provisions of this Act, shall not be removed out of the province without the order of the county court judge of the county in which the assignment is registered, and the proceeds of the sale of and all moneys received on account of the estate shall be deposited by the assignee in one of the incorporated banks within the province, and shall not be withdrawn or removed without the order of the judge of the county court aforesaid, except in payment of dividends and charges incidental to the winding up of the estate, and any assignee or other person acting in his stead, or on his behalf, violating the provisions of this section, shall be liable to a penalty of \$400, which may be recovered summarily before a judge of the Supreme Court or of the county court for the county in which the assignment is by sub-section (2) of Section 13 of this Act,

required to be registered: and one-half of the said penalty shall go to the person suing therefor, and the other half shall belong to the estate of the assignor; but in default of payment of the said penalty and all costs which may be incurred in any action or proceeding for the recovery thereof, such assignee or other person may be imprisoned for any period not exceeding thirty days, and shall be disqualified from acting as assignee of any estate while such default continues.

6. If any assignor (or assignors) executing an assignment under this Act for the general benefit of his (or their) creditors owes or owes debts both individually and as a member of a co-partnership, or as a member of two different co-partnerships, the claims shall rank first upon the estate by which the debts they represent were contracted, and shall only rank upon the other after all the creditors of that other have been paid in full.

7. Whenever an assignment is made of any real or personal property for the general benefit of creditors, under the provisions of this Act, the assignee shall pay in priority to the claims of the ordinary or general creditors of the persons making the same, the wages or salaries of all persons in the employment of such person at the time of making such assignment or within one month before the making thereof, not exceeding three months' wages or salary, and such persons shall be entitled to rank as ordinary or general creditors for the residue, if any, of their claim.

8. A majority in number and value of the creditors who have proved claims to the amount of \$100 or upwards, may, at their discretion, substitute for the official assignee or for an assignee under an assignment to which sub-section (2) of Section 3 of this Act applies, a person residing in the county in which the debtor resided or carried on business at the time of the assignment. An assignee may also be removed and another assignee may be substituted or an additional assignee may be appointed by a judge of the Supreme Court, or of the County Court of the county where the assignment is registered.

(2) Where a new assignee is appointed the estate shall forthwith vest in him without a conveyance or transfer. The new assignee may register an affidavit of his appointment in the office of the clerk of the County Court in which the original assignment was filed. Such affidavit may also be registered in the office of the Registrar of Deeds for the county in which the assignment is made. The registration of such affidavit in the office of the Registrar of Deeds shall have the same effect as the execution and registration of a conveyance.

9. Save as provided in the next succeeding sub-section the assignee shall have an exclusive right of suing for the rescission of agreements, deeds and instruments or other transactions made or entered into in fraud of creditors or made and entered into in violation of this Act.

(2) If at any time any creditor desires to cause any proceeding to be taken which, in his opinion, would be for the benefit of the estate, and the assignee under the authority of the creditors refuses or neglects to take such proceeding, after being duly required so to do, the creditor shall have the right to obtain an order of any judge of the Supreme Court or of the County Court aforesaid, authorizing him to take the proceeding in the name of the assignee, but at his own expense and risk, upon such terms and conditions as the judge may prescribe, and the benefit upon any benefit derived from the proceedings shall belong exclusively to the creditor instituting the same for his benefit, but if, before such order is granted, the assignee shall signify to the judge his readiness to institute the proceeding for the benefit of the creditors, the order shall prescribe the time within which he shall do so, and in that case the advantage derived from the proceeding if instituted within such time, shall appertain to the estate.

10. If the person to whom any gift, conveyance, assignment, tr. 75-

then the assignee appointed by the creditors, or by the judge, if none has been appointed by the creditors, shall have a casting vote.

(4) Every creditor, in his proof of claim, shall state whether he holds any security for his claim or any part thereof; and if such security is on the estate of the debtor, or on the estate of a third party for whom such a debtor is only secondarily liable, he shall put a specified value thereon, and the assignee under the authority of the creditors may either consent to the right of the creditor to rank for the claim after deducting such valuation, or he may require from the creditor an assignment of the security at an advance of ten per cent. upon the specified value to be paid out of the estate as soon as the assignee has realized such security; and in such case the difference between the value at which the security is retained and the amount of the gross claim of the creditor shall be the amount for which he shall rank and vote in respect of the estate.

(5) If any creditor holds a claim based upon negotiable instruments upon which the debtor is only indirectly or secondarily liable, and which is not mature or exigible, such creditor shall be considered to hold security within the meaning of this section, and shall put a value on the liability of the party primarily liable thereon, as being his security for the payment thereof; but after the maturity of such liability and its non-payment, he shall be entitled to amend and re-value his claim.

21. (1) Every person claiming to be entitled to rank on the estate assigned shall furnish to the assignee particulars of his claim proved by affidavit, and such vouchers as the nature of the case admits of.

(2) In case a person claiming to be entitled to rank on the estate assigned does not, within a reasonable time after receiving notice of the assignment and of the name and address of the assignee, furnish to the assignee satisfactory proofs of his claim as provided by this and the preceding sections of this Act, the judge of the County Court of the county wherein the debtor at the time of making the assignment resided or carried on business, may, upon a summary application by the assignee or by any other person interested in the debtor's estate (of which application at least three days' notice shall be given to the person alleged to have made default in proving a claim as aforesaid), order that unless the claim be proved to the satisfaction of the judge within a time to be limited by the order, the person so making default shall no longer be deemed a creditor of the estate assigned, but shall be wholly debarred of any right to share in the proceeds thereof, and if the claim is not so proved within the time so limited, or within such further time as the judge may by subsequent order allow, the same shall be wholly barred, and the assignee shall be at liberty to distribute the proceeds of the estate as if no such claim existed, but without prejudice to the liability of the debtor.

(3) A person whose claim has not accrued due shall nevertheless be entitled to prove under the assignment and vote at meetings of creditors, but in ascertaining the amount of such claim a deduction for interest shall be made for the time, which has to run until the claim becomes due.

(4) At any time after the assignee receives from any person claiming to be entitled to rank on the estate proof of his claim, notice of contestation of the claim, may, at the request of any creditor, be served by the assignee upon the claimant. Within thirty days after the receipt of the notice, or such further time as a judge of the County Court of the county in which the assignment is registered may on application allow, an action shall be brought by the claimant against the assignee to establish the claim, and a copy of the writ in the action served on the assignee; and in default of such action being brought and writ served within the time aforesaid, the claim to rank on the estate shall be forever barred.

(a) The notice by the assignee shall contain the name and

place of business of one of the solicitors of the Supreme Court, upon whom service of the writ may be made, and service upon such solicitor shall be deemed sufficient service of the writ.

22. Upon the expiration of one month from the first meeting of creditors, or as soon as may be after the expiration of such period, and afterwards from time to time at intervals of not more than three months, the assignee shall prepare and keep constantly accessible to the creditors, accounts and statements of his doings as such assignee, and of the position of the estate, and he shall declare dividends of the estate whenever the amount of money in his hands will justify the division thereof, and also whenever he is required by a majority vote of the creditors to do so.

23. So soon as a dividend sheet is prepared, notice thereof shall be given by letter, posted to each creditor, enclosing an abstract of receipts and disbursements, showing what interest has been received by him for moneys in his hands, together with a copy of the dividend sheet, noting thereon the claims objected to, and stating whether any reservation has, or has not, been made therefor, and after the expiry of eight days from the date of mailing such notice, abstract and dividend sheet as aforesaid, dividends on all claims not objected to within that period shall be paid.

24. The law of set-off shall apply to all claims made against the estate, and also to all actions instituted by the assignee for the recovery of debts due to the assignor, in the same manner and to the same extent as if the assignor were plaintiff or defendant, as the case may be, except in so far as any claim shall be effected by the provisions of this or any other act respecting frauds or unjust preferences.

25. An affidavit authorized, or required under this Act, may be sworn before any person authorized to administer oaths or affidavits in the Supreme Court or before a justice of the peace.

26. The provisions of this Act shall not be held to apply to assignments made under the provisions of any Act of the Parliament of Canada relating to or respecting bankruptcy or insolvency.

27. The Governor-in-Council is authorized to appoint, in pursuance of this Act, one or more persons in each county who shall be designated official assignees, who shall perform the duties and exercise the powers imposed upon such official assignees by this Act.

NEW SWISS GOODS.

MR. E. FOREER a Swiss manufacturer of embroidered silk and linen handkerchiefs, table covers, tea cloths and printed silks for blouses and neckwear, visited Canada last month with a view to investigating the possibilities of this market. "I became interested in Canadian trade," he remarked to THE REVIEW, "through hearing of your great Klondyke boom, which is much talked of, even in Switzerland." He has appointed Mr. M. Markus his sole agent for Canada, and the latter is now prepared to receive import orders for fall trade. The range of printed goods includes many exclusive designs, and those who are interested may obtain samples by writing Mr. Markus, at 30 Hospital street, Montreal.

GOODS FOR THE KLONDYKE.

Wreyford & Co., of 85 King street west, Toronto, have had great success with their "Nansen" sleeping bag. Its warmth, sanitary properties and distinguishing camel-hair head covering has proved just what was required for the Klondyke trade. Wreyford & Co. report that the enquiries for special Klondyke clothing and underwear continue good.

WILL USE THE BRAND.

The cut of a swan will be printed in future on all white cushions and cosie goods made by the Toronto Feather & Down Co., Limited. This will make the salesman's task a pleasant one, as the brand is known throughout the Dominion.

Business is improving, it's going to be better. You know it. You feel the improvement every day. Your customers are asking for better goods. Don't compel them to send to the large cities. Get what they want. Hold your trade, TWO YEARS AGO many houses would not buy dress goods costing over 55cts. a yard.

TIMES ARE BETTER NOW. We are selling these same houses dress goods at 75c., 85c., \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$2.75, and \$3.00 per yard.

Easter Lilies are not more attractive than
our **Dress Goods and Silks.**

Don't Humbug

yourself with the idea that by selling a lot of cheap goods at ridiculous prices you are making money and holding trade. Buy good goods. Come to us for them. We make a specialty of Dress Goods and Silks. **MAKE A NAME FOR YOURSELF** by selling goods you can recommend.

PUSH SALES OF FINE GOODS NOW. Take your customers' money for value given.

If you know that we have not got an account in your town, write us at once for Black Goods ; for new handsome Colored Dress Goods ; for Silks of all kinds ; for White Goods ; Cotton Wash Goods ; Curtains, Curtain Nets ; Underwear, Hosiery, Gloves, Laces, Embroideries, Trimmings, Smallwares, and regular everyday Staples.

BROPHY, CAINS & CO.

23 St. Helen Street

— MONTREAL

THE ART OF WINDOW DRESSING.

HINTS FROM A PRACTICAL TRIMMER.

GOOD window dressing, together with good advertising, is, from my experience, the surest way to draw customers to your counters, provided prices are as they should be, and the goods stylish and up-to-date.

To be able to dress a good, effective window is the one aim of a great many salesmen, but, like everything else, it requires experience and a little common sense. I have been asked frequently, "Where can I get a book or treatise that teaches window dressing?" The answer is: No book ever printed can teach window dressing.

To dress windows requires time and thought. A most important part of window dressing is the proper arrangement of colors. I have seen windows that were nicely dressed, and would otherwise have proved very effective had the trimmer used more judgment in the arranging of colors. Any person with an eye can see when two colors do not blend. This is a particular point.

Another very important fact is the classification of qualities. For instance, a 20c. a yard goods should not be allowed in a window with goods worth \$1.50 or \$2, as the poor fabric takes the tone off the better one. The same thing applies to all classes of



BRYSON, GRAHAM & CO.'S WINDOW TRIM WHICH WON FIRST PRIZE. DRESSED BY MR. HOLLISWORTH.

Any ordinary salesman, with a little patience and study, can in time become a good trimmer.

It requires judgment. The one trouble with most trimmers in Canada is that they are handicapped by having a section of a department under their charge, and are expected to keep up their sales amount, or, are engaged in other work that requires all their attention. Therefore, they rush the window through any way at all, and are satisfied as long as the window is dressed with something and expect good results to follow. I know from experience that many a window which would have proved a big attraction has been spoiled by my being called to serve a customer or do some trifle when I should have been left to study the thing out and do it properly after careful consideration.

merchandise. I find that better results are derived from displays of one kind at a time. For instance, make a show of plaids one day; next time take mourning goods; then fancy costumes; then gloves; then parasols, etc.; same in boots and shoes, carpets, etc. Where windows are mixed it does not create the impression that a separate display would make. Of course, there are exceptions. When you have a dress costume, parasol, gloves and hat to match, etc., or something complete, then, backgrounds and surroundings should be in harmony with the goods to be displayed.

Then there is the question of display forms and stands. The day for wooden benches and rough pieces of boards rudely put together with nails, which tear and destroy goods, is gone. The investment in good display stands will amply repay itself. No up-

late window is complete without them. Most employers treat the matter gently, and usually complain of the expense account being too high, when approached by the window trimmer for a help in the way of a few stands and forms. It is not necessary to get a whole outfit at once. It can be done by degrees, and the expense will not be noticed. To run a business successfully, nowadays, it is necessary to spare no expense in making the windows attractive, as they must be considered the silent salesmen in every flourishing business. Business of the present day is not being done on the old system our forefathers did business on, and demands better interest in making the store attractive. When purchasing fixtures I would advise getting the best, as poor material will, in a short time, need replacing. Especially is this so with wax figures.

For special displays originality is the mainstay. Don't put in a copy of a window your neighbor had, but get your wheels together and plan out something entirely your own idea. Then, lastly, see that the windows are kept clean on the inside and out. Nothing looks so bad as a nicely dressed window hardly visible for a dirty pane of glass. It is like a well-dressed man with nice, clean linen, etc., and his boots so dirty that you could not tell whether they were black or tan. I would strongly advise all young men in the window-trimming business to take a trip, at least once a year, to New York and Brooklyn, where ideas are plentiful. There are cheap excursions about Easter, and that is the best time to see them to see New York, and if one goes the right way about it he can make his expenses very mild.

HARRY HOLLINSWORTH,
Messrs. Bryson, Graham & Co., Ottawa.

A SUCCESSFUL TRIMMER AND HIS WORK.

The foregoing article indicates that the writer is a thoroughly bright, capable and active practitioner in the art of window dressing, and his suggestions will be read with interest by many a dry goods man from Nova Scotia to British Columbia. Mr. Hollinsworth has been devoting some of his talent to window-trimming for four years, and in that time has put in over 1,100 displays, and no two of them were alike in design. At the Central Canada Exhibition, in Ottawa, last autumn, he took three first prizes in the competitions there and the diploma for the best exhibit. At the same time you find, on talking to him, that he does not profess to know everything connected with window dressing, but is a modest man. He says: "I learn something new every day." He has twelve large windows under his charge in the establishment of Bryson, Graham & Co., a thoroughly successful and up-to-date house. Those who visit Ottawa, as the editor of THE REVIEW did the other day, are well aware how tastefully many of the windows are dressed, and what a good shopping centre the capital is. To succeed in that city one must have a high standard, as buyers are fastidious, and there are a great many fashionable ladies in Ottawa, from the wife of the Governor General down, who know what tasteful displays are. THE REVIEW presents, in this issue, a copy of the successful window, which won the first prize of \$40 in gold at the Ottawa exhibition, and which was due to Mr. Hollinsworth's skill. As readers know, it is difficult to reproduce from photographs of window displays, but the accompanying illustration will give Canadian trimmers an idea of a really successful piece of work.

DISPLAYING SHIRT WAISTS.

Methods of displaying shirts waists are so various, says The Dry Goods Economist, that to choose the one possessing the strongest features is a puzzling problem. Studying the interior or department exhibit the writer has considered it from the standpoint of allowing

Knox, Morgan & Co.

...Wholesale Dry Goods...

HAMILTON, ONT.

NEW PRINTS

For Spring Season
JUST STOCKED.

A choice lot of American Prints—Standard Cloths, Fast Colors, Green Tints, etc., and ombre effects, including the famous Merrimack Tartan Reds. These Prints are being rapidly bought up.

To arrive:

Several cases of Fancy
Sateen Prints. We will
offer them at a close price.

Bleached Turkish Towels.

Turkey Tabling, new patterns.

5/4 Table Oil Cloth, new American designs.

General stock well assorted.

IN BETTER ORDERS we guarantee satisfaction.

Ask for a sample lot of above lines.

the customer an opportunity to take in the vast assortments almost at a glance. Another feature along this line is of more than ordinary importance. Quite invariably the customer has a desire to handle a waist that she may get at the facts concerning quality of material, style, features, sewing, etc.

In addition to this, the arrangement must be carried out on such a plan as to show all sizes and the variety of styles in each. At the same time, accessibility should not be forgotten, for on the latter greatly depends the dispatch with which business is conducted. Salesmen who have experienced the trouble of searching through a lot of boxes for some special-style waist for a customer, at the expense, many cases, of losing the sale on account of exhausting the customer's patience, will readily appreciate the vital importance of saving time.

Now that the shirt waist has so strongly entrenched itself as one of the important items of woman's wardrobe, and not likely to show any decline as such for many years to come, if ever, the merchant is wise who plans his department so that the garments in stock may be most expeditiously handled. A number of New York stores have allotted special spaces in the shelving of the department that facilitate the presentation of the goods. The space devoted to this stock is cut up into small bins by means of partitions, each bin just the width of the average waist when folded. A dozen waists are stored in each space and are ticketed, so that the size can be learned with the least possible delay. In front of this space in one of the stores is a counter with glass sides, provided on the inside with glass shelving, supported by nickel brackets, and with incandescent lights in the top. On the glass shelves are displayed a variety of waists, each stuffed with paper, which adds much to the attractiveness of the general effect.

The best plan for displaying waists so that the customer may examine, and, in fact, almost wait upon herself, is to provide a table or counter with a tray to cover the tops and divide it into boxes to show the various styles. Keep it well filled and see that the assortment is constantly replenished. A clean card setting forth the price, quality, etc., of each line represented will do its share of the selling. The plan of stuffing the waists with paper in making interior or window displays has grown to be universally popular. And it is surely not without merit since it is a decided improvement over the old plan of littering the counter with the goods in a chaotic, unattractive manner.

THE QUESTION OF FIXTURES.

THE REVIEW is often asked questions regarding simple, inexpensive fixtures for displaying goods in the window. The Mitchell spindle is a useful article which John Macdonald & Co. are handling at present. It is of white metal, and is adapted for draping dress fabrics. Two of the spindles can be combined so as to make the display more fully. The net price is \$1 per dozen.

DESERVED SUCCESS.

The Maritime Wrapper Co. are doing a rushing business in spring and summer wrappers. To judge from the number of "repeats" that are coming in it would seem as if every woman in Canada wanted a wrapper.

This firm make thoroughly satisfactory goods, goods that sell quickly on their merits, give good profit to the retailer and insure a "come back" trade. Merchants who find their stock moving slowly would do well to hurry up trade a bit by adding some "Maritime" wrappers; the effect will be instantaneous.

WILL SUPPLY SAMPLES.

Samples of beaded gimps and other ornaments, including a number of novelties, may be had by applying to Mr. M. Markus, 30 Hospital street, Montreal, who represents several German manufacturers in these lines.

THE "HOLDFAST" CURTAIN RING.

On this page are shown cuts of the best thing in curtain ring THE REVIEW has yet seen. It does away with all the difficulties of the old style, requiring no pins whatever. By using them the curtains can be adjusted or taken down in a moment, thereby getting rid of all the difficulties met with where pins are used.

They are very highly spoken of, and a card to Boulter & Stewart, Toronto, will procure a sample and price list at once. To introduce them they are making a special offer to the effect that anyone ordering a gross sets, or over, has the privilege of sending in a list of their customers, to each of whom they will mail a sample ring and circular. This will create a demand at once. An illustrated card, showing how the ring works, and giving the points of advantage, has also been got out.

KID GLOVE NOTES.

THROUGH the courtesy of the Gault Bros. Co., who control the agency of Fownes' gloves for Canada, THE REVIEW was given a glimpse of their samples of ladies' gloves for the fall of 1898. These goods are manufactured by Mr. L. Cohn, the celebrated Saxony maker, whose goods are now sold in Canada and the United States through Fownes Bros., and include every imaginable shade. It is noticeable that greens prevail again, though in somewhat deeper shades, while purples also promise to be in demand. The trade will shortly have an opportunity of inspecting these samples, as the Gault Bros. Co.'s travelers will begin showing them immediately after Easter.

Fitzgibbon, Schatheitlin & Co. report a very satisfactory trade in repeat orders for their new styles and color assortments in Jammot French kid gloves. In spite of an unusually heavy surplus, these lines are now badly broken in sizes, but up to date all enquiries have been satisfied. A good demand exists for white two-clasp gloves at \$9, and washing castors at \$7.50 and \$8.50, which lines are still assorted in stock.

NEW ENGLISH HAT SAMPLES.

Tress & Co.'s new shapes for fall, 1898, in English silk and felt hats, have arrived and are being shown this week by their Dominion agents, Wreyford & Co., McKinnon building, first floor.

FANCY ART TICKINGS.

Fancy art tickings are all the rage now for bed pillows and couch cushions. A large range in these is shown by Mr. J. H. Parkhill, of Alaska fame, the Arcade, Toronto.



Gobelin Art Draperies.


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

For Sale by Jobbers.

Wm. Simpson, Sons & Co.

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

Philadelphia—New York.



FASHION IN FEATHERS

Ostrich Plumes were never so fashionable as they are to-day.

Everybody wears them who can buy them. They must be in fashion, though.

Last year's colors won't do for this year's feathers. Send your feathers to us and let us make this year's feathers of them.

We will clean them, curl them and dye them in the latest Parisian shades.

We will make them up into flats, tips, aigrettes, mounts, etc., in the highest style of the fashion makers' art.

Our feather department manager is an experienced, skilled, artistic feather manufacturer—the best man we can find.

The dyeing is done under the personal supervision of our Mr. Parker.

When we have finished with your feathers, nobody else in your town can show anything so beautiful, so artistic, so right-up-to-the-minute in style.

IT WON'T COST YOU MUCH EITHER.

R. PARKER & CO.

DYERS AND CLEANERS

Head Office and Works :
787-791 Yonge Street.

TORONTO

THE OUTLOOK IN ENGLISH FASHIONS.

A FASHION WRITER'S ESTIMATE IN DRESSES, TRIMMINGS
AND COLORS.

From The London Draper's Record.

THE cold snap which heralded in the spring has, up to the present, checked, in a great measure, the purchase of the lighter toiles. However, there is every reason to think that the coming season will be a good one, and those who are responsible for the new fashions have evidently decided that the summer is to be gay as regards entertainments, and salubrious as regards weather. Our English climate renders tailor-made costumes a necessity, and in these beautifully light and soft cloths of home manufacture are in great variety, checks predominating when the material is not plain. The sacque coat, made now with three seams, is again in favor, but a fitted back, with short, smartly-cut basque, certainly looks more stylish. As a rule, the revers taper to the waist-line, and some of the newest finish off strap-wise with a button. Short, round revers are also used, and the collars are as high as, or higher than, ever. Braiding on cloth costumes has been carried to what might be said to be perfection, did not experience teach us that however perfect one year's goods may be, the first houses will manage an advance on them the following season. Satin ribbon is frequently used with braid, with excellent result; and, although many skirts are braided as well as the coats, skirt ornamentation is not so much de rigueur on this style of garment as on gowns of more dressy nature. Strapping, stitching, piping, and occasionally tacking, are the methods most in vogue to give a finish to the tailor-made article.

Taffeta may be said to be the rage at present, and that pretty silk is offered in multitudinous colors, patterns, and qualities. The hues of the shot taffetas are exquisite, and shades of pervenche, primulas, turquoise-blue are in in great demand. Checks, both large and small, are general, and fancy stripes crossing bayadere, or crossing the figure, are decidedly more novel than the perpendicular lines of heretofore. A new make of moire, termed "Fleurs de velours," which has a dull surface, is very chic, and various makes of bengaline and satin in richest tones will be well patronized.

In the lighter gowns diaphanous materials will be used, and in canvases, grenadines and gauzes there is a lovely choice. Very openwork patterns, either in black or colors, will look well over a well-selected silk foundation, and silk or lace stripes, of course bayadere, are to be had in bewildering variety. White embroidered or printed muslins are ready for making up, should King Sol prove generous with his presence during the coming months.

In this style, of what may be termed "dressy dresses," the silk foundation is almost always separate from the skirt, and sometimes the upper material is greatly cut up in draperies, richly ornamented with guipure, lace edging or embroidery, and caught to the foundation here and there. The pouch front is still with us, but the days of the Russian blouse bodice would appear to be numbered. At the same time, many of the richest bodice garnitures are made for that special style of corsage, and of these embroidered garnitures nothing that can be said could convey a correct idea of their exquisite beauty and fine work. On them spangles hold their own, jet, steel and turquoise-blue being most fashionable. Crystals and tinted gems are mixed in with tiny beads—the whole extremely handsome and artistic. Trimmings have been brought to a wonderful point of excellence this season, whether we cite those in shaded silks, in embroidered gauze, in gimps, braids, beads, spangles or tinsels, or combinations of all. Great attention has been bestowed in order to make them chime in harmoniously with all the multiple tones of the shot stuffs, and the result is quite satisfactory. Bebe ribbons, both in silk and velvet, are in favor, especially on the silk blouses. The blouses more than hold their

own in the feminine wardrobe. They are lavishly trimmed with lace, embroidery, or those plisse frills, which are one of the season's most favorite garnitures. There is the same vast range in shirts, and those with collars and cuffs of the same material appear to be growing in popular taste. Belts are a feature of the day's toilet. The fancy belts in old silver, imitation of mosaic work, jeweled and finely wrought, are essential articles in a chic outfit. Buttons to match are now supplied with the belt and fittings, and so beautiful are many of these that they may almost be regarded as jewelry.

Of the ribbons it is impossible to speak in detail, as they follow the lines of the dress and millinery silks and plisse gauzes in shading and texture. The embroidered gauze ribbons are certainly the daintiest of trimmings, and white glace ribbons are made up in profusion for hat and bonnet bows. Satin sashes, embroidered in jet or steel, and with a fringe of the beads, are a smart finish to a gown; and lace scarves, wide or narrow, promise to be very well worn. Silk scarves and tie bows are another feature of the season, and are made in very charming silks.

Plisse silks, chiffons, satins, and gauzes are immensely in request, and very many new patterns are introduced into this pretty mode of treatment.

With regard to millinery, so much choice is allowed that it is difficult to indicate any special shape as being particularly chic. Sailor straw hats are always in great demand, and are now finished at the crown and brim with the "pneumatic tyre" edge. Colored and fancy straws are used, but the plain straw always continues the favorite with English ladies. On the other fancy hats a hundred and one evolutions of the popular "Tain" crown appear—all raised well at the side. A pretty shape is low in the crown, with tilted-up back, and trimmed rather flat on the brim, and with tall ribbon loops behind. One West End milliner is showing a very low hat, with no trimming raised above the almost flat crown but with masses of flowers introduced under the lifted brim at the back. The satin straw or embroidered net platteau crowns are specially adapted for draping up in the many fanciful shapes now to be seen in millinery, and a skilful milliner can evolve out of them quite original and fascinating effects. Ospreys, wing and osprey mounts, ostrich plumes (either plain or spangled), embroidered gauze quills, and very wide jetted natural quills, play an important part in garniture. Flowers are used in profusion—heather, fuchsias, wall-flowers, and poppies and roses, in periwinkle and turquoise-blue shades, are first favorites.

In mantles there are many new departures. Beginning with the cloth, the triple or three-decker is very much worn. This is piped and braided, and lined with cream or shot taffeta. The collar is set on a neck band, and fits comfortably with becoming effect. A collar of bright-toned velvet, and buttons of the same hue, appear on some chic fawn mantles, and the silk lining repeats the tone. Grey cloth is very fashionable, both in mantles and gowns. Finely-braided short-fitted coats are a great success as are short-beaded plush and velvet jackets, either with loose or fitted fronts. In the black fancy mantles the variety is excessive. A quantity of plisse frills is used. These frills are both in silk, grenadine, or lace, and on some of the best mantles all three appear on the same confection. Over black or cream satin, or silk openwork, garnitures are freely employed. These are sometimes in rich guipure, and sometimes in fine beading or massive jetting. The neck is enframed with very high frills, with bows of ribbon introduced. The shawl shape proper is not likely to be a success, but mantles coming to a small point back and front, and very short and fussy on the shoulders, are extremely smart. Altogether, in every line of feminine attire, this season's articles are very attractive, and show a decided advance on those of any previous spring.

WE WILL REMOVE

ABOUT . . .

APRIL 15th

TO 181 and 183
McGill Street

Our New Premises will contain More Floor Space, which will enable us to carry a larger stock to meet the continued and Increasing Demand for our lines of

M. & K. SILCOTON

M. & K. Knitting Cotton
M. & K. Embroidery Cotton
Victoria Crochet Thread
Taylor's O. K. Hose Supporters
Taylor's Union Belts

Taylor's Marlboro, Redfern and
Rainbow Dress Stays
Dunbar's Linen Thread
Chadwick's Spool Cotton
A, B, XX, and X Wadding
North Star, Crescent, and
Pearl Batting, etc., etc.

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

1898 Fall 1898

“Maritime”

Known throughout the land for their individuality—admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.



Wrappers

They are honestly cut. No pains or expense is spared in the making, being made on the premises, right under our own supervision, and not in sweat shops. . .

It is very natural, therefore, that the article we produce should be of superior quality and greater merit.

OUR LINE THIS SEASON WILL MORE THAN PLEASE YOU.

The Maritime Wrapper Co., Limited, Woodstock, N.B.

AGENCIES: HALIFAX, ST. JOHN, N.B., MONTREAL, TORONTO, WINNIPEG, VICTORIA.

MEN'S FURNISHINGS.

A FINE NEW WAREHOUSE.

IN THE REVIEW's advertising pages will be found some excellent illustrations of Glover & Brais' new warehouse. The building is a handsome grey stone, five storeys high, occupying a prominent position on one of Montreal's principal business streets. The interior has been newly decorated, and it is not too much to say that it is now one of the handsomest of Canadian business houses. The front half of the ground floor is occupied by the accountant, cashier and clerks, with a large private office for the head of the firm. Behind this is the sample room, where every article the firm handles is on view. Neckwear, shirts, collars, etc., are arranged on long, baize-covered tables, while umbrellas and similar goods are displayed on racks made for the purpose. The effect is striking, and should convince any retailer of boundless possibilities of men's furnishings for window and store display.

In the basement the shipping staff hold sway, and excellent facilities have been provided for prompt handling of goods. The tie department occupies the first floor, and here every description of neckwear, from the cheapest to the most expensive, is to be found. On the floor above is the underwear department. This floor is subdivided into two; one given up to the expensive imported goods and the other to Canadian and American makes. Specially designed racks enable the staff to lay their hands on any quality or size without a moment's delay. Shirts occupy the top flat, along with one or two smaller lines. This is a busy department, and gives one an idea of the business the firm are doing. The building is lighted by electricity, and is equipped throughout with every labor-saving appliance imaginable.

SOMETHING SPECIAL IN BRACES, ETC.

S. Greenshields, Son & Co have a line of braces, No 5 D, that is having a wide sale, and which they recommend to their customers. They carry a complete stock of Balbriggan underwear and cotton half-hose, in all sizes and prices.

A NEAT IDEA.

Cookson, Louson & Co. have mailed their retail friends an exceptionally dainty little folder, entitled "Ties that Bind." It contains a list of special lines the firm are offering, with the announcement that their representative will call shortly. The printing and general get up are excellent, and Cookson, Louson & Co. have received many encomiums from those who have seen it.

ADDING NEW MACHINERY.

C. N. Vroom, manufacturer of suspenders and kindred goods at St. Stephen, N.B., reports a satisfactory and increasing business. He is adding new machines to facilitate and improve his work, and at present has his factory running on extra time to get his spring orders shipped.

RUSHED WITH ORDERS.

The Niagara Neckwear Co., Limited, have been so crowded with orders since January 1, that they have doubled their staff of employes, and are working at night every week to catch up, as it is, they are about three weeks behind at present. Their productions are so desirable that evidently the trade throughout Canada appreciate stylish, well-made, up-to-date neckwear.

THE WESTERN TRADE.

Mr. R. C. Wilkins' renowned rooster now crows as far west as Vancouver, where his Pacific Coast agent, Mr. R. Stewart, has permanent quarters at the Badnington Hotel. Another "Rooster" brand representative, who is en route for Klondyke, is working the

Edmonton district at present, and hopes to reach Dawson City by June 1. For the bicycle season, Mr. Wilkins has prepared a dark tweed bicycle suit, made up in good style, which sells at \$3.50. A post card will bring further particulars.

TRADE IN HALIFAX.

THE REVIEW called on Colwell Bros., 123 Hollis street, the leading house of Nova Scotia in this line of goods. This firm commenced business in 1891, and they, on account of handling only the very best quality of goods, have increased the volume of their business wonderfully, in fact, they have a record, all over the maritime provinces, of having one of the best assorted stocks of gents' furnishings, and the appearance of their establishment fully proves this fact. This firm is alive to the wants of the people. They are large importers and carry as fine a stock as can be seen anywhere in Canada. To handle their increasing business, they are on the eve of building an extension to the store, remodelling the interior and placing the very latest kind of shop fixtures therein, and, when these alterations and additions are completed, their establishment will certainly be a credit to the "city down by the sea" and also to the Dominion. Mr. Colwell states that for the last two years they have been gradually narrowing down the credit system, and sell now practically for cash. They have brought this change about in such a manner that their old customers have been retained and a large number of new ones added, their sales book showing 20 per cent. more business, in 1897, than in any other year.

Mr. Colwell believes in a Dominion insolvency law, but, personally, it does not concern him very much as his firm buys for cash only.

ONLY SHOWS SUSPENDERS.

Mr. Harry Knowles, Canada's great suspender salesman, is now on his old route from Toronto to Montreal with suspenders only, in the interests of the Dominion Suspender Co., Niagara Falls.

GONE OUT FOR GOLD.

Charles J. Doran, representative of the Dominion Suspender Co. and Niagara Neckwear Co. in the lower provinces, has resigned his position and gone to the Klondyke.

NEW YORK BOWS.

The Niagara Neckwear Co., Limited, are showing the latest New York novelties in bows, made up by them in over 500 different patterns of silk.

FEATURES OF PRESENT TRADE.

Wyld, Grasett & Darling are paying special attention to their men's furnishings department. They carry some attractive lines of cotton neckwear, including lombards, derbys and bows, both in American and German goods. Silk ties in bright colors, tartans, checks, Paisley effects in green and brown predominate. White regatta shirts with either soft or laundried bosoms are selling freely. Cashmere, Ceylon and Madras regatta shirts with silk stripes, either with collars or with white bands are meeting with much favor. This firm are showing some exceptional values in fast black and tan cotton and lisle half-hose.

WHAT ARE SELLING NOW.

The head of the men's furnishing department of the W. R. Brock Co., Limited, says, they have never had such a successful season with men's regatta and negligé shirts as the present. They have just passed into stock four new lines to supplement their already large stock. Soft and starched front, plain and plaited

Perrin's Gloves

The
Newest
Shades.

The
Latest
Styles



The
Best
Goods
at the
Most
Popular
Prices.

QUALITY GUARANTEED.

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

*Perrin Frères & Cie.
Montreal.*

"Perfection" Brand

Our Goods have always been the best. This year they are better than ever, and as near "Perfection" as Money, Experience and Skilled Labor can make them.

**Bed Comforters
Cushions
Tea Cosies, Etc.**

Wool, Cotton and Down Comforters
Cushions and Tea Cosies of every Description.

This is our Speciality and we acknowledge no Competitor. Owing to the large increase in our business last season we were compelled to add to our plant, and are therefore in a better position than ever to give satisfaction.

It will pay you to handle our Goods for we have some lines that are "eye openers," both in quality and price. All goods turned out of our factory are ticketed "PERFECTION" Brand, and that ticket is a guarantee of their good quality. TRAVELLERS are now on the road with samples. Be sure you see them before placing orders

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

Manufacturers of Wool, Cotton and Down Comforters; Cushions and Tea Cosies of every description.
Also the Celebrated KLONDYKE SLEEPING BAG.

bosoms are in the selection. The department also invite the trade to write for information relative to bicycle, golf stockings (for both sexes), sweaters, suitable underwear, belts, etc., in all of which lines there is something new.

From London, New York and Canada, weekly shipments are being received of the newest fads and latest ideas in neckwear for both ladies' and men's wear.

SEASONABLE HINTS.

John Macdonald & Co., are showing overmakes in men's hosiery, cotton and light wool goods, as well as top shirts, below mill prices. A new shipment of ties in plaid patterns, etc., for Easter and April trade generally was received. A special purchase of 500 dozen suspenders at extraordinary value, to retail from 10c. up is reported.

AN OLD RETAIL FIRM MOVING.

Wheaton & Co., who have so long occupied the premises at the corner of King and Jordan streets, Toronto, will remove to No. 13 King street west, where more modern and commodious quarters have been provided. The new store has been fitted up with every convenience possible. Pending the removal, the stock on hand will be sold at clearing prices. For the purpose of filling orders with greater despatch the factory of Wheaton & Co., has been supplied with an electric motor, which practically doubles the amount of work which can be turned out.

A NEW LONDON FIRM.

The Watson Johnston Co. have just opened up in their new stand, 239 Dundas street, London, which has been nicely fitted up and is a very suitable stand for a first-class tailoring establishment.

This is a new firm, but the members are men of experience, Mr. A. I. Watson having been continuously engaged in it since 1879. Mr. Geo. Johnston is a well-known cutter, and was in business for a number of years under the name of Johnston Bros. Mr. Fred. W. Hardey will represent the firm in the capacity of local traveler.

IMPROVEMENTS IN A GUELPH STORE.

EXTENSIVE alterations and improvements have been made in the store of Messrs. E. R. Bollert & Co., Guelph. In the millinery department a new polished hardwood floor has been laid. Enlarged space has been allotted to the costumes and mantles. The workrooms of the milliners, dressmakers and all the other departments upstairs have been repainted and generally fitted up. In the main store, the dress goods and dress trimmings department, which was located at the front, now occupies the rear half of both sides of the main store. Extra tables and counters have been provided for the display of muslins, prints and other wearing materials, at the front of the premises. The hosiery, corset and underwear department has also been moved forward. One of the improvements has been in putting in a large window at the rear of the store, constructed of Luxfer prisms, which are placed at such an angle as to throw a strong light over the dress goods counters and shelves. The advantage of this is apparent in the clear and beautiful light under which these goods are now shown. In the clothing store increased space has been given to the men's and boys' ready-made clothing department, and the gents' furnishing department has also had an overhauling. The store has been repainted and kalsomined throughout. Messrs. E. B. Bollert & Co. state that their trade this year shows a great improvement over that of any preceding year, and the magnificent premises ought to yield even more gratifying results.

French P. D. Corsets



10 GOLD MEDALS

These celebrated corsets are absolutely without rivals for perfect fit, style and durability.

P. D. corsets are sold in all civilized countries, and no up-to-date corset department can be without them.

Konig & Stuffmann

7, 9, and 11 Victoria Square

MONTREAL

Sole Agents for Canada

Dress Goods Silks

— AND —

Henriettas

WILLIAM AGNEW & CO.

305 St. James St.

MONTREAL

Woven Labels

Imported direct into Canada from Germany.
Duty paid to Her Majesty's Customs.

...Hangers

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

PANT'S BUTTONS WITH NAME STAMPED THEREON

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

M. MARKUS

TORONTO:
73 Bay Street

MONTREAL:
30 HOSPITAL STREET

Star Shirt

Established 1870.

WHITE SHIRTS

FANCY SHIRTS

NÉGLIGÉ SHIRTS

NIGHT SHIRTS

There is unequalled value in every number.

Prompt deliveries are guaranteed.

E. Van Allen & Co.

Hamilton, Ontario.

Kyle, Cheesbrough & Co. Montreal

THE
LACE
WAREHOUSE
OF
CANADA.



Importers of Novelties in

Dry Goods
Trimmings
Silks, Braids
Curtains

Embroideries
Gloves, Hosiery
Muslins and
Dress Goods, etc.

We are now showing an entirely new set of Lace Samples for the assorting trip, and our stock in all departments is larger and more complete than it has ever been at this season of the year. All orders by letter or through our travellers receive prompt and careful execution.

Kyle, Cheesbrough & Co. MONTREAL

The W.R. Brock Company, (Limited)

Have succeeded in impressing the trade with the idea that their stock is kept well assorted

ORDERS

Travellers' by every mail.

Letter by every post.

Telegraph and Telephone every hour.

More visits from customers during March than ever heretofore.

New Cotton Goods

New Woollens and Tailors' Goods

Newest Dress Materials

Fresh House Furnishings

Men's and Women's Furnishings

ORDERS SOLICITED _____

Many Novelties Every Week

Great care in execution.

“For April”



The MacLean Publishing Co., Limited

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Montreal.

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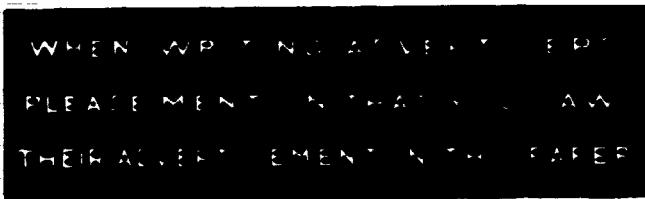
PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P. E. ISLAND AND NEWFOUNDLAND.

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MANCHESTER, (H. S. Ashburner) - 18 St. Ann Street.
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TWO KINDS OF PEOPLE.

THERE are two classes of persons whom the merchant—interested but not absorbed in politics—can afford to regard with amusement. There are the men who told us that if there was a change of Government in 1896 their business would be ruined. The change took place. The tariff was remodelled. Business was not ruined. These persons are not heard of much these days. They keep quiet, a policy which shows their wisdom, since—with some few exceptions—the tariff changes have not torn anyone's business up by the roots.

Then, there is another class of persons who afford us a cause for laughter. They are the gentlemen who howled for free trade previous to 1896. They went about, metaphorically speaking, tearing their hair for free trade. Nothing but Cobdenism, pure and undefiled, would satisfy them or save Canada. No middle course would do for them. They knew what the country wanted, and had the true remedy all written out and ready for application. Where are these worthy men now? Watch the deputations that go to Ottawa and perchance, you will find some of them asking, not for lower duties but for higher duties. They have seen light. They are face to face with actual conditions, and are now forced to advocate a policy calculated to meet those conditions. Before, they were just talking; now, they are honestly grappling with the very question

that all Governments must tackle: how best to adjust the tariff in the general interest.

The moral taught by the inconsistencies of people like these is, that you cannot safely dogmatize on matters of trade tariff. It is a large question, and the truth often rests between extremists on both sides. The Government took a middle course. They neither levelled the tariff to the ground, nor did they leave it as it was. Probably, the moderate course was the wise course. The result reached was not perfect, any more than the previous condition was, but, on the whole, it has given satisfaction, and the preferential phases of the tariff are popular.

As for persons who—from political motives only—used to tell us exactly what Canada ought to do in tariff matters, they are simply nuisances, noisy talkers, like most of the professional politicians. Merchants can safely ignore advice from such quarters. The merchant knows what is good for his business far better than the politician can tell him. They are usually selfish and self-seeking people who want all the plums of public life, and consider that we merchants were born to provide them with the necessary votes. We believe the day of these humbugs is nearer its end than a few years ago seemed possible. The commercial interests are more critical of legislation and policy than they used to be, and the change is salutary.

THE GERMAN TRADE AFFECTED.

GERMAN manufacturers do not view with equanimity the fact that they will shortly lose all preference in the Canadian market, while their British competitors will enjoy an advantage of 25 per cent. The Germans sell quantities of goods in Canada, and they do not propose to be shut out without a struggle. Mantle makers are specially interested, and a large deputation of them recently waited upon the Emperor with a petition that some steps might be taken to admit Canadian goods on such favorable terms as would secure for Germany the privilege that British manufactures will have after July 1, next. The Emperor appeared to be much struck with the force of their arguments and the matter is now before the Reichstag. The fact that Lord Strathcona recently visited Berlin at the request of the Emperor, combined with the sudden recall of the German Consul-General for Canada, looks as if Germany meant business.

THE CASH SYSTEM.

A visitor to THE REVIEW office lately remarked: "Yes, I inaugurated the cash system two years ago, and the result has been satisfactory; the idea of doing so was prompted by the articles in DRY GOODS REVIEW, and if the system had turned out badly I would have come down and punched your head." Of course, our friend was joking, but doubtless he meant that in some way we were responsible for his policy. While THE REVIEW stands by all its opinions of the cash system, and recommends it as strongly as ever to the merchant, the latter must realize that the carrying out of the policy rests with him. Upon the way it is carried out often rests the success or non-success of it. Buying and selling for cash is the true up-to-date basis for business, and while there may be exceptional circumstances and special instances where it would not work, we have yet to learn of any other system for meeting the competition of big city departmental stores.

COTTON THREAD MEN IN AGREEMENT.

A UNION OF FORCES THAT MIGHT INCREASE PRICES.

THE sewing cotton situation is getting complicated. The English combine has gathered Alexander & Co., Limited—one of the few large concerns that did not join the new company at its inception—into the fold, and now controls every English mill of any importance.

The combination is powerful, and its operations appear likely to attain the same magnitude as Coats Co.'s have. The two big fellows thoroughly understand each other, however, and do not intend to indulge in ruinous competition. Their aim is to advance prices about 25 per cent., and with this end in view they have agreed to refrain from offering any special inducements to buyers or encroaching on each other's trade. Their prices will be uniform, and to prevent any secret cutting the books of both companies will be inspected regularly. If, however, the receipts of either concern fall behind an agreed figure, the deficiency may be made up by reducing prices.

With such an amicable arrangement existing between the two syndicates who control the market, it is more than probable that prices would advance in the near future if it were not for Belgian competition. Belgian thread is making its way in England, and also in this country. It is said that the Coats Co. are seriously considering the advisability of buying out the more dangerous of their competitors. It is known that Central Agency representatives have been quietly collecting data as to the amount of business done here and in Great Britain by foreign thread houses, and, as a result, the company are now said to be engaged in negotiations with at least two of the larger Belgian mills.

The purchase of six big American mills by the English combine is another feature which will add to the uncertainty of the situation. The Willimantic Thread Co., of Boston, Mass., Kerr & Co., of Fall River, W. Clark, of Westerly, the National Thread Co. and Merrick Thread Co., of Chicago, will shortly be formed into a joint stock company, with \$18,000,000 capital. The directorate will be American, but a well known English thread manufacturer comes out as general manager, and the English company will practically own and control the entire combination. Mr. Algernon Dewhurst, president of the English company, arrived in New York on April 2, and the minor details are now being arranged.

BUYING CHEAP.

A SUBSCRIBER of THE REVIEW, in a letter referring to another matter, winds up with a complaint that he had bought goods and could get no deliveries, and asks how a merchant can make up a loss occasioned by non-arrival of seasonable goods on which he expected to do a nice trade. Without knowing the class of goods, and the circumstances under which our friend does his business, it would be difficult to make an intelligible reply. Often the merchant suffers a good deal by non-delivery, and the houses from whom he buys also suffer by the delay attending their own shipments. It sometimes happens that the goods are bought low by the retailer from sample where no stocks are carried in this country at all. Here both Canadian seller and buyer are at the mercy of the foreign shipper. Perhaps there is no profit in the order, perhaps the Canadian representative cannot force speedy shipment,

or perhaps for other reasons the goods are not sent and the merchant finds himself without the supplies he expected. We can well understand the importance of having the goods at the time you can sell them. As a general rule it is not safe to place an order, even where a lower price is the attraction, if you are not sure of delivery. The man across the street may have paid a slightly higher price, but he has made arrangements with a large concern who ensure prompt delivery. Having the goods when wanted, your competitor is able to get his own trade and yours too in this particular line. The merchant must decide for himself in such cases. Know the facilities of your house or the man from whom you buy, or cheap goods may turn out a dear investment after all.

SMUGGLING.

SINCE the remarks in THE REVIEW last month about the extensive smuggling going on along the border of Ontario, the daily papers have taken up the matter, published lengthy accounts and worked up quite a sensation. It is said the Customs Department will send out special officers to check the evil.

Mr. Thomas Robinson, of Windsor, Ont., propounds a remedy for the practice. He says: "The wholesale merchants of Toronto and other Canadian cities have the remedy to prevent smuggling in their own hands inasmuch as that they can sell their goods to the retailers along the frontier at such a rate as would turn the tide the other way, making it profitable for our American cousins to engage in the questionable practice of smuggling. As an old frontiersman I merely throw out the suggestion to our Toronto business concerns. By adopting the above plan they would find the morals of our American friends no higher than our own, and at the same time relieve our Government of an unprofitable, not to say unpleasant, duty."

Now, does our friend really mean this, or is it just a little joke to pass the time away? Of course, the Toronto wholesalers must be very wicked to sell their goods at a profit when the tendency is to sell at any price, and to educate the public down to low prices, but we fear, even if wholesalers attempted to do away with smuggling by meeting any competition, there would still be left in myriads of persons who would go on smuggling just for the fun of the thing. There is no antidote to smuggling except an application of the law. It is not always true that people are attracted to buy away from home by lower prices. Other influences operate. There are ladies in Toronto who travel miles into the centre of the city to save ten cents on a purchase. They spend five cents getting in and five cents going back on the cars. If you undertook to prove that they hadn't saved a cent by the operation you would be wasting your breath. There are ladies who go into town every day for a week until they have finally selected their new spring dress. On bargain day, perhaps, they do at last pick up something under the market value. But the whole margin has disappeared in car fare, footwear, weariness and loss of temper. Yet they will argue hotly in defence of their conduct.

The same way with smuggling. It has an attraction for human nature which no ordinary man or woman can resist. It is not always done to save money, nor does it invariably result in saving money. Half the time it is a fad, and the person who indulges in it ought to pay the penalty.

RECIPROCIITY.

SEVERAL commercial bodies in the New England States have been passing resolutions in favor of reciprocity with Canada. One gentleman, in speaking to a motion of this kind, said reciprocity with Canada was a necessary factor in the future prosperity of the New England States. A protectionist organ in Pennsylvania, representing some, at least, of the industries in that great manufacturing state, also discourses favorably on reciprocity with this country.

We wonder if the family name of these gentlemen is Van Winkle, and whether they are descended from the famous Rip Van Winkle, who slept for twenty years and then woke up to find the world considerably changed. Where have they been all these years while Canada has been endeavoring to get reciprocity with the States? If they had expressed these favorable opinions at a time when the subject was up and Canada was anxious to enlarge its relations with the American market, practical results might have been achieved. Under present conditions they will have to agitate and agitate, whereas, formerly, Canada was ready waiting for an arrangement.

The answer of these business authorities may be that they always favored reciprocity, and that the politicians blocked the way. Why did they allow the politicians to block the way? Representatives from Canada have gone to Washington again and again, but of late years they received mighty little encouragement. They were not kicked down the steps of the capitol. For all they accomplished they might just as well have been. Higher and higher rose the duties against Canadian products, until at last the Canadian Government turned to another big customer of the Dominion and made terms with her. That is, Great Britain. The results of a year's preferential tariff show an extraordinary expansion in Canadian exports.

In the nine months, from June, 1897, when the new tariff went into force, to February, 1898, the exports of Canada have increased \$32,000,000 over the exports for the corresponding nine months of the previous year. There has been an increase, each month, of over \$3,000,000. The result is satisfactory.

It would not be surprising at all if the business men of the United States were left to fight the greater part of the struggle for reciprocity themselves.

SMALL BUT IMPORTANT.

A merchant reader draws attention to a grievance which contains a warning for others similarly situated. The merchant advanced a sum of money to a commercial traveler for a well-known firm. The money has not been repaid, and the merchant naturally feels annoyed about it. The traveler is not now covering that territory, and has either forgotten to pay, or is too hard up to do so. An inquiry has shown that the firm he represented is not responsible, as the money was borrowed by himself in his own name.

It would be well for merchants to remember that, while commercial travelers, with few exceptions, are a trustworthy and honorable body of men, it is well to know the man to whom you advance money, and also the terms on which it is advanced. Unless an order from the firm he represents is shown they are not

responsible. In the case of money payments of every kind, the best policy is always to have things on a strictly business basis. If the merchant is well acquainted with the traveler who wants a small advance, owing to the non-arrival of a cheque for expenses, that is another matter entirely. Then it becomes a personal matter, and on that we have nothing to say. But, as a practice, casual advances should be governed with some care when the borrower and the firm he represents are only slightly known to you, as mere business acquaintances. We can easily understand that, owing to the general confidence felt in commercial travelers as a class, a confidence warranted by the standing and personality of the bulk of their members, the merchant is not, perhaps, so businesslike in a personal matter with one of their number as he might be.

MR. FORTIN'S BILL.

THE insolvency bill has been brought in by a private member of the House of Commons, Mr. Fortin, but what its chances are we cannot tell. Sir Wilfrid Laurier announced that the present Government desired the measure to be treated not as a political, but a purely commercial question. This is wise, but surely the Premier does not suppose that the Government can wash its hands of all responsibility for the passage or non-passage of the measure? The Ministers have a majority of supporters in the House who will often vote for or against a measure as they are asked. Does the Government want this bill to pass? If so, it will certainly go through the House of Commons, and the Senate must then shoulder responsibility for acceptance or rejection. Sir Wilfrid Laurier spoke favorably of the Fortin bill, but, on the whole, the remarks made were of a non-committal character. Sooner or later those who oppose a national bankruptcy law will have to show their hand and give reasons why the objections they raise cannot be met and provided against in framing the details of the Fortin bill.

There is a report that some members of the Toronto Board of Trade were offended at a bill emanating from a Montreal M.P. without their being consulted. But did not the Toronto men intimate several months ago that the efforts on foot in Montreal to push insolvency had their general countenance and approval? Assuming this to be correct, we cannot see why Mr. Fortin should trot about the country, showing the bill to this board or that board, as if he were handling a novelty that he wanted all the trade to see. No particular board of trade has a monopoly of the wisdom of this world. The Montreal merchants, and especially Mr. Edward Greenshields, have done much to expound the true needs of Canada, relative to insolvency, and we happen to know that the remarks of Mr. Greenshields on two occasions—first, in an interview in THE REVIEW some months ago, and, second, his address to the Government before the Montreal deputation—have done much to remove objections entertained by retail merchants against a federal law. Honor to whom honor is due. It matters very little to THE REVIEW where the bill originates—in Toronto, Montreal, the shore of James' bay, or the village of Caughnawaga. What is wanted is the law. That is the main point. We want to see faith kept with the British commercial interests. We do not wish them to say: "You invite us to sell more goods in Canada by enacting a preferential tariff, and yet, when shipments increase accordingly, you do not give us

an adequate or an equal chance to collect our debts." That possible condition must be avoided, and it will be a lasting reproach to Sir Wilfrid Laurier if, after all his fine speeches and moving eloquence in Great Britain, he omits to exercise his personal authority to get this bill passed.

In this issue we give up much valuable space to the new Nova Scotia Insolvency law. The full text will doubtless be of value to many Canadian and English readers.

THE BUSINESS END OF IT.

THE TORONTO GLOBE has been publishing interviews with business men in various Canadian cities, pointing out that the Senate's interference with the Yukon railway bill meant loss in trade to Canadian business concerns. Of course, the Senate paid no attention to these protests. Politicians rarely do. Both in the House of Commons and the Senate, the principal arguments dealt with political considerations: Were not the contractors, Mackenzie and Mann, getting too much? Why were tenders not called for? Did the treaty of 1871 fully protect us from United States interference in navigating the Stickeen river? These and other points were discussed, over and over again, in different language, until the ordinary reader of the newspaper reports has groaned in spirit.

Now, we are not denying that these questions deserve some attention, but are they the main points at issue. Surely, the business aspect is the chief feature and ought to be kept in mind all through. Our woolen, cotton, outfitting, importing, rubber and other industries are all busy doing something for the Klondyke trade. This trade must be done now. Choose a route into the Klondyke which can as easily be reached from the United States cities, and the chances are that the gold-hunters from foreign countries will outfit in the States.

The real, and the only certain, Klondyke boom for us is the trade of the Yukon. There may be vast gold finds in that region, but there may not. What we want is the trade of supplying the thousands of people who are willing to risk the dangers and privations of going to the Yukon. It is their risk, not ours. Many will make fortunes, perhaps—at a cost in physical suffering and mental anguish, which the average mortal shrinks from. Many will be disappointed. Yet, they will all spend a certain amount of money in making the experiment. It is in supplying the wants of these people that the solid benefit to our commercial interests accrues.

Was the Government justified in drawing up a bargain, hastily and with some defects, in order to rush a Canadian route through? That, we submit, is the question. It is not easy to answer. We do not profess to know all about it. We do not care who gets the contract, and what Government passes it. It is a purely business question. Was the Government granting too much? Let business men decide. They know what trade the rush of people is yielding them, and are in the best position to judge what price it was worth while to pay.

Why did not the House of Commons and the Senate make a special effort to get business men's evidence: (a) as to the actual conditions that attract the outfitting trade to Canadian centres, (b) as to how much we are getting now, (c) would a few months' delay send valuable trade to the United States, and several other matters on which merchants and manufacturers are best posted. The probabilities are that the commercial aspect would have had due consideration. But, except at election times, politicians are not concerned much to know how business men feel.

HINTS TO RETAILERS.

By a HEAD CLERK.

EASTER is near at hand, and, as a rule, trade being considerably better than the preceding months, competition in many cases is fiercest.

Be careful and lay your plans so as to obtain the greatest amount of benefit. A fight between merchants at this time nearly always results in a loss to them, when, if a little thinking and common business sense were used, profits might have been made. This kind of competition is very poor as regards trade making.

The people become frantic, and one side cannot convince the other that they are selling cheaper. It too often happens that when a time comes when there is something to be made, one store thinks that by a little cutting it will gain all the trade. Far from it. Other stores are forced to do the same thing. The consequences are that in nine cases out of ten, you not only lose the profit you might have made, but some of the principal as well.

Easter is not the time to push the sale of cheap stuff that would find a ready sale the week after or at any other time. Customers want good goods at this season. Therefore, provide good merchandise for your Easter sales, the best that you can possibly give at a fair popular price. If the goods have been well bought and are well advertised, your trade will be all that you could desire.

This is about the time for the removal of storm doors and putting awnings in order. It is like throwing aside the store's winter wraps and getting its summer suit ready for use. Have you ever noticed what a difference these things make in the appearance of the store? It is more emphatic than the song of the first robin announcing that spring is here. It seems almost of sufficient importance to be marked as a special event in the season's business and to call for some extra attention. This much can certainly be done by every merchant: He can so arrange the goods and departments near the entrance that they will present a newer, brighter and more attractive appearance than they ever did before. Then, customers, who are not at all slow to notice things, having their attention called to the fact that the store is literally thrown open for summer business, will be favorably impressed by its improved appearance.

If a store is run entirely by the proprietor and the boy, and contains only half-a-dozen lines of staple dry goods, it should, in a measure, be departmentalized. That is, each line of goods should be kept in an orderly way, in its own particular part of the store, and not mixed up indiscriminately, but there should be a proper place for everything, and everything should be in its proper place. That place is a department.

Because the store is small is no reason why it should not look businesslike. A small store can be made just as orderly, attractive and important-looking, in its way, as any of the big city department stores. An air of businesslike order about a store—even the smallest—helps to sell goods. It inspires customers with confidence. It tells them plainly that the man who runs that store knows his business, and is, therefore, to be relied upon in the matter of style and price. It adds weight to the salesman's argu-

LONDON SHOPS.

HOW THE BEST TRADE GETS RID OF OLD AND UNSALEABLE STOCK.

ONE thing that arrests attention just now, says the London, Eng., correspondent of *Haberdasher*, is certainly the hosiers' sale, corresponding to the "bargain day" which so constantly beguiles the gentler half of humanity, but not coming quite so often. Now, I fancy that we work these things somewhat differently here to the way you run them in America, and it may be interesting to tell about them. To begin with, the best stores, as you call them, the best "shops," as we say in England, do not have any sales at all. These best shops lie (nearly all of them) in an area of less than a square mile. This observation imputes no reflection on their proprietors' veracity. Bond street, Piccadilly, and the two Arcades which connect the two (one running obliquely from a couple of doors behind Bond street to Piccadilly, the other running from Bond street itself to a small street turning into Piccadilly), contain pretty much all the most conspicuous of the shops patronized by the smart crowd in London. These shops do not have sales; but there are just one or two cheaper and inferior shops located there, not belonging to the smart set at all, but trading on the strength of their proximity to their betters, may have them, but not often. It will have been perceived that while, speaking generally, all the best shops are in the area named, not all shops in that area are best shops.

It will be asked, no doubt, "What do the proprietors of these stores do with their outdated goods, or with goods manufactured in anticipation of a demand that does not 'come off?'" The answer is that they sell them back either to the manufacturers or to dealers ad hoc, and the goods find their way to the third and fourth rate shops. Thus, you will often buy, if you choose to do so, at the latter class of shops, goods that were fashionable at three or four times the price, a season ago. They are there mingled with cheap imitations of really fashionable articles. I call to mind one shop on Arcadia, where a series of Indian printed cotton ties and bows of quite unique hideousness have been displayed as a sort of forlorn hope for three years, to my personal recollection. It is hardly to be conceived that any of these atrocities are ever disposed of; but year in, year out, there they hang.

The second-rate shops have a sort of perennial sale. They don't blow about it, but they keep their outdated stock stowed away and let it loose upon "green customers" who complain that the seasonable goods are "very dear." It must be remembered that only shops of practically the highest class get out protected designs of their own. The second-raters buy from manufacturers, or more often from jobbers, and their prices vary—decreasing as you go east up to a certain point, then increasing again for about a mile, then disappearing altogether. Readers who know the topography of London will recognize my landmarks. The second-rate shops get rid of as much outdated stock as they can at wholesale, to be passed on to their inferiors.

BUYING ABROAD.

Mr. Tooke and Mr. Edgar are, at present, on the continent selecting silks for their neckwear manufacturing department.

BRIGHTEN THE STORE IN AND OUT.

The importance of giving the store interior, as well as the window displays, a spring-like appearance these April days cannot be too strongly emphasized. The heavy, sombre stocks of winter look and are out of place when the smell of growing things fills the air. Customers will not enter an unattractive store any more than a discriminating trade will deal with a merchant who bedizens his

store with a lot of cheap, gaudy decorations. Plants lend themselves to artistic, pleasing decorations. The appearance of a store is a pretty safe index as to the general character of the proprietor, and to create a wrong impression in this direction is apt to produce results of a most harmful kind. Just now, it should be recalled, plants and flowers may be secured at a very low price.—D. C. Economist.

THE ENGLISH COTTON TRADE.

BETTER OUTLOOK, AND PROPOSALS FOR SEVERAL COMBINATIONS.

Manchester, Eng., Corres. N.Y. Economist.

THE state of the cotton trade is decidedly improving, although the great plain cloth trade is, in most branches, not very profitable. Such well-known houses as Horrockses, Crewdson & Co. are always busy at good prices, but the great majority, without such a name to conjure with, are just emerging from a period of decided depression.

The fine branch of the spinning trade is on the point of being amalgamated. The object of this combine is not because trade has been bad, as this is the one branch of the cotton trade which has prospered through all the bad time. Some of the firms in the combination have, indeed, been working night and day for a long time past.

SPUN-SILK SPINNERS.

Another combine which has been threatened is that of the spun-silk spinners. A meeting was held last week, but in the absence of two or three of the largest firms in the trade nothing was done, and it is scarcely likely that anything will be done in this matter at present at any rate.

A combine which is practically decided upon is that of the Yorkshire yarn and slubbing dyers. This will include over 20 firms, and will have a large capital, as it is a big industry.

An attempt is also being made to form a combination of the linen bleachers in Scotland. There has recently been great competition in this trade, which has taken the form of allowing large discounts—often 20 to 25 per cent. The matter is not settled, although, I am told, there are great prospects of carrying the plan into effect.

TO PUBLISH DAILY SALES.

Many of your readers will, no doubt, be interested in hearing that a serious effort is being made by an influential body of manufacturers, merchants, etc., to have the sales of cotton, yarns, and cloths published each day, as is done with raw cotton. The leader of the movement is Pickup Holden, and he has many influential supporters.

On account of the aforementioned heavy buying in February many spinning mills are sold up for three or four months ahead at a good margin of profit, and shares in the Oldham, Limited, are higher than they have been for half a dozen years. Some shares, which a year ago could have been had for the asking on account of the possibility of calls, are now worth good prices.

NEW SPRING GOODS.

The new spring goods are not yet fairly shown in the retail shops, but a week or two will make a lot of difference in this respect. Speaking generally, there is a demand for goods of the best qualities. Cheap imitations are being neglected. Good piques are in large demand, in both whites and dyes and prints. Tweed effects in prints are again to the fore, and will be seen in many new colorings in new patterns.

The silk departments here report trade quiet. Black and white checks are in good demand, for blouses, etc.

A TALK WITH CLOTHING DEALERS

THE CHIEF POINTS THAT MAKE CLOTHING A PROFITABLE PAYING BUSINESS ARE:

Perfect Fitting Goods
 Nice Neat Patterns
 Well Made Garments
 Well Trimmed Garments
 Good Wearing Tweeds
 Prompt Delivery of Orders

All these points we carefully look after. Our goods are earning for us a reputation in the Clothing trade. We get the newest ideas each season and our Fall samples will be a genuine surprise to you.

Beavers, Tweeds, and Montagnais will be the favorite Overcoats.

For Fall '98.

We are increasing our facilities for selling and delivering goods, and keep right up-to-date all the time. Anyone who has not tried our goods before should not miss this opportunity.

A. S. CAMPBELL & CO.

256 St. James Street,

MONTREAL

THE AMENDED CANADIAN TARIFF OF 1898.

THE CHANGES ANNOUNCED IN MR. FIELDING'S BUDGET SPEECH—
THE PREFERENTIAL RATES TO APPLY ONLY TO BRITISH
AND SOME COLONIAL PRODUCTS AFTER AUGUST 1
—A WARNING TO MANUFACTURERS—THE
QUESTION OF PERMANENCE.

From THE DRY GOODS REVIEW'S Special Correspondent.

OTTAWA, April 5.—The budget speech of the Finance Minister, Hon. W. S. Fielding, made in the House of Commons to-day, is chiefly interesting to readers of THE REVIEW on account of its references to present and future tariff policy. I shall, therefore, omit the financial portions of the speech, and summarize briefly the leading points relating to the tariff, adding the exact words of the Minister on these points.

The principal features of the amended tariff are :

1. The preference of 25 per cent. of the duty is confined, on and after August 1 next, to Great Britain and Ireland and certain British colonies whose tariffs are favorable to Canada. It seems, therefore, that in accordance with the tariff of last year the full preference of one-fourth of the duties will take effect July 1 and continue for one month towards British and nearly all foreign goods. Importers of German, French, and other goods will thus get the full extent of the 25 per cent. reduction during July, and in order to reap this the bringing in of as many fall shipments as possible before August 1 will probably be the policy of importing merchants.

2. The changes in the sugar duties are: An advance in the duty on raw sugar from 50c. to 62½c. per 100 lbs.; the duty on refined yellow sugar will be advanced from \$1 per 100 lbs. to \$1.08; refined granulated sugar will pay a duty of \$1.24½ per 100 lbs., instead of \$1 per 100 lbs., as heretofore. The West Indies sugar will come in under the preferential rate after August 1, this being an effort to help those sister colonies now so distressed. There is slight change in the levying of the tobacco duty.

3. The general tariff is left as it is, the Minister warning the protected manufacturers that the demand for lower duties would continue, and, in time, prevail.

PREFERENTIAL TRADE.

Mr. Fielding dealt at some length with preferential trade. He said the purpose of the policy last year was to bring about preferential trade with the Mother Country, although they had presented their proposal in a form that did not confine it to Britain. Now that the German and Belgian treaties would come to an end on August 1, the preference would be confined to Britain and certain other colonies. He thought if Great Britain ever gave preferential rates to Canadian products in her market it would be a voluntary act of friendliness and not on account of any huckstering of ours. Mr. Fielding continued. "I have spoken of the effect of the Belgian and German treaties on our tariff policy, and now I must say something with regard to another class of treaties, commonly called the favored-nations treaties. Great Britain has treaties with many nations, containing what is called the favored-nation clause. I have here a statement showing the several countries which have been brought under the operation of the Canadian preferential tariff. Countries admitted by the reciprocal character of their tariffs—New South Wales, British India, the Netherlands, Japan. Countries admitted under the Belgian and German treaties—Belgium and Germany. Countries admitted under the favored-nations treaties—France, Algeria and the French colonies. In the case of France, Algeria and the French colonies, that was governed by our own Franco-Canadian treaty, which had, of course, received the approval of the Canadian Parliament. In the other cases, however, the favored-nations treaties had never received the approval of the Canadian Parliament, but they were

nevertheless held to apply to Canada. Thus it will be seen that the preference we wished to give, and the preference we actually did give, for several months to Great Britain, had to be extended to the countries I have named; and we refunded to importers the duties which had been collected in the interim on the goods from these several countries. But all this will come to an end at the end of July in the present year. At the end of July in the present year the Belgian and German treaties will expire.

"Canada will not then be obliged to give the preference to either Belgium or Germany. With the fall of the treaties the claim of favored nations to receive equal advantage will also fall. Canada will then be free to confer the advantages of a preferential tariff upon the Mother Country, and open such colonies as in the judgment of Canada should be admitted.

REQUEST FOR TARIFF CHANGES.

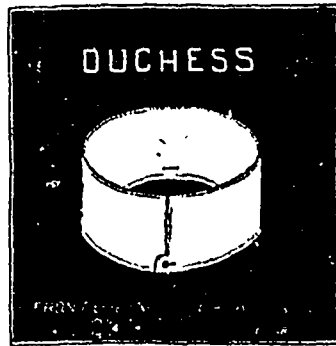
"I think it will be admitted that frequent tariff changes are not desirable. Something in the nature of tariff stability is much to be desired. It is better even that we should bear with some injustices that may exist than suffer the greater evils which would arise from frequent tariff changes. We have had representations made by a number of interests, which interests ought to receive consideration. Some of these had cases which have, to some extent, commended them to our judgment, and if we were opening up the general revision of the tariff, or a revision to any considerable extent, we would be able to lend a willing ear to some of the representations that have been made to us. But it is not our intention to make any numerous changes in the tariff at the present session.

A WARNING TO MANUFACTURERS.

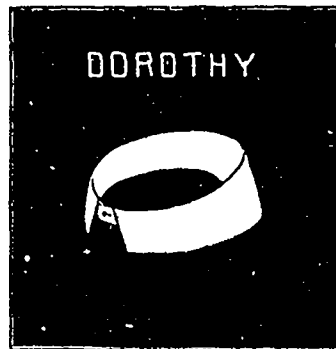
"We wish to guard against frequent changes in the tariff, against tariff tinkering, but let us be careful how we convey the expression to the public, because we do not mean it that we regard the tariff as final. Let it not be supposed that the tariff is settled for ten years, or even for five years. So long as there are high duties there must be demands for tariff changes. Nothing is settled until it is settled in accordance with the right, and so long as there are high duties we may expect agitation for reduction. I am afraid there is no rest for the protected manufacturers. I am inclined to think that he will find eternal vigilance to be the price of his protection; he must be on guard all the time against the attack that he knows must always come. So long as there are high duties there will also be consumers to protest against them, and I think that the manufacturers will best show the best understanding of their own position and best consult their own permanent interests, the permanent interests of manufacturing enterprises, if they will realize that very important fact. It is well, if they are to-day in a position which affords them some comfort and advantage, that they should apply their time and use their opportunity to get their business upon such a basis that it will be as little as possible dependent on tariff aid. The tendency of a high tariff policy is to lead men to look too much to tariff and too little to the efforts they should make for the benefit of their business. What a world of good might have been accomplished for the true interests of manufacturers in the Dominion of Canada if all the time, energy, labor and money that have been expended in the last 20 years in tariff watchings and wire-pulling at Ottawa had been expended in the factories, in the development of business, in the discovery of new inventions, in finding means for the use of labor-saving machinery, in learning what might be done with waste products, in dealing with all those forms of industrial progress which had to be dealt with by the manufacturer when he has keen competition. We would, therefore, say to the manufacturer that if he desires permanency in the tariff he must never expect permanency until the tariff gets down to a moderate point. To-day there are duties in the tariff so high that I am sure the Government are not prepared



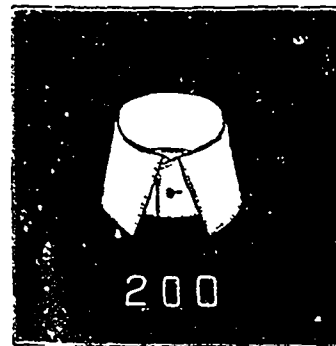
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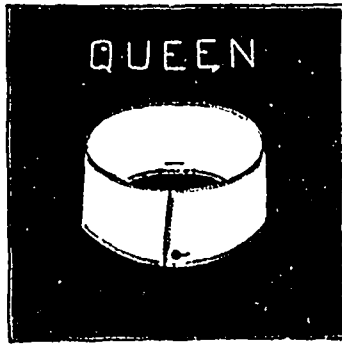
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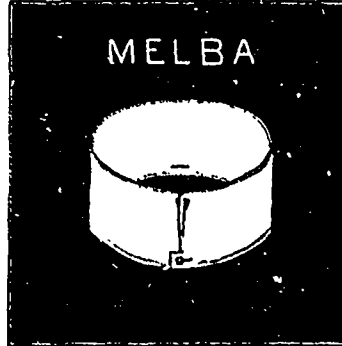
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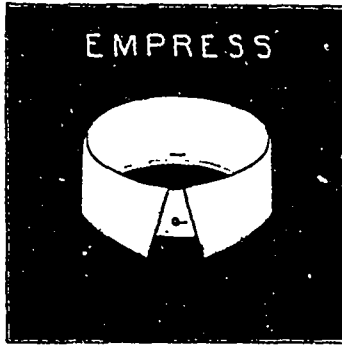
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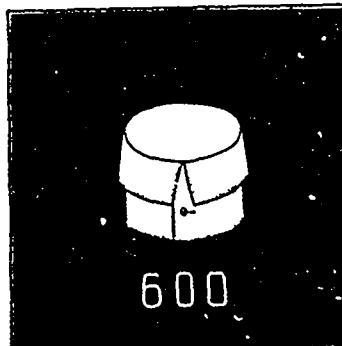
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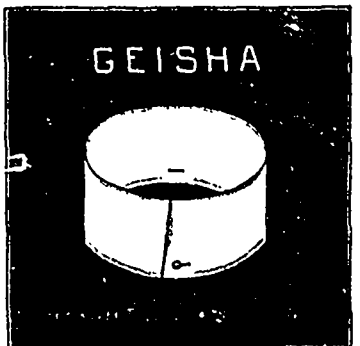
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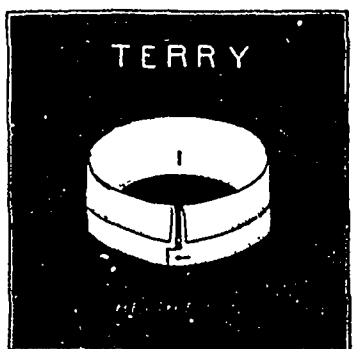
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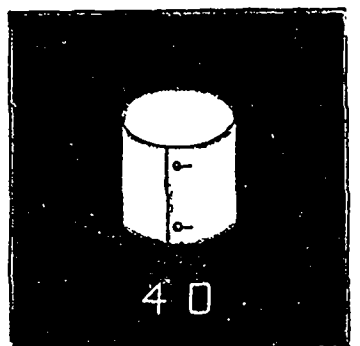
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\$1.10, linen



\$1.25, linen



\$1.25

TOOKE BROS.

LADIES' COLLARS AND CUFFS.

MONTREAL

A FEW STYLES. WE HAVE OTHERS.

...SEND FOR ILLUSTRATED CATALOGUE...

to treat them as part of a permanent tariff. I say this in no spirit but that of friendliness to the manufacturing interests. While the manufacturers are in a fairly good position to-day, it would be a mistake for them to fail to realize the fact that Canada has turned her face away from the high tariff policy, and though we may proceed slowly, whatever progress we make from this time forward must and should be in the direction of greater freedom of trade."

EXACT WORDING OF THE NEW SCHEDULE.

Mr. Fielding then read the wording of the new schedule, which will govern the 25 per cent. reduction of duty on British goods on and after Aug. 1, as follows:

"That it is expedient to provide that section 17 of 'The Customs Tariff, 1897,' shall be repealed on and after the first day of August, in the present year, 1898, and that the following section shall be substituted therefor: (17) Articles which are the growth, product, or manufacture of any of the following countries may, when imported direct into Canada from any of such countries, be entered for duty or taken out of warehouse for consumption in Canada at the reduced rate of duty, provided in the British preferential tariff, set forth in schedule D to this Act: (a) The United Kingdom of Great Britain and Ireland; (b) the British colony of Bermuda; (c) the British colonies commonly called the British West Indies, including the following. The Bahamas, Jamaica, Turk's Island and the Caicos Islands, the Leeward Islands (Antigua, St. Christopher-Nevis, Dominica, Montserrat and the Virgin Islands), the Windward Islands (Grenada, St. Vincent and St. Lucia), Barbadoes, Trinidad and Tobago, British Guiana. (d) Any other British colony or possession the Customs tariff of which, on the whole, is as favorable to Canada as the British preferential tariff herein referred to is to such colony or possession. Provided, however, that manufactured articles to be admitted under such preferential tariff shall be bona-fide the manufactures of a country or countries entitled to the benefits of such tariff, and that such benefits shall not extend to the importation of articles into the production of which there has not entered a substantial portion of the labor of such countries. Any question that may arise as to any article being entitled to such benefits shall be decided by the Minister of Customs, whose decision shall be final.

"The Minister of Customs, with the approval of the Governor-in-Council, shall determine what British colonies or possessions shall be entitled to the benefits of the preferential tariff under clause (d) of this section.

"The Minister of Customs may, with the approval of the Governor-in-Council, make such regulations as may be deemed necessary for carrying out the intention of this section.

"That it is expedient to provide that schedule D to 'The Customs Tariff, 1897,' shall be repealed on and after the first day of August, in the present year, 1898, and that the following schedule shall be substituted therefor: Schedule D—On articles the growth, product or manufacture of the United Kingdom of Great Britain and Ireland, or of any British colony or possession entitled to the benefits of this preferential tariff under section 17, the duties mentioned in schedule A shall be reduced as follows: The reduction shall be one-fourth of the duty mentioned in schedule A, and the duty to be levied, collected and paid shall be three-fourths of the duty mentioned in schedule A. Provided, however, that this reduction shall not apply to any of the following articles, and that such articles shall in all cases be subject to the duties mentioned in schedule A, viz.: Wines, malt liquors, spirits, spirituous liquors, liquid medicines and articles containing alcohol; tobacco, cigars and cigarettes. Provided further, that the reduction shall only apply to refined sugar when evidence satisfactory to the Minister of Customs is furnished that such refined sugar has been manufactured wholly from raw sugar produced in British colonies or possessions."

A BERMUDA MERCHANT

HAS A CHAT IN NEW YORK ABOUT THE WAY HE DOES HIS BUSINESS.

ALTHOUGH Bermuda is a British colony, and will after Aug. 1 enjoy Canada's preferential tariff, a merchant from Bermuda, Mr. T. J. Pearman, was buying in New York the other day, and had a chat with a Dry Goods Chronicle man.

The singular feature of this gentleman's business is that it is located on the highway, midway between the two towns, Hamilton and St. George, and draws its trade away from both.

In a community like ours, where even the right or the wrong side of the street is considered of consequence, it seems certainly odd that a man would think of locating outside town lines entirely with any prospect of success. Yet such is the case, and successfully so, in this instance.

This particular Bermuda store is isolated from its competitors: it is approximately six miles or more from either town; people who go there go to trade, not to shop. The business ranks about third on the island.

The inducement which draws the trade is lower prices. The store has the reputation for selling goods at lower prices than its competitors in the towns, and as the trade catered to is chiefly of the middle class, this price inducement counts.

There are two newspapers on the island, one weekly, the other semi-weekly. About a year and a half ago Mr. Pearman began to advertise in these papers, and the improvement in his business was marked and immediate.

The other stores do not advertise, so my progressive friend has virtually a monopoly of this strong auxiliary, and he is not modest in giving it credit for what it does.

He believes in the power of price. His isolation and certain buying advantages that he enjoys give opportunities in this regard which he makes the most of. In his advertisements these price advantages are brought to the front.

Most of the dry-goods consumed in Bermuda are brought from abroad, but this merchant visits the New York market for some lines, particularly in cottons and kindred things, which he makes a practice of buying there.

"I wouldn't give much for the advertising in my case," said he, "except for prices quoted. I advertise much on the lines that you do over here."

Mr. Pearman is about to open another store in one of the towns mentioned and he believes that with the experience he has gained in advertising, he must certainly make a booming success of the new venture.

THE MONTMORENCY COTTON CO.

A bill is before the Dominion Parliament to incorporate the Montmorency Cotton Mills Co., with a capital of \$1,000,000, divided into 1000 shares. The provisional directors are Thomas Pringle, Charles R. Whitehead, Leslie Gault Craig, James Nasmith and D. A. Pringle, of Montreal, and Herbert M. Price, of Quebec. The bill gives the company extensive powers relative to the operation of woolen and cotton mills, electric power, etc., and permission to increase the capital stock to a sum not exceeding \$2,000,000 when 50 per cent. of the first million is paid up.

CANADIAN NECKWEAR FOR FALL.

From all THE REVIEW can learn, buyers of neckwear for the coming fall trade will not order ahead as freely as heretofore, preferring to wait for the newer effects that will be submitted by Canadian manufacturers.



Clapperton's Thread CATCHES THEM

The best thread for Sewing, Fishing, or anything else.

WRITE FOR SAMPLES.

Wm. Clapperton & Co.

165 St. James St.,

MONTREAL.

FUTURE DUTIES ON BRITISH AND FOREIGN GOODS.

AFTER August 1 next, British goods will enjoy quite an advantage in this market. This can hardly fail to make itself felt, although it is difficult to point out the particular lines in which the British manufacturer will distance his present foreign competitor in the Canadian market. For these reasons: Freight rates; the nearness of the United States manufacturer to Canada; the adaptability of goods made in the States to Canadian tastes, and other causes will operate in certain lines. Time alone will show in exactly what lines the British makes will capture the bulk of the importing trade of Canada.

Something will also depend on how the goods are pushed, and some of the German, French and United States makers are said to be pretty resolute about holding what Canadian trade they have now, in spite of the differential duty that will prevail against them after August 1. In the case of the United States manufacturers especially, who are known for enterprise and determination, it is said they will not be ousted from a market on this continent if push can hold it.

However that may be, THE REVIEW has prepared a short table, selecting a few classes of goods in which British, German and United States makers now compete in Canada. This table shows:

(1) The amount of imports from these three named countries last year; (2) the tariff rate that will go into force in August:

	Imported in 1897 from			Duty after	
	Britain.	U.S.	Germany.	Aug. 1, 1898.	On Brit. On for.
				goods.	goods.
Cotton fabrics printed or dyed	\$1,520,745	\$559,536	\$ 42,839	26%	35
Sewing thread on spools.....	232,530	54,068	2,932	18%	25
Cotton clothing, corsets, etc..	107,500	158,201	12,247	26%	35
Curtains	169,462	58,745	1,075	26%	35
Artificial flowers.....	109,352	51,795	482	22%	30
Gloves and mitts.....	228,060	21,245	141,789	26%	35
Hats and caps.....	407,563	272,132	1,478	22%	30
Ready-made woolen clothing.	376,792	53,393	374,849	26%	35
Combs.....	35,622	16,712	14,269	26%	35
Gray, unbleached cottons....	21,662	76,658	18%	25
Cotton socks and stockings...	29,610	2,410	40,766	26%	35
Laces and lace goods.....	442,627	15,662	29,692	22%	30
Woolen knitted goods.....	105,915	16,944	32,635	26%	35

Of course, the above are but a few of the classes of imports that will be affected. But an interesting comparison can be made. English prints stand to get the better of Americans if a difference of one-quarter more duty on the latter can do it. German gloves and mitts may be expected to get hit, if English makes, suited to Canada, are made known to our trade. So with German mantles and ready-made clothing generally, which the English houses will probably make a big push to supersede. American hats and caps will also now be pressed hard by the English manufacturers. German cotton hosiery and woolen knitted goods, as will be seen, will in future have to fight for their share.

A COMMERCIAL AGENCY IN ENGLAND.

IS CANADA LETTING HER CHANCE SLIP BY?

MR. JAMES D. ALLAN, of Toronto, who has lately returned from his annual trip to Europe, was asked by THE REVIEW regarding the prospects of Canadian trade development abroad. Mr. Allan replied that while this country was getting an advantage by reason of the Klondyke boom, efforts should be made to see that all Canada, and not merely one section of the mining region, benefited from the awakened interest abroad.

"There can be no doubt," he continued, "that other parts of the British Empire, like Australia, are beginning to recognize Canada as a serious competitor in British favor, and have found it necessary to inspire press articles aimed at discrediting the reliability of accounts that have been furnished of our new Canadian Eldorado. Returned adventurers have filled such auditoriums as Albert hall with interested audiences eager to learn what had been accomplished by men who, but a few years before, left England in the steerage and in ten years found a competency in the quartz beds of Canada, and whose utterances have increased the already awakened sentiment in our favor. BUT, TO SENTIMENT WE MUST ADD KNOWLEDGE. And at present blank ignorance, regarding the immense possibilities of development of Canada's resources, is characteristic of the average Englishman.

"That development, in spite of all some claim we have accomplished, is as yet only begun. The leading thought in the mind of a student of our economic geography, who is not animated by the conceit of the average stay-at-home, must be the number of profitable industries that are entirely neglected on every hand. The country cries aloud for men to come and take her wealth, and yet our Government acts as though it were unconscious of the varied stores of potential wealth, content to allow strangers to ring the praises of our gold mines and wheat fields, our forests and our fisheries.

"There is tremendous interest being evinced in everything Canadian in all European centres, and anxiety for reliable information is a pleasing proof that at last we have caught the eye of populous and wealthy Europe. But who is there to answer enquirers and explain our advantages? The Canadian Office? Who ever thinks of visiting it, far removed from any business centre? A few traveling Canadians and casual visitors desiring a perusal of Canadian papers. What evidence is there of its existence? A paragraph occasionally in an obscure corner of the great London dailies, without any head-lines to give the notice prominence, which reads somewhat as follows: 'Lord Strathcona will be pleased to hear from any intending emigrants to Canada, and will gladly furnish them with any information concerning it'

"And this is evidently the 'vigorous policy' that our department of trade and commerce considers worthy of our new found fame. It will be interesting to know how many enquirers seek for information at this office. If any record is kept it would be found that not one for every 100 who seek for information at the C.P.R. office on King William street. There are to be found views of the country that are attractive and intelligent, with painstaking assistants to answer enquiries. But it must not be forgotten their primary object is to secure the longest distance to charge for his transportation, and here is the necessity for some one to represent the country and catch the desirable emigrant, dispel the many erroneous ideas with which his mind has been filled and make him feel that he is safe in accepting the advice and direction given. Our present attitude seems to be to allow the fame of the Klondyke to be our only magnet to attract emigrants, and these are largely of a transient class rather than the muscular humanity that comes to stay and add real wealth to the country. Accept the benefit of the advertisement; make the advantages of Canada, agricultural,

industrial and commercial known; show our British kinsman that in this land under the same old flag are conditions more favorable to the advancement of his interests than the congested state of the tight little island will allow; dispel erroneous ideas concerning the climate and he will strive for that material prosperity which economy, perseverance and energy will secure for him here, and add another to the increasing number who would gladly cast in their lot with us if only a little zeal were shown in honestly and efficiently explaining the advantages Canada can offer."

A SUCCESSFUL RECORD.

IN announcing their 17th anniversary lately, Geddes Bros., of Strathroy, drew up an interesting advertisement for the local paper, which makes good reading for merchants in any part of the country. In the course of this well thought-out address to their patrons, Geddes Bros. said:

"The history of this business is growing. Seventeen years of progress is a record that we are proud of. You have seen a good many signs go up and down in all these years, but, until we went over the records of advertisements, we had no idea that sixty different firms had done business in our lines since we put out our modest board, that is still doing service. Some of these firms attained success, and worked for it in an honorable fashion; others blew a big horn, only to find that it takes more than wind to run successfully even a dry goods store. The motto we planted on every leading road into Strathroy is now the watchword of every business on modern methods in this country. 'Goods sold on their merits for cash and at one price,' and it's the only right way for buyer and seller. We don't ask you to pay your neighbor's debts by getting long prices, and the long bills don't come in by our methods, and when hard times come you have no debts to face. You have made this store grow by your appreciation of all our efforts. You are just as proud of it as we are. You want your friends to see what you have in Strathroy, and you are right. The man who spends a dollar outside of his own town makes himself poorer by the profit his neighbor ought to have. How is a town to pay its expenses if any business it ought to get goes for any reason to some other point? 'Canada for Canadians,' is the right motto, and the precept applies to Strathroy."

THE REVIEW believes that the whole announcement has the ring of success, as well as common sense.

QUEER ORDER FOR THE KLONDYKE.

"There's a big order for the Klondyke," said a man the other day, alluding to a large number of cases packed with goods bought for the Yukon; "now, what would you think was in them? The value of the consignment is \$6,000." THE REVIEW could not guess. "Well," continued the man, "they are kid shoes and slippers, all colors, and they are being sent in by a rich trading company that knows exactly what the trade of the region is, and what goods to consign." As THE REVIEW's informant is noted for his strict veracity (outside of business hours) and is a pillar in the kirk, his statement may be accepted without question.

PRICES OF CANADIAN COLORED COTTONS.

The schedule of prices for Canadian colored cottons has been issued since the last REVIEW went to press, but there is no change in price to note. The tendency seems to be firm. One line, A gingham, has advanced nearly 10 per cent., and, except for some clearing lines, which may make their appearance later on in the season, the jobbing trade anticipates no downward prices. The mills are always busy, and are talking fall business on a firm basis as to price.



RETURNED
April 25/98
J.M.C.

"I DON'T NEED ANY SUSPENDERS OR NECKTIES."

GLOVER & BRAIS

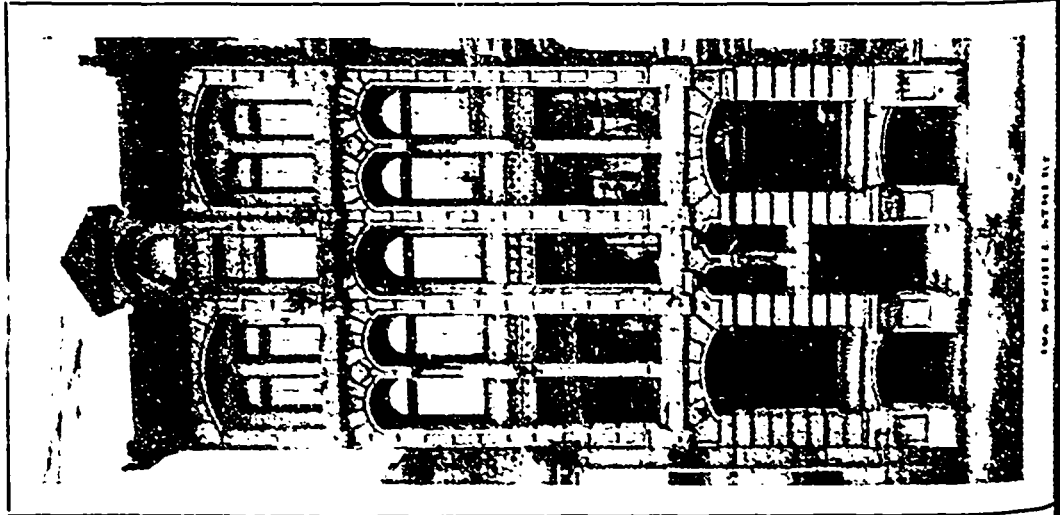
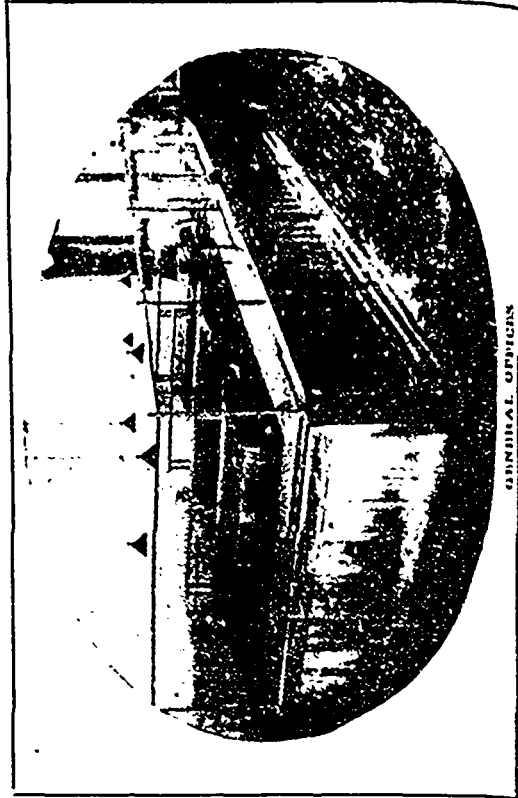
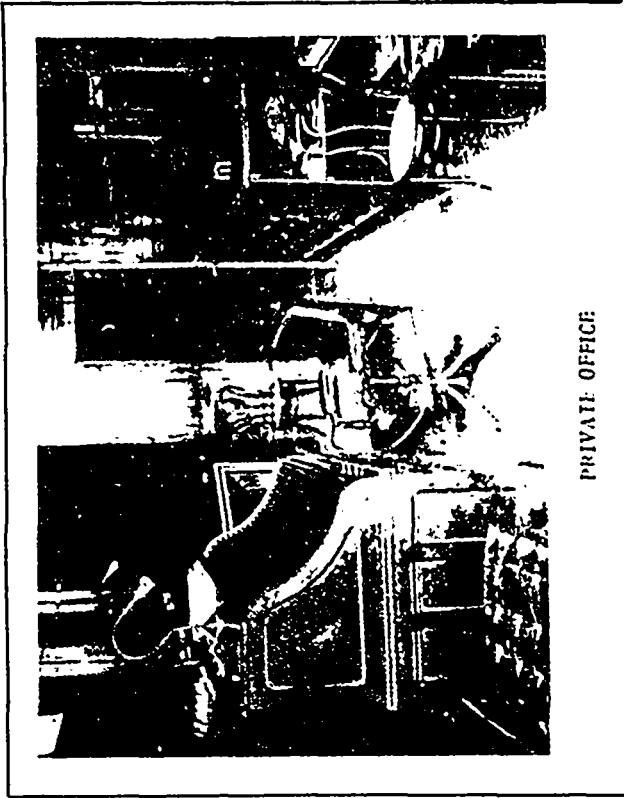
LARGEST
AND BEST EQUIPPED

Men's Furnishing House

in Canada.

*Returned
Y. 97/H. 100*

MONTREAL





DEPT. A. Neckwear, Gloves, Braces, Handkerchiefs, Belts, Jewelry



DEPT. B. - Hosiery, Underwear, Sweaters, Bathing Suits, Jerseys, Sporting Goods

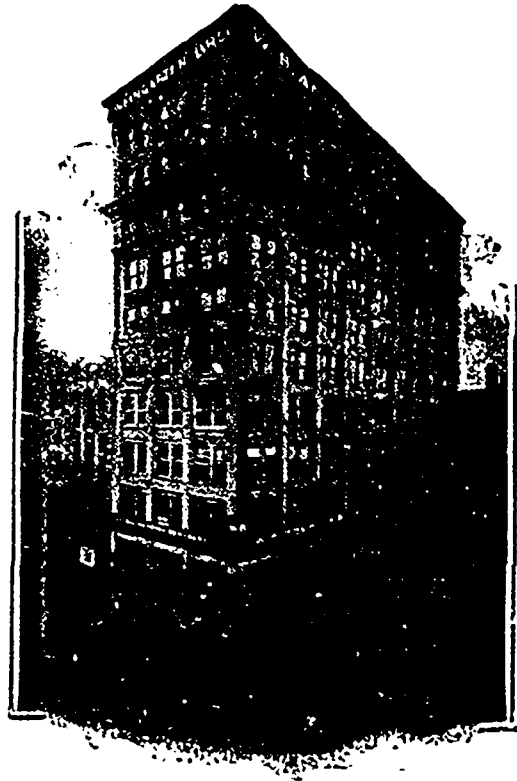


SAMPLE ROOM



DEPT. C. - Shirts, Top Shirts, Collars, Cuffs, Umbrellas, Rubber Coats, Caps

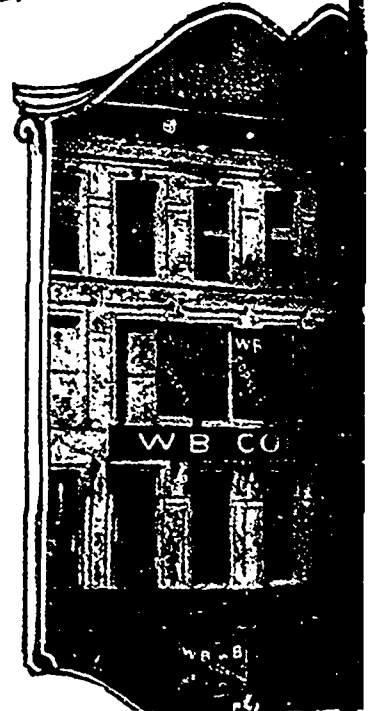
W. B. AMERICA



NEW YORK OFFICE



CHICAGO OFFICE



SAN FRANCISCO OFFICE

are pictured
 We are
 aim is now d
 ful Canadian
 the world.
 Will yo
 goods than
 trade agains
 Leaving

CHICAGO :
 194, 196, 198
 Fifth Ave.
 H. C. STILPHEN, Mgr.

Weingarte

377-379 Broadway

W. B. LEADING CORSET

Our Equipment and Inducements

This notice with a view to securing your business. Selling every first-class dealer in the United States, and our respect towards the recognition and appreciation of successful Merchants, with the best line of **popular** sellers in

buy a line of W. B. Corsets if we promise you better than you have had, **guaranteed** to hold your Department against **any** kind of competition?

Settled out of the question, let us send you samples, pre-paid, and make comparison with other lines now in stock to prove this assertion.

Our line ranges in price from \$4.25 to \$130.00 per dozen.

Our \$1.00 and \$1.25 styles are acknowledged trade-winners everywhere.

Will it influence you if we say we are sufficiently confident of the result, to **guarantee you against loss** if you decide to handle W. B. Corsets?

We have been busy right through the dull times, and have enlarged our facilities to handle Canadian business. We can increase your corset sales and profits.

LET'S GET ACQUAINTED.

Robinson Brothers

NEW YORK

SAN FRANCISCO :
226 Bush Street
ROBINSON BROS., Mgrs.



IMPORT DOLLS

Quality the Best.

SEASON 1898.

Prices the Lowest.



Direct Importation Orders have been for years with us a specialty.

Our European house places us in direct touch with the best manufacturers, and our success in this branch justifies us in saying that we are the largest importers in Canada, and it is therefore not surprising that we show the finest line of dolls in the trade.



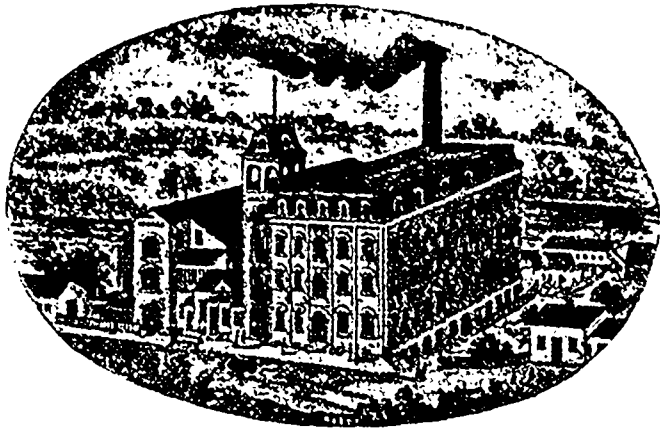
OUR FULL ASSORTMENT NOW READY.



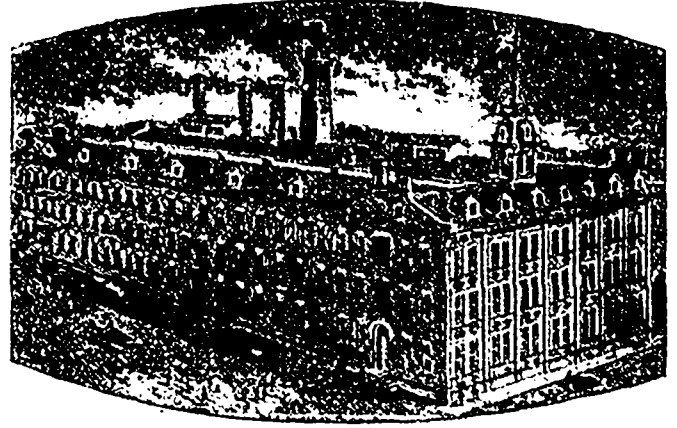
It will certainly pay you to see our samples before placing your order, and, if our representative does not call on you drop us a card and we will do our best to give you an opportunity of inspecting our assortment, which comprises over **200 lines** of the most desirable goods to be had, and at prices that defy competition.



NERLICH & CO., 35 Front Street West, **Toronto.**



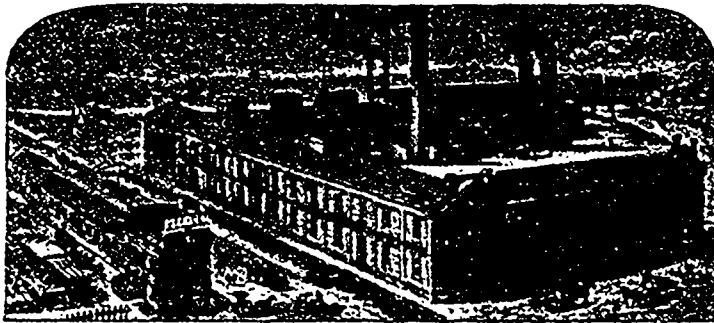
MILL NO. 1



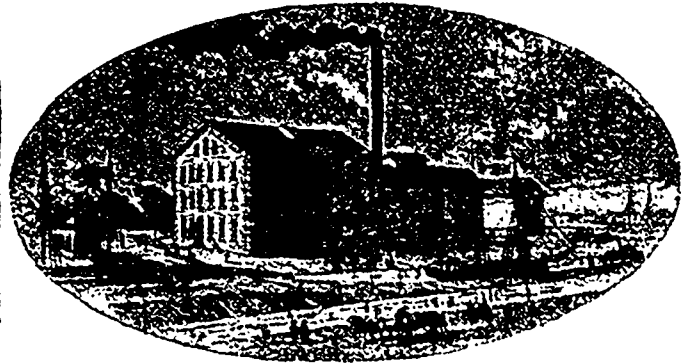
MILL NO. 2

The Penman Manufacturing Co. Limited

Head Office: PARIS, ONT.



MILL NO. 3



MILL NO. 4

Our Samples of ...

Spring Goods

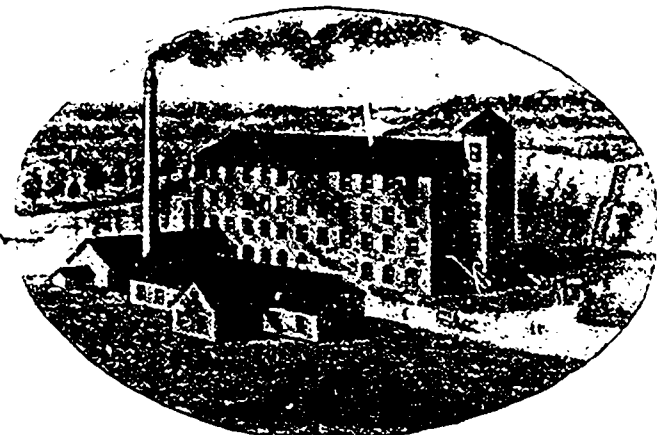
are now in the hands of the wholesale trade.

Ask for our

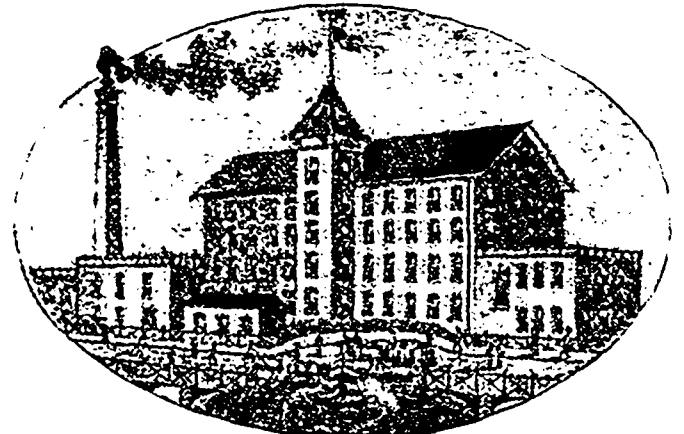
BALBRIGGAN UNDERWEAR

... and take no inferior substitutes.

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



MILL NO. 5

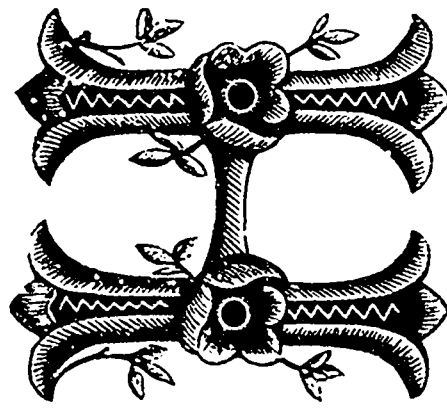


MILL NO. 6

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

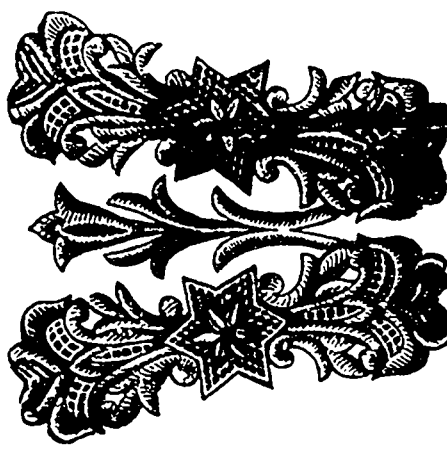
J. FRANK RIEPERT.

Our New Line of **IMPORT** 1898 Fall Samples
Now Ready.

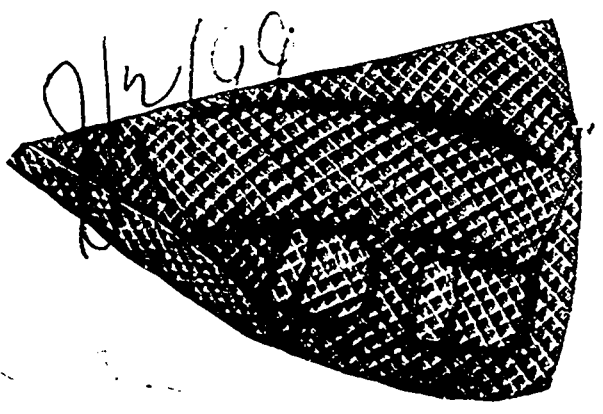
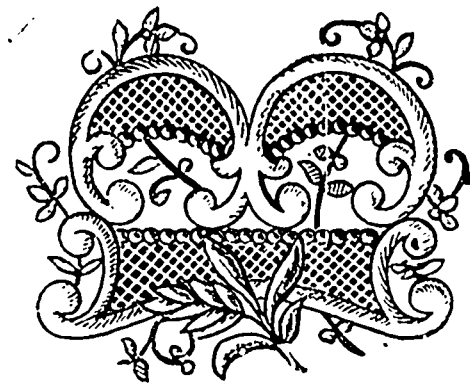


We have Wonderful Values

In Japanese



Silk Initials



The above designs represent some of our great values in Silk Initial Handkerchiefs, which can be retailed at 25c., 50c. and 75c. In connection with the above we show a complete line of Ladies' Initial and Embroidered Handkerchiefs, also all the Latest Novelties in Gentlemen's Fancy Borders to retail from 25c. up.

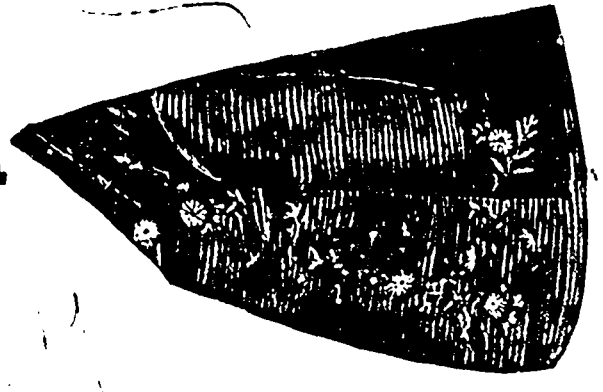
Japanese Smoking Jackets.

IN THESE WE ARE SHOWING A FULL LINE.

The Material, Fit and Making of these Jackets is superior to any ever shown.

ART GOODS

Form quite a feature with us again this season, comprising the Latest Designs in Art Silks, Silk Embroidered and Hand-Painted Cushion Tops, Table Covers, Mantel Drapes, Chair Ties, Piano Drapes, Etc, in Endless Variety.



30 HOSPITAL ST., MONTREAL

CURRENT NEWS OF THE TRADE.

A JOINT STOCK company, with a capital of about \$6,000, has been formed at Wellesley, Ont., for the purpose of running the flax mills next summer. It is understood that the mills have been rented for \$200 a year.

Hugh Thomson, proprietor of a general store at Blair, Ont., and a prominent Conservative of South Waterloo, was found dead in bed.

The Hudson's Bay Company have established an agency in Chicago to collect Klondyke business.

W. E. Sanford & Co., of Hamilton, have received the contract from the Dominion Government for the supply of military clothing for the next three years. This probably means that the Rosamond Woolen Co., of Almonte, will have the work of manufacturing the cloth, as heretofore. Their mill is specially fitted for the production of the necessary quality of cloth.

The bankrupt stock of O'Meara & Hodgins, general merchants, of Quyon, Que., was purchased by Tierney Bros., of Arnprior, who got it at the rate of 40c. on the dollar. They are retailing it at Quyon.

George Thatcher, of Ridgetown, has decided to locate in Windsor, Ont., where he has purchased a dry goods business.

James Belden, formerly of Wingham, has purchased a tailoring business in Molesworth, Ont., and will take possession this month.

A. E. McLeod, who, for a number of years, has been successfully engaged in merchant tailoring at Parrsboro, N.S., has sold out his stock and business to B. Starratt, formerly cutter for Maxwell & Walsh, and Rupert McMurray, late chief clerk with L. O. Price.

The stock of J. Brasier, Belleville, has been sold to Mrs. Brasier at a price sufficient to pay creditors 40c. on the dollar.

At the adjourned meeting of the creditors of W. Graydon, general store, Mono Road, Ont., in the office of Assignee Barber, it was decided to wind up the estate and sell the assets.

Gray Bros. & Co., Owen Sound, having branch stores at Meaford and Warton, have dissolved partnership, S. A. Gray taking the Meaford and J. F. Gray the Warton store.

The Retail Merchants' Association, of Toronto, have formed a branch in Brantford.

T. R. Preston, of Tweed, Ont., who has been doing a successful business there for four years, is going to enlarge the handsome new store he bought a year ago. The extension will be back 25 feet, making the whole building two storeys high. At the rear of this extension a neat and commodious office will be erected. When completed, Mr. Preston will have one of the finest business blocks in town, and one that would do credit to a large city.

PEWNY'S GLOVES FOR FALL.

Mr. R. Patton, manager for the Pewny & Co. glove department of S. Greenshields, Son & Co., and Mr. Myers, the Ontario representative, were in Toronto this week with the fall samples of these gloves. The range of shades for fall, which Mr. Myers is just about to show the Ontario trade, is more extensive than ever, and includes the newest tints that are at the present time leaders in Paris and London fashions.

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



Remington

New Models for 1898 are the Improved No. 6 and the New No. 7.

Pamphlets on application.

EDISON'S MIMEOGRAPH—A new Duplicating Device. original. Circulars produced 1/3 cost of printing. 1,000 or more copies from one

Chas. E. Archbald, 45 Adelaide St. East, **Toronto**

Lithographing and Printing a Speciality.

World Wide Popularity

The Delicious Perfumo.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Saits

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



MERCHANTS

when buying Mackintoshes will do well to ask for

"BEAVER BRAND"

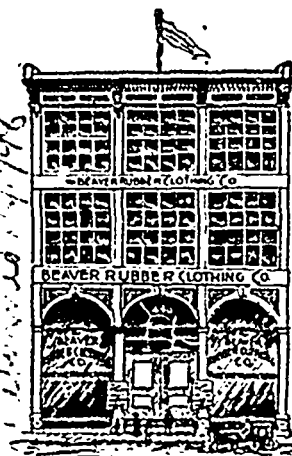
Mackintosh Coats. They are guaranteed never to get hard.

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

Beaver Rubber Clothing Co.

Wholesale Manufacturers

1490 Notre Dame St. MONTREAL



1898 Winter Sailings 1898

BEAVER LINE Royal Mail **STEAMSHIPS**

Sailing Weekly between St. John, N.S., and Liverpool.

CALLING AT HALIFAX AND QUEBEC, IRELAND, EACH WAY.

From Liverpool.	Steamers.	From St. John.	From Halifax.
Sat., Mar. 10	Lake Winnipeg	Wed. Apr. 6	Thurs. Apr. 7
" " 26	Lake Huron	" " 13	" " 14
" Apr. 2	Lake Superior	" " 20	" " 21
" " 9	Gallia	" " 27	" " 28

After 28th April Steamers arrive at and depart from Montreal.

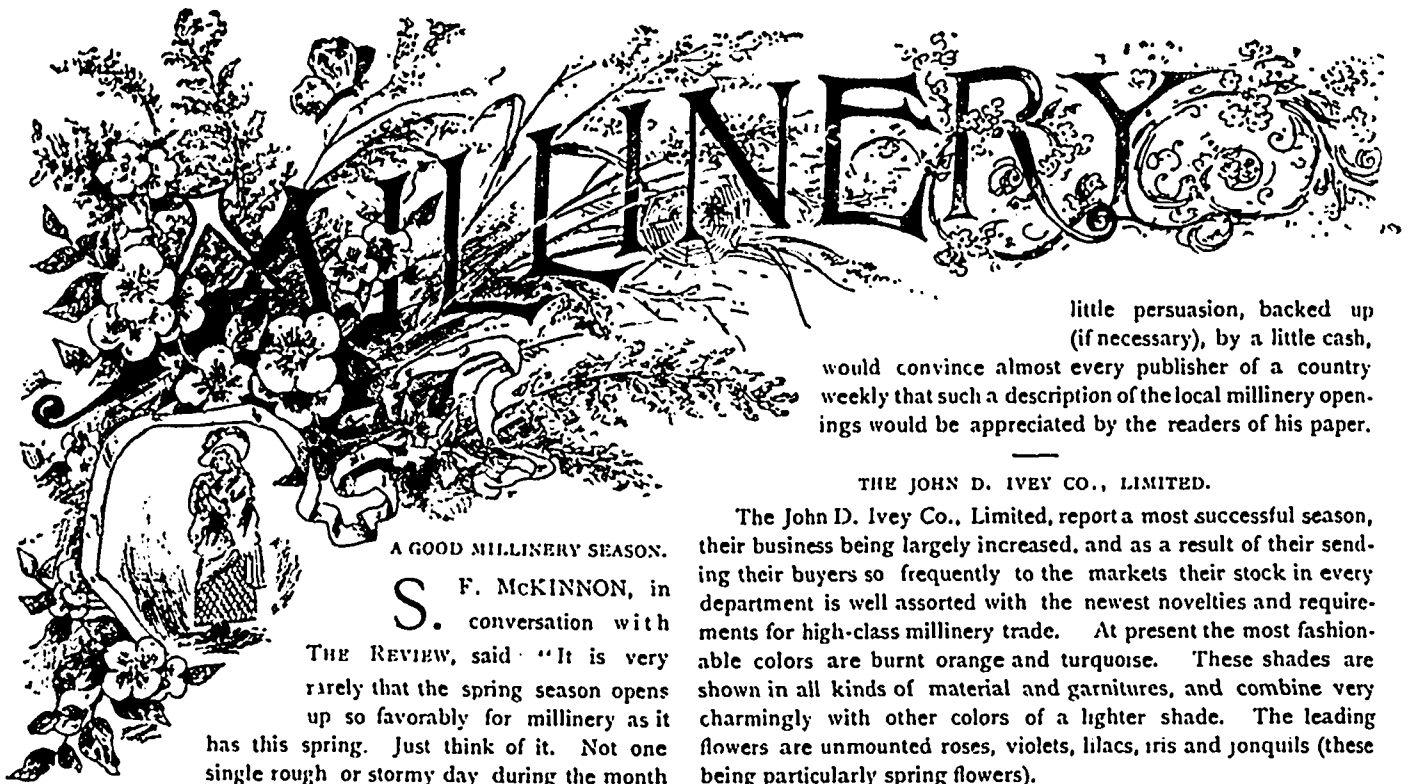
First Cabin, single, \$50 to \$60, return, \$100 to \$114. Second Cabin, single, \$34, prepaid, \$36 25, return, \$66 75. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22.50, and all other points at lowest rates.

For further particulars apply to—

D. & C. MACIVER,
Tower Buildings, 27 Water St.,
Liverpool

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

T. A. S. DeWOLF & SON, Halifax



A GOOD MILLINERY SEASON.

S. F. MCKINNON, in conversation with THE REVIEW, said "It is very rarely that the spring season opens up so favorably for millinery as it has this spring. Just think of it. Not one single rough or stormy day during the month of March. Not only, as already mentioned through the columns of your valuable paper, was our opening a great success, but the exceptional weather since that date has had the effect of bringing on trade early, with the result that business with us has been good all through the month, giving us a big lead over the corresponding month for last year.

"Our past experience has gone to show that an early spring usually means a good season for millinery, as it is sure to extend far into the summer, no matter whether the spring opens early or late. Another important factor is the early date at which Easter comes in. As we all know, that is the season when so many appear for the first time in their new spring millinery, thus creating a heavy demand comparatively early, and likely to tend to a second visit to the favorite milliners later in the summer.

"Therefore, if, as the old adage says, a good beginning goes far towards a good and successful ending, we may certainly look for a heavy millinery season." This firm went on to say that they are in fine shape to meet even a very large demand; having just received a big batch of foreign invoices of special lines selected by their resident European buyer directly on his return, early in March, after having spent two weeks on this side.

The goods represented on those invoices, just mentioned, are due here, and will be arriving from the seventeenth of this month, and buyers are requested to make a note of these facts.

THE LOCAL OPENINGS.

It is the custom now in every up-to-date store which boasts a millinery department, to have every spring a special display in this department, in short, to have a spring millinery opening. Granting this a good move, it must be admitted that every step tending toward making this display known to the public is a step in the right direction. The realization of this fact is amply evidenced by the merchants of Sarnia, who held millinery openings this spring. A recent issue of The Sarnia Post devoted over three columns to a description of these openings, three columns of matter which would be interesting to every feminine reader of that paper, and of material profit to the merchants whose millinery openings were thus described. This example might be followed in every locality, as a

little persuasion, backed up (if necessary), by a little cash, would convince almost every publisher of a country weekly that such a description of the local millinery openings would be appreciated by the readers of his paper.

THE JOHN D. IVEY CO., LIMITED.

The John D. Ivey Co., Limited, report a most successful season, their business being largely increased, and as a result of their sending their buyers so frequently to the markets their stock in every department is well assorted with the newest novelties and requirements for high-class millinery trade. At present the most fashionable colors are burnt orange and turquoise. These shades are shown in all kinds of material and garnitures, and combine very charmingly with other colors of a lighter shade. The leading flowers are unmounted roses, violets, lilacs, iris and jonquils (these being particularly spring flowers).

Round hats, turbans and trimmed sailors are early season hats, and the large ones are for more elegant wear, the most popular being the "Shepherdess," a large hat with straight brim, drooping at the back, with band underneath and a profusion of flowers on it. The large tulle hats of this season are particularly elegant and artistic. On many are shown very handsome crowns of sequins and metallic treads with iridescent effects, and so much are they in vogue that this firm have cabled repeat orders for them several times. Tullies in all shades are a necessity for spring trimming, for they are used for veiling flowers as well as for making hats. Bicycle hats are shown in endless variety, such as walking hats, turbans, sailors; the more simply they are trimmed the better they look for that purpose.

The most popular sailor hats are in rustic, plain colors and mixed straws. The newest shapes are the "Peconic" and "Climax"; both these have "Tam" crown effect. The Java or Panama makes are elegant trimmed hats, with under brim trimming of flowers. The most effective turban is the "London." The brim is made of rustic straw, "tire" effect, and crown of mohair braid in contrasting colors.

This is decidedly a ribbon season. The new trimming of shirred rosettes requires great quantity to give the necessary fulness to this style of hat trimming. White gauzes, chiffons, nets (plain, fluted or shirred) are in great demand. Ostrich feathers (Prince of Wales' Plume), in $\frac{3}{4}$ length, are the correct thing, and very short baby tips are used for brim trimmings.

The second spring opening of this firm is announced elsewhere for April 19.

NEARLY A QUARTER CENTURY CELEBRATION.

In connection with the splendid millinery opening with Messrs. Pratt & Watkins, Hamilton, March 17, it happened opportunely that the date was also the 23rd anniversary of the firm's starting. A local journal, speaking of the event, says that "other firms may come and go, but Pratt & Watkins go on forever," continuing "Taking it as a whole, the grand opening held by Messrs. Pratt & Watkins was only another evidence to the public of the up-to-datedness of this enterprising firm. The many years they have

WHOLESALE MILLINERY...

*Our
Post-Easter
Display.*

Since we originated the idea a few years ago of holding a

Second Grand Display

each Spring and Summer season it has developed into a fixture and is now looked forward to by the Trade with no less interest than that which characterizes the first event of the season. As before, we have decided to hold our Opening immediately after Easter,

April 12, 13 and 14.

A most opportune period of the season to replenish stocks and secure the

Latest Productions from the European and New York Markets.

Our Trimmed Millinery display will comprise **only the Newest Ideas**. It will greatly repay every merchant and milliner to visit our warehouse on this occasion. We extend to the Trade our usual hearty welcome.

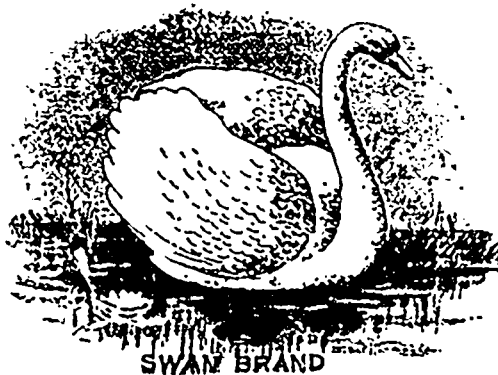
The **D. McCALL COMPANY, Limited**

Bed Pillows, to retail at \$1.00 per pair and upwards.

Cotton Filled Quilts, to retail at \$1.25 and upwards.

GREAT RANGE OF COVERINGS.

*White Cushions
... and Cosies.*



*Fancy Covered
Cushions to retail at
50c. Beautiful Patterns.*

SEE OUR SAMPLES BEFORE PLACING ANY ORDERS.

THE TORONTO FEATHER & DOWN CO., Limited.

Office, Sample Room and Factory, 74 King St. West, TORONTO.

stood before the public as a synonym of fair and square dealing and with the very 'large cash capital' which they possess, combined with the peculiar advantages in purchasing and importing goods from European markets, they are enabled to place their stock before the public at such prices that very often the public are surprised to know how they really can afford to sell so cheap. Twice a year a buyer is sent to Europe, while in between times they have their agents on the other side of the ocean who attend to their many wants as the occasion may require."

THE D. McCALL CO., LIMITED.

The D. McCall Co., Limited, are making big preparations for their post Easter opening, which takes place Tuesday, Wednesday and Thursday April 12, 13 and 14. They are receiving large shipments of new goods, and each department will be replete with all the latest novelties. Their millinery display will be very attractive, and they will show only the newest ideas.



THE POPULAR HAT—THE "SUPERHERDRESS"
The D. McCall Co., Limited, are showing large variety
in Plain Chip and Fancy Braids.

are in demand. Fancy gauze, washing veils and scarfs, etc., are to be seen in profusion.

The flower department is in great shape, there being a full assortment in all the most desirable lines. There is still great demand for foliage. Lilies and roses are the leading lines in flowers, although nasturtiums are also in great demand, and corn flowers sought for. The McCall Co. state they never had such a splendid stock of sailors, short backs, in abundance, in Javas, chip, and fancy braids; in plain and fancy mixed colors. They are also showing some exceptionally good lines in trimmed sailors.

NEW FIRM AT ARNPRIOR.

Miss Dale is opening a large millinery emporium in Miss McCredie's old stand on John street, Arnprior, and Mr. John Farmer, who has bought Miss McCredie's stock, will open a fancy goods and music store near the post office.

McKINNON'S SUMMER OPENING.

S. F. McKinnon & Co. will hold their summer millinery opening on Tuesday, the 19th of this month. Large shipments of new goods are coming forward for this occasion, and the trade are invited.

ENTERPRISE AT MONCTON.

Mr. H. G. Marr has secured the services of Miss Kearns, of New York, who has been very highly recommended to Mr. Marr by

leading New York houses. Miss Kearns, who has reached Moncton, has had a wide experience in the business. In addition to Miss Kearns, Mr. Marr has secured the services of Miss Keenan, of Montreal, who has been in the employ of Thomas May & Co. seven years. The spring opening took place on the evening of March 22, an orchestra discoursing a first-class programme of music.

THE "NOVELTY OF THE SEASON."

The D. McCall Co., Limited, have received a large assortment of shaded plumes in coque de Roche and turquoise. The very newest goods in the market, and are bound to find ready sale.

NOTES.

Mr. Will Rupert, the hat buyer for the D. McCall Co., Limited, has just returned from an extended trip to New York, where he has been in search of novelties for their post Easter opening April 12, 13 and 14.

In connection with the openings at James A. Ogilvy & Sons, St. Catherine street, Montreal, the firm issued a neat little booklet called "Miniatures from Paris," which shows the leading designs from life by the great Parisian modistes.

S. F. McKinnon & Co. make a specialty of ribbons of all kinds, but refer particularly to their blacks, which have won the favor of the trade; stock of these lines always thoroughly assorted.

Miss Corridan, head modiste for the D. McCall Co., Limited, has recently paid a visit to the metropolis. She states she has all the latest and best that New York has produced in store for their opening April 12.

S. F. McKinnon & Co. say they have the correct goods in millinery arrangements, in crystal, steel, and jet, in darts, cabuchons, bars, bows, wings, bands, and crown coronets, all in high favor.

Perhaps no article of ladies' wear is more popular or more widely distributed than veilings. S. F. McKinnon & Co. give great attention to this department, which is now thoroughly assorted with strong selling numbers.

Particular attention is directed to a well-assorted stock of children's shapes and leghorns by S. F. McKinnon & Co. This branch of their hat business deserves more than passing notice. All the leading shades and full assortment of blacks in straw braids are also shown. New patterns are being added continually.

THE NECKWEAR TRADE IN CANADA.

It is generally admitted that the sale of imported neckwear in this market is getting less and less every year. Many difficulties have to be contended with, chief among which is the manner in which some of the foreign ties are made, and the great uncertainty in delivery of goods. The pioneers in the trade have been creditable manufacturers, doing a large trade, and they will soon have some strong houses competing for their share of it. Among others, Tooke Bros. are adding this branch to their business. Their reputation, as manufacturers, is so well and favorably known that they will display the same ability in turning out well-finished articles, and will display the same taste in the selection of patterns as they do in their shirt department.

JAPANESE SILKS.

K. Ishikawa & Co., Japanese silks, report their travelers now out with the fall samples, which contain numerous new features. The import orders for fall and Christmas trade are now coming in, and the trade are placing heavy orders for China, Japan and surah silks, which will be much used this season. A stock of these, in black goods, is carried by Ishikawa & Co.

THE TRADE IS WELCOMED TO
OUR AFTER-EASTER
MILLINERY "OPENING" ON
TUESDAY, APRIL 19TH

AND FOLLOWING DAYS. WE TRUST TO REPEAT THE SUCCESS OF OUR EARLY OPENING—AND MORE ABUNDANTLY—IF NOVELTY AND LOTS OF IT WILL HAVE IT THAT WAY IT'S A FOREGONE CONCLUSION.

NOTE THE DATE, APRIL 19th.

OUR RESIDENT FOREIGN BUYER sends us advices of a large shipment of the very latest novelties which quick wits and good tasty judgment could gather together on the continent—they're to be here and opened by April 9th—a hint is all that's needed to get you here. We're satisfied with nothing short of absolute leadership in every department—and the emphasis on millinery novelties just here.

We've made bountiful provision in everything that heart could wish or fashion dictate in millinerydom. Big trade grows to bigger, because we always have what we say, and plenty of it. Competence and confidence are joined for big success.

S. F. MCKINNON & CO.

71-73 York Street
2 doors south of Rossin Block, **TORONTO**

**WRITE
US**

REDUCED PRICES DRAW.

C. F. PETERSON, of New Windsor, Ill., knows well the vicissitudes of merchandising in a small town. "It is strange," said he, "how far some people will come to take advantage of a reduction of a few cents on the price of some article of merchandise. Whenever I advertise, I make it a point to give some inducement in the way of low prices, and the results of this advertising are most noticeable in the number of new customers from a far distance that come to trade and enquire about the special prices. This certainly shows that the advertising is effective, and yet I do not gain so much by it, because the chances are that these people will never come again, except to take advantage of some other bargain, in which there is little or no profit for me.

"Our town is so small that it does not support a newspaper, so my advertising is done in the papers of neighboring towns. I use them only at certain times of the year, and then always make an offer that attracts attention, changing it every week while the ad. runs. I have tried premium goods, but believe that the scheme is now worn out. People are suspicious of anything of that kind now, and nothing is to be gained by offering them."—Chicago D.G. Reporter.

CRAZE FOR TUCKED WAISTS.

The silk waist trade has from all appearances gone mad on tucks. Fancy waists and shirt waists in silk, tucked in all the styles that can be imagined, are the craze of the season. Manufacturers showing desirable lines are unable to fill the orders on such goods. One manufacturer, who turns out from 500 to 600 waists per week, says that if he could make as many by the day he would still be

able to sell his entire output, and everywhere is the same experience met.

Bias tucks running both ways and forming diamond squares from one and one-half to two inches, make the newest and most popular effect at present. Not only is the body of the shirt waist tucked in this way, but the sleeves, collar, cuffs and front plait are also treated to tucks. Plain color taffeta silk and satin duchesse are favored materials. Turquoise and royal blues, cerise cardinal, sage and emerald greens, beige, castor and tan color are the most popular shades. A fair proportion of blacks are also selling.—Chicago D. G. Reporter.

HIS LITTLE JOKE.

Dry goods men have their joke occasionally like other people. Two of them were chaffing one another good naturedly the other day. The Liberal said to the Conservative. "Well, I'll use my influence at Ottawa to get you appointed to the Senate, old man." Retorted the other quickly. "No, don't, it mightn't be congenial, for there seems to be more grit in the Senate than I expected."

CANADIAN GOODS AT PARIS IN 1900.

The Ottawa Government has put \$20,000 in the estimates to pay preliminary expenses in preparing for an exhibit of Canadian manufactures and natural products at the Paris Universal Exposition in 1900. The sum seems small. Canada should not grudge a large sum to make up a fine exhibit for Paris two years hence—something that will command attention and show originality. It needn't all be cheese. Nor should the arrangements be put into the hands of political hacks.

**Collars, Cuffs
and
Shirt Bosoms**

"WATERPROOF."



Only the
Best Materials
Used

SUPERIOR TO ANY PRODUCED

The A. B. Mitchell Co.

16 Sheppard Street TORONTO

Agent—DUNCAN BELL, Montreal

KID GLOVES

AGENCY

EUGÈNE JAMMET'S FRENCH Kid Gloves

SPECIALS IN STOCK

FRENCH CASTOR. Choice washing quality, with 2 large pearl buttons, or oxydized clasps, 7.50 and 8.50

SELECTED LAMB. 2 clasp, fancy colors and white 9.00

And full range of Jammet's Staples, including a specially attractive lot of Gabrielle 3 clasp black . . .

White	} points	11.50
Green		
Violet		

FITZGIBBON, SCHAFHEITLIN & CO.

MONTREAL,
April, '98.

SECOND SPRING OPENING

— COMMENCING —

Tuesday, April 19th, 1898

Immense display of

Trimmed Pattern Hats and Bonnets,
and Up-To-Date Novelties in
every Department.

The Trade Invited. Letter and Telegraph Orders Solicited.



The JOHN D. IVEY CO., Limited, Toronto



Jewelled Leather Belts and Metal Girdles

The latest novelty is a jewelled leather belt. We are now making up original and exclusive patterns, and will show samples in a few days.

PHILLIPS & WRINCH

3 Wellington Street East, TORONTO

PARIS TASTES FOR THE COMING SEASON.

APPARENT TENDENCIES IN SKIRTS, TRIMMINGS, HATS, ETC.

THE "clou" or great attraction of the new season upon which we are entering, writes Jeanne, to *The London Draper's Record*, are those summer silks which imitate to perfection, in a lighter quality, the richest materials; those silks of which it is said "they stand alone." These silks are moires, pekings, lampas, and especially fleur de velours; the latter is quite a novelty and promises to be the greatest success of the season. This material, which is a kind of silk poplin, is seen in green, mauve, and red. All these materials are rich, soft and supple, and are accompanied with wide ribbons—also soft and supple—in moire taffetas, crepe de Chine, trellis, taffetas, crepes, and fleur de velours. Ribbons in fleur de velours, especially, will be used much for trimming; the reflections on it are so soft as to appear sometimes like grains of gold or silver, according to the shade.

Favorite colors will be President reds—in all shades of purple, Bengal roses, Menier blue—a sweet color—and majolica blue, having the same appearance as that enamel, grey, beiges suede, chestnut brown, orange yellow, and shades in violet, eveque, Parma, heliotrope, Ophelie, in a pale, lilac tone. These shades appear in all the new materials, such as draps-mousselines, cachemeres—always favorites—and the veilings with twists of plaid silk. The woolen grenadines are plain or with drawn threads, imitating the open-stitched hems one sees in linen. There are also pleated veilings with gaufré ribbons tissue in the material, grenadines, woolen and silk druggets, over which run—forming stripes—a design of small flowers, roses, or fancy checks. These are in great variety; also quadrilles in silk and wool, woven grenadines and glace cameleons. For tailor-made dresses repps with thick stripes, imitating corduroy, will be much adopted, especially in light shades, such as beige, ivory, or white. An immense variety also is shown in tartans, from the largest stripes and squares, composed of several colors, to the very smallest checks or damiers.

The style of dress to be in vogue is the "Princesse," both for soiree and a la ville. These dresses are absolutely tight fitting from the bodice to the hips, and a new corset has been especially manufactured for them, so that the bodice and hips should appear to be in one line, and not go in too much at the waist. The new ceintures have bows at the back of the dress with long ends. They come from the side of the bodice underneath the arms and turn round the back without touching the front. The materials used for afternoon dresses are drap de soie, very rich and supple, peau de soie, broche and plain, cachemire d'Ecosse, and crepe de Chine. They are trimmed with passementerie, pendeloques, soutaches, embroideries and applications, so as to make them less stiff-looking, and enable them to properly set off a slight figure.

The sleeves are quite flat and much attention must be called to the cut of the skirts, which are tight-fitting and flat at the top, coming out in a very artistic manner at the bottom without, however, forming godets. The cut is quite new and resembles much the fashion prints of 1830, with this difference—that they are long all round, even in the front. They are, however, so well cut as to be easy to hold up, and when they are down they do not in any way interfere with walking. There is little doubt that the new skirts enhance very much the ensemble of the toilette. It may justly be said that the new fashions are running on contrary lines to those of last year, when hats, dresses, sleeves and skirts were made to give an extraordinary wide and large look to the individual. Now everything is a la ligne.

For evening wear, the "Princesse" dresses are made up in satin, "Liberty" silk, and crepe de Chine. Much trimming is worn with them, such as tulle, volants of tulle, echarpes of tulle,

choux of tulle, passing over the shoulder on one side only, and flowers are also seen in this way. A novelty is a bow of white tulle placed a cheval (straddle-wise) on the left shoulder, the ends falling to the bottom of the dress, which was a "Princesse" with high bodice trimmed with thick passementerie.

In evening dresses, much silk muslin will be worn in the most tender shades, and crepe de Chine, trimmed with all kinds of lace, application, Venetian point, Chantilly, black and white.

A great deal of foulard will be worn, and those on a cream ground will have the preference, although they are shown in all shades. They are covered with little motifs; spots and groups of spots, broken sticks, and vermicelli mixed with half moons, stars, flowers, are amongst the designs. Of course, the marine blue color with small white impressions will always hold its own. There are many styles in plaid taffetas for blouses which will be tight fitting and not pouched. The favorite trimmings are flowers for evening dresses, ruches in "crin" and the finest lace. There are also cut out applications of Chantilly, of white blonde entredeux, and motifs in trimming to be applicated on to tulle. Many of the skirts are covered with these applications, and the effect is extremely elegant.

The sleeves will not be long for evening wear, but tight fitting to above the elbow, finished off with a volant of lace or material of the Marie Antoinette style. For ball dresses they will be quite short, a small plisse of lace or a narrow satin band hidden by flowers which form epaulettes. All evening dresses have trains.

As to hats their form also has entirely changed, they are low, flat, and round, and the trimming also has a quiet, modest effect. At Virot's I saw a toque made of white tulle veiled with black Chantilly, which had for sole trimming an antique buckle in silver in the centre.

A great many toques are seen made up of flower petals, peacock's feathers, and swan feathers. An attempt is being made at velvet toques forming draped turbans trimmed with a large bird, exactly like the headgear of Madame de Stael under Napoleon the First; they are shown in miroir velvet, satin and lace, but it is not certain that they will "take." A handsome hat is in white velvet, covered with black Chantilly, with a large black feather on the side. Another toque is in bleu roi velvet with three couteaux feathers on the side forming a fan and covered with blue paillettes. They are fastened down with a chou of velvet and handsome strass buckle. All the straw hats are in the same shades as the dresses, namely, mauve, red, violet prune, pink, cherry color. A lovely new straw is called "paille de soie," because of its satine surface. A pretty round hat in this color has a chou of cherry color silk muslin in the centre, and on each side an amazone feather in mixed shades of red. Blue grey and red are the dominating colors for the spring.

Here are some models in walking dresses: Polonaise in nickel grey cloth made over white cloth; triple revers in black moire edged with guipure. The corsage is held together from the revers to the waist by brandebours of a darker grey and olive buttons. Chemisette thickly gathered in white silk muslin, large bow of the same tucked under the chin; sleeves very tight fitting and slightly gathered on the shoulders.

Here is a redingot with small revers in blue satin English cloth, edged with a narrow passementerie in dead black; skirt in blue cloth with the bottom of the front covered with applications of black guipure; ceinture and collar in draped satin; chemisette in pleated taffetas glace, black and blue; empiement of black guipure.

Specialities of the coming season are the boas made entirely of flowers. One in wood violets was exceedingly pretty.

NEW YORK NOVELTIES

FOR SUMMER TRADE.



OUR SUIT DESIGN, No. 528

Tailor-Made Suits

NOBBY STYLES.

White Pique
Colored Crashes
Cycle Cloth
Venetian Cloth
Navy Serges

Perfect Fitting.
Fancy Plaid and Silk Linings.



OUR SKIRT and RUSSIAN WAIST, No. 512

SEPARATE SKIRTS, All Kinds

White Piques to be the Correct Thing.

FRILLED UNDER SKIRTS, Silk Frills

Made in Stylish Imitation Silk, in Plaids and Stripes.

Newest in Waists

WHITE PIQUES AND PLAIDS-RUSSIAN STYLE.

Novelty Belts

ALL JEWELLED. 40 STYLES.

Boulter & Stewart

TORONTO

LIDLAW AND NICOL'S CREDITORS.

A MEETING of the creditors of the estate of Laidlaw & Nicol, general merchants, of Stayner and Coldwater, was held at Stayner, March 30. Upwards of 70 local creditors were present, those of Toronto being represented by Mr. A. H. Beaton, for the firms of Alexander & Anderson, Reid, Taylor & Bayne, Warren Bros. & Co., Lailey, Watson & Co., Gowans, Kent & Co., Gillespie, Ansley & Dickson, and S. F. McKinnon & Co. Mr. Malcolm, of Toronto, for Wyld, Grasett & Darling, and Mr. W. R. Hamilton for W. B. Hamilton, Sons & Co., the W. R. Brock Co. and Davidson & Hay. A statement was presented by Mr. J. A. Cameron, assignee, showing assets amounting to about \$52,000, with liabilities amounting to about \$33,000, leaving a nominal surplus of about \$19,000. While it is hoped the estate will yield a dividend of 40c. on the dollar, it is generally supposed that the surplus will disappear in the liquidation. The appointment of Mr. John A. Cameron as assignee was confirmed by the meeting, and the following inspectors were appointed: Mr. M. Gartlan and Mr. D. Mathers, of Stayner, and Mr. W. B. Hamilton, of Toronto. Should no satisfactory offers be received for the stock by April 4, the inspectors will then dispose of the stock by public auction in Toronto. The origin of Mr. Laidlaw's financial difficulty is his connection with the Farmers' Loan Co., of Toronto.

COMPLAINTS OF CUTTING.

"Seattle," says a Vancouver letter, "is outfitting 50 per cent. of the Klondyke trade at present; the rest is about equally divided between San Francisco, Vancouver, and Victoria. Vancouver, however, is so busy and such great crowds are on her streets, that she has the appearance of a city as large as Toronto. The trade,

however, is not entirely satisfactory, owing to the insane policy of the merchants in cutting prices. As a consequence, the profits are cut to pieces on all outfit goods, including groceries and clothing, and Klondykers can get better and cheaper goods by far in Vancouver than they can in Seattle, in spite of the duty. However, for some unexplained reason the great majority are drifting through to Seattle, even at Mission Junction, where the C.P.R. connections are made for the States, many Klondikers pick up their packs and take the train for Seattle. The Seattle agents and agents of Yankee roads have an organized system of lying and misrepresentation all over the continent, and the Canadian coast trade is, in consequence, seriously handicapped, while the Washington authorities are aiding in making a laughing-stock of the British Columbia merchants, who, fearing that the rush will not last, are altogether too eager to unload their big stocks."

THE NEWEST BUTTONS.

THE newest buttons, says a New York fashion writer, are shown in three distinct sizes for the jacket, skirt and bodice. Many of the smaller buttons are veritable jewels in their artistic beauty of color and design, and many are set, like actual gems, in low mountings of cut steel and silver or pure gold. Jet, opal, plomb colored enamel and old bronze buttons set in riveted points, framing dainty miniatures, medallions, etc., are familiar styles, but many of the expensive jet and cord passementeries have buttons to match, which are not intended to have any strain upon them, but merely finish strap ends, mock buttonholes on skirt fronts, etc. When used upon the bodice they are generally fastened on the outside or very often in the centre of handsome jewel trimmings en applique, the bodice closing with strong hooks and eyes set upon a fly underneath.

Wyld, Grasett & Darling

SMALLWARE DEPARTMENT.

HERCULES BRAIDS

Black and Cream, all Nos., 20 to 1,200.

MILITARY BRAIDS

Black, all widths.

TUBULAR BRAIDS

In Moss, Myrtle, Brown, Seal, Navy, Cream, Cardinal and Black.

RIBBONS

Complete assortment of colors in double face Satins, Faille and Moire Antique.

BLACK VELVET RIBBONS

All Nos. from 6 to 100.

BLACK VELVET RIBBONS

Satin back from 3 to 16.

HOSIERY

Stock well assorted in all the popular prices of Plain and Ribbed Cashmere and Cotton Hose, excellent value.

GLOVES

Lisle, Taffeta and pure Silk in Black, Brown and Cream.

Wyld, Grasett & Darling, Toronto

Wreyford & Co.

Manufacturers
and Agents.

McKinnon
Building,

Toronto

MERCHANTS should note the 25 per cent. reduction of duty on all English goods after July 31st.

Latest Shapes and
Designs for

FALL, 1898

have arrived from following
English manufacturers:

Young & Rochester

Shirts, Neckwear and
Dressing Gowns.

Tress & Co.

High-class Hats and
Caps.

A. L. Thomas

(Late Nic J & Thomas)

Celebrated English
Skin Gloves.

Irving Umbrella Co.

LIMITED

MANUFACTURERS

Parasols Sunshades and Umbrellas

20 FRONT STREET W., TORONTO

Fringed Windsors

All widths, in _____

ROMAN STRIPES FANCY CHECKS AND TARTANS

All shades in Plain Colors
and Black. . . .

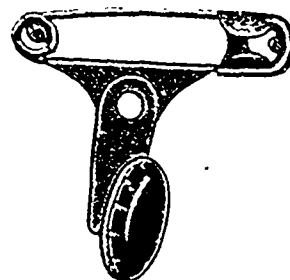
NOTHING BUT NECKTIES

E. & S. CURRIE

Cor. Bay and Front TORONTO

WAIST SETTS

Belt Supporters



The Latest Adjustable Belt Fastener.

Ladies' Belts

A full assortment of the latest styles.

WM. CROFT & SONS

Established 1855.

53 Bay Street, TORONTO.

OBITUARY.

THE LATE W. H. STOREY, OF ACTON.

WILLIAM HYSLOP STOREY, founder of the Canada Glove Works, and reeve of Acton, Ont., died, after a six week's illness, on March 6, aged 61. Mr. Storey was born in Yorkshire, Eng., in 1837, and came to Canada with his parents in 1845, settling in York county, Ont. Soon after he was left an orphan, both parents dying, and he apprenticed himself to John G. Rogers, of Lambton Mills, to learn the saddlery business. Having completed his apprenticeship in 1856, he commenced business, in the fall of that year, in Acton, in partnership with J. F. Taylor, under the firm name of Storey & Taylor, saddlers. In 1859 the saddlery business was dissolved by mutual consent, Mr. Taylor removing to Georgetown. The business was continued under Mr. Storey's personal supervision until 1868, and the work turned out was always of a superior class, both as to quality and workmanship. In the latter year the nucleus of the present large business enterprise, known from the Atlantic to the Pacific as the Canada Glove Works, was laid. From the outset success attended the enterprise, which, from a small beginning, has grown to the immense business which employs its two hundred skilled operatives, and whose products are on sale in nearly every city, town and hamlet in the broad Dominion. For a number of years the business was conducted the firm name of W. H. Storey & Co., Mr. James Moore being the silent partner. Mr. Moore subsequently retired from the business and Mr. Storey's eldest son Fred, was then admitted to partnership and the business name was changed to W. H. Storey & Son, which it has ever since remained.

A few months after this change his son Fred, died. This bereavement was the heaviest blow that Mr. Storey ever experienced, and it was many months before he could become reconciled to his great loss. The past six years his son, William A., has been his partner in business and has shared with him the exacting cares of their large and growing business, and, with the additional assistance of his sons-in-law, Messrs. Alex. Secord and A. E. Nicklin, at the heads of departments, he has been relieved from personal attention to many of the details, and enjoyed more the leisures of life which naturally come to a man after years of faithful application. The career of Mr. Storey, says The Action Free Press, gives manifest evidence of what enterprise, economy, and untiring business energy can accomplish. The business to-day is the largest of its class in the Dominion. It is housed in the finest and best appointed buildings which could be devised for the purpose, and was built upon a basis so solid and secure that it will go forward under the management of Mr. William A. Storey without interruption.

This is rendered the more certain in that the late Mr. Storey left life insurance aggregating \$53,000, of which \$30,000 goes to W. A. Storey, the new head of the business. The recently deceased gentleman was a man of enterprise and nobility and owed his success to his own efforts. A few months ago he called upon THE DRY GOODS REVIEW, of which he was a staunch friend and patron. He contributed an article to its columns lately, and THE REVIEW joins sincerely in the many expressions of regret for the death of such a valuable citizen.

THE LATE CHARLES HUTCHISON, OTTAWA.

The many friends of Charles Hutchison, commercial traveler, will regret to learn of his death, which occurred at his residence, Kent street, Ottawa, March 15. Deceased had been suffering from locomotor ataxia for the last five years, and this was the cause of his demise. The late Mr. Hutchison was 54 years of age. He was one of a family of five brothers and two sisters, all children of the late William Hutchison, for many years clerk of works in the Government. In his early life the late Mr. Charles Hutchinson was a

well known athlete, and engaged in sports of all kinds. He was one of the celebrated Hutchison curlers, but was not so prominent in this sport as were his other brothers. He was a commercial traveler for over 25 years, being of late with the Gault Bros. Co., Limited. He had lived in Ottawa for eight years, and leaves to mourn his loss a widow, two sons and two daughters.

THE LATE J. D. ALLEN, OF MONTREAL.

The funeral of the late J. D. Allen, son of Jos. Allen, manager of the British American Dyeing Co., took place, March 15, from his late residence, in Montreal, to the cemetery, and was largely attended, among those in the cortege being the members of Mount Royal Lodge, No. 32, A. F. and A. M., and of Loyal Montreal Lodge, I. O. O. F. M. U., of which the deceased was a popular member. The deceased died at Colorado Springs, whither he had gone some weeks ago in the hope of improving his health. The news of his death was wired by the Hon. J. S. Hall. Mr. Allen was a clever young man. He had studied analytic chemistry, as applied to dyeing, under Prof. J. T. Donald, also at Bishop's college, after which he took a full course at Yorkshire college, Leeds, England, on the chemistry and technology of dyeing, winning first prize at the college, and also first prize and medal at the City and Guilds of London Institute in 1887, the first such medal ever taken from the British Isles.



THE LATE MALCOLM McDONALD, HALIFAX.

Malcolm McDonald, the well known north end merchant, died at his home in Halifax, on March 10, in his 50th year. Deceased was a great sufferer from inflammatory rheumatism, and had been confined to his home for the past three months. Mr. McDonald was a native of Antigonish, and came to Halifax 35 years ago. He was one of the city's "old-time firemen," and was esteemed for his manly qualities and generous disposition. During his illness he had suffered much, and finally a dropsical malady developed, which culminated in death.

THE FIRM RE-CONSTRUCTED.

The business of Runians & Butler, London, recently in financial difficulties, has been taken over by the new firm, the Runians, Gray, Carrie Co. A large staff of employes were busy before April 1, checking over and re-marking the stock preparatory to the reopening sale. The new firm is composed of Mr. E. O. Runians and Messrs. Gray and Carrie, two of Woodstock's leading and prosperous merchants. The business will be conducted in a way to win the confidence and support of the public and at the same time avoid antagonizing the trade. Changes are in contemplation, and it is possible that some new departments may be added and some of those now run may be dropped.

BUSINESS CHANGING HANDS.

Hon. C. H. Labillois and Ernest Sumner have purchased the general store business of Geo. Haddow, at Dalhousie, N.B., and took possession on April 1. Mr. Labillois has been clerk in the store for some years past and will be the managing partner under the new arrangement.

WANTED FOR EARLY TRIP WITH FALL SAMPLES

An experienced Traveller in special lines Woollens and Tailors' Trimmings; also Dress Goods and Hosiery. Must have travelled in Maritime Provinces. Apply, stating age, experience, salary and references to A. B. C., care D. G. REVIEW office, Montreal.

FALL 1898

OUR TRAVELLERS are now out with new lines in English Natural Wool and fancy tints in Underwear. Also a very large assortment of Canadian Goods at all prices and in all styles. Scotch, in Knit and Ribbed Goods.

Extra heavy weights in all sizes from 34 to 48 inches.

IN BLACK

Cashmere Half-Hose

OUR MARKED NUMBERS ARE:

3,758 at \$2.00 3,808 at \$2.10
3,761 at 2.25 3,760 at 3.50
3,810, Jock stitch, at \$4.00
3,813, Jock stitch, at 3.50

English Collars

TAUNTON, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 3 $\frac{1}{2}$.
SEFTON, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 3 $\frac{1}{2}$.
STRAND, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 3 $\frac{1}{2}$.
WATERLOO, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 3 $\frac{1}{2}$, 3 $\frac{3}{4}$.
PRESTON, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 3 $\frac{1}{2}$, 3 $\frac{3}{4}$.
GRAPTON, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 3 $\frac{1}{2}$, 3 $\frac{3}{4}$.
COLONEL, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 3 $\frac{1}{2}$, 3 $\frac{3}{4}$.

English Cuffs

RIVAL, to sell at 25c. PREMIER, to sell at 25c.
PORTLAND, to sell at 25c. RIDGAY, to sell at 25c.

German Collars

AMALFI, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 3 $\frac{1}{2}$. CHICO, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 3 $\frac{1}{2}$.
CANADIAN, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 3 $\frac{1}{2}$. ELECTRIC, turn down.

German Shirts

The celebrated Wolff & Glaserfeld's always in stock.

No. 2, Open Front, bands.
No. 3, Open Front, cuffs.

English Hand-Sewn Braces

OUR OWN SPECIALTY.

New Lines in **Ties** for sorting trade in.

PUFFS
BOWS

GRADUATED DERBYS
and PARIS TIES.

Rubber Coats, Umbrellas
Handkerchiefs, Etc.

Matthews, Towers & Co.

73 St. Peter Street

MONTREAL.

WOOLENS AND CLOTHING.

MONTREAL MERCHANT TAILORS.

ON Friday evening, March 25, the Merchant Tailors' Association, of Montreal, held their annual meeting, the retiring president, Mr. W. St. Pierre, presiding. The treasurer and secretary read their annual reports which were considered highly satisfactory. It was pointed out that the association had been successful in bringing about a diminution of smuggling and had thus put a stop to the unfair competition from which the trade had long suffered. The association have a valuable system of exchanging information so that a man who persistently refuses to pay, soon gets known.

The election of officers, for the ensuing year, resulted as follows: President, Wm. Paterson; vice-president, Lachlan Gibb; hon. treasurer, R. Desjardins, hon. secretary, F. W. Richards. Board of management: Messrs. Wm. St. Pierre, Wm. Seath, Irving Smith, W. H. Walsh, A. Brault, F. Koehn, D. McEntyre, R. Charlebois and Jos. Lamoureux.

NEW LINES IN CLOTHS.

The Gault Bros. Co. promise the trade a big range of costume cloths, in mixture twills, vinette cloths, fancy Cheviots, homespuns, box cloths, covert suitings, and the celebrated "Columbian" costume cloths, in new designs and colors. Perle cycling cloths will be a feature with them. They are arranging for many novelties in mantle cloths for the coming fall and winter seasons.

A NEW MACHINE.

A. S. Campbell & Co., of Montreal, have recently installed in their factory a machine for properly staying pockets. This is a new invention, and is creating a good deal of interest in the United States. Campbell & Co. are the first Canadian clothing manufacturers to experiment with it, and they speak favorably of its work. Their travelers will shortly start out with fall goods, including Montagnai, beaver, curl and fancy tweed overcoats, lined with quilted satin, quilted Italians and fancy linings.

The movement in clothing, as everyone knows, is toward better goods, and this firm claim that their long attention to fit and quality entitles them to be ranked as wholesale tailors instead of ready-made clothing makers.

NEW MIXTURES.

Finley, Smith & Co. announce they have just opened out repeats in blue tone suitings and herringbone mixtures. They always have in stock their celebrated "Trafalgar," "Britannia" and "Royal Navy" serge cloths. They are as popular as ever this season.

FOR SPRING OVERCOATS.

Amongst the novelties for this season shown by Finley, Smith & Co., are the blue vicunas for spring overcoats. These are to be had in both plain and fancy weaves.

NEW SUITINGS IN TWEEDS.

The W. R. Brock Co., Limited, have added several new ranges of the very latest tweed suitings to their already large assortment, making their stock in this department very attractive. They have just received repeats of their celebrated Blantyre serges, which have made a decided hit with the tailoring trade.

OXFORD TWEEDS IN THE WEST.

A new move has lately been made in the west by the Oxford Manufacturing Co., Limited, of Nova Scotia, their samples having been placed with Mr. John Ranton, Winnipeg, who will carry them

from Fort William, Ont., to the Coast, covering an 1,800-mile trip. There are already signs of increased western appreciation of these fine goods. Additions to the company's plant enable them to cope with larger trade.

A NUMBER OF SPECIALS.

This is a time of clearing and special lines. At John Macdonald & Co.'s were seen some specials in 6-4 Scotch, Irish and Canadian suitings. Two lines of black and blue serges are worth enquiry. Several clearing lines in 3-4 Canadian tweeds, below mill prices, are being offered, and also a special job line in 3-4 Scotch tweed suitings, and a drive in 3-4 Canadian blue serge to retail at 25c. Shipments of 40-inch fancy silesias, in the newest designs, have just come to hand.

A DECIDED NOVELTY FOR TAILORS.

READERS of THE REVIEW may count upon seeing a decided novelty in asking for Moore's patent pocket. It is now in use for custom tailoring. The benefits of this invention are twofold: It absolutely prevents the contents of coat, trousers, or vest from tumbling out when they are accidentally turned upside down; secondly, it prevents the contents of pockets from sagging or pulling the garment out of shape. The handkerchief does not crease the coat, nor does the trouser pocket stay open with a flap after the hand is withdrawn. The pencil, the watch, the small change, etc., all remain in when the vest is turned upside down. It looks like magic, at the first glance, but is, after all, a simple affair, as most cute inventions are. The edge of the pocket is fitted on one side with an elastic ribbon, on the other with a narrow steel band. The two, acting together, contract the opening of the pocket when the hand is withdrawn. The inventor has constructed his little improvement with an eye to the tailor's needs. The steel will not rust; the elastic will not be cut by it; the sewing in is easily done. In fact, all reasonable objections seem to have been met. It has the appearance of working a revolution in pocket-making. REVIEW readers who would like fuller particulars, may write to the Moore Patent Pocket Co., 207 St. James street, Montreal.

VISITING THE CANADIAN TRADE.

Mr. Herman Greeff, representing Greeff, Bredt & Co., of Barmen, Germany, has been in Toronto, and other Ontario cities, visiting the Canadian trade in behalf of that long-established concern. Mr. Greeff is on his way to Quebec and the maritime provinces and may go west to Winnipeg and the Pacific coast this autumn. His company make a specialty of covered buttons, etc., and have a large manufactory at Barmen, in Rhenish Prussia, a city of 126,000 inhabitants. The firm find Canadian trade better than last year, and the abolition of the preference toward German goods next July will make no difference in their Canadian sales. The United States duties are, however, too high for them.

REPRESENTING THE W.B. CORSET.

Mr. Oscar Weingarten, of Weingarten Bros., New York (whose announcement regarding the W.B. corsets will be found on pages 40 and 41), is coming to Canada in a few days to push the Canadian trade in his goods. Mr. Weingarten is a man whom the trade will be glad to meet, a typical American business man, full of energy, with magnetic qualities and a talent for organizing. He has perfect confidence in the excellence of the goods he manufactures and has the faculty of impressing that belief on others. The firm do an immense business all over the United States and are making a strong bid for Canadian trade this season.

See that you have

PEWNY'S



Kid
Gloves

for . . . ✓

Easter

S. GREENSHIELDS, SON & CO.

MONTREAL.

— Solo Agents for Canada.

CELLULOID
COLLARS
CUFFS AND
SHIRT BOSOMS

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

Linen Interlined Waterproof,
Linenized Waterproof
and Waterproof.

Look for this



Take no other.

All goods bright and fresh—no old stock. ✓

MILLER BROS. & CO.

Manufacturers 30-38 Dowd St., MONTREAL

Toronto Branch

G. B. FRASER, Agent, 3 Wellington St. East
Toronto, Ont.

James Johnston & Co.

Wholesale Dry Goods Importers and Jobbers

MONTREAL



We have secured the Canadian agency for the sale of the justly celebrated "Cluze" Patent Thumb Kid Glove. The advantage of this make of glove fully explains itself, as it is almost impossible to tear the thumb when pulling it on, as too often happens with the cut of glove now on the market. We are now showing a full range of these goods for fall (July delivery) in Black and all new shades, at \$9.00 and \$11.50 per doz.

This glove is an improvement on anything previously shown in Canada, and is a "money-maker." No first-class, up-to-date dry goods house can afford to be without a supply. Our travelers will show a full range of samples on this journey, and will explain their merits. Let us have your order, and in a short time you will do the glove trade of your town.

LETTER ORDER DEPARTMENT

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

NEW FEATURES IN WHOLESALE TRADE.

THE W. R. BROCK CO., LIMITED.

FURTHER shipments of laces and veilings, all makes, are reported. The firm are showing a large assortment of what is wanted in torchons, cambric, Swiss, and flannelette embroideries.

The uncertainty of the weather during this month compels people to provide themselves with waterproof clothing and umbrellas. The firm have just opened out a very special black diagonal india rubber coat, with deep detachable cape and sewn seams; also black and navy blue cravenette mantles, in latest up-to-date shapes.

The firm are opening a new lot of silks, consisting of shots, tartans, and broches, a large range of elegant colorings, and marvelously cheap fabrics. The report from the silk market is to the effect that fancies are scarce, so the W. R. Brock Co., Limited, consider themselves fortunate in being able to secure this lot. During the present month a large shipment of organdie muslins and lappets, comprising a lot of very choice colorings and designs, will be shown the trade.

A 32-inch heavy domestic print, to retail at 10c., is a feature at present. The range of dress linings is complete. Linettes are having as big a run as ever.

JOHN MACDONALD & CO.

Featherbone for dress-making purposes is shown in all widths. It is now being largely used for stiffening skirts, dress steels, etc., and is also to be had in dress stay lengths. New ideas in jeweled belts and girdles are just in.

In dress goods five lines of low-priced colored fabrics are clearing at a price, in colors and weights to suit the present season. Four lines of American lappet muslins are being jobbed. A shipment of 27 cases of American sateen prints, in three numbers, to retail at 12½c., is just in. A lot of Valenciennes and fancy cotton laces have just arrived. In imported cashmere hosiery there are two very special job lines, to retail, in the large sizes, as low as 25c., with children's sizes in proportion.

New arrivals include fancy silks, satins and colored taffetas for blouse purposes, which Mr. Davidson, the buyer, has just sent over from London and Paris.

WM. CROFT & SONS.

This old firm whose announcement will be found on another page, and who have been in existence since 1855, are offering some specially new goods in ladies' belts, belt fasteners and waist sets. They carry a large range in these goods, showing every new idea. The Croft needles, brass pins, etc., and other staple lines carried for so many years by the firm, are well known to the trade. In hat ornaments, some new lines were shown THE REVIEW, and others are on the way—shapes not seen here yet.

THE MERCHANTS DYEING AND FINISHING CO.

Everything that constitutes a dress being the objective aim of this firm, and prints coming under this caption, they have placed before the trade a fine range of British, Canadian and American prints, and are showing a number of choice lines in exquisite effects. Heavy sales are reported of these useful goods, Roman stripes and neat crossover checks being the favorite lines in demand. The firm carry a very large assortment of jet trimmings in every width, and also the newest things in tinsel braids, in colorings to match dress fabrics.

An enormous silk season is reported, specially in rich black Lyons damuse silks, and which certainly indicates a return of buying power to our consumers. Like jewelry silks indicate the

wealth of a people and it is a good sign to find our people purchasing large quantities of silk and other expensive dress fabrics. Ribbons and tubular braids are being heavily bought for trimming purposes.

THE GAULT BROS. CO., LIMITED.

With the Gault Bros. Co., lace curtains are an important feature this month. Their range includes Nottingham curtains and nets in great variety—with a large number at very special prices, Irish point, tamboured and muslin curtains and nets at all prices. Ask to see lace curtains Nos. 1135, 1004, 1006 and 1212; these are special lengths and widths, for little money.

Ladies' shirt waists, which are commanding a great deal of attention this season, will be found in great variety with this house. Designs are new and include exclusive patterns. Ladies' neckwear for Easter and summer trade is shown by the Gault Bros. Co. in endless variety. The new butterfly pattern, in chiffons, fancy silks and cottons, is one of the prettiest things ever shown for ladies' bows. The latest ideas are large bows of spotted Breton nets, puff shapes of white and colored piques, etc., and fancy Windsors, all of which are having a large sale.

An extensive range of ladies' belts in elastic, leather, white kid, velvet, etc., plain and fancy, which come within the reach of all, is a specialty here. New designs of jewelled varieties, in all styles, are selling fast.

S. GREENSHIELDS, SON & CO.

In the dress goods department of S. Greenshields, Son & Co. a full stock of black crepons, in various designs, is noted. Black grenadines are in great demand, and are selling well. They have just received a new shipment of black glace silks, shot glaces, black broches and colored broches. Some special values in black dress goods are just to hand. Large sales of covert suitings are reported.

Their carpet department is well stocked with tapestry, Brussels, Wilton and Axminsters. Their range contains special values, and samples are worth seeing. In Tay, Clova, Vandnara, wool and union squares, they have a full stock in all sizes. Repeat orders for Nottingham and Swiss lace curtains have just come to hand.

Umbrellas at all prices, with latest shaped handles; men's rubber coats, with and without capes, and sweaters, in all colors, are specialties in their men's furnishing department.

The smallwares department of this house reports the arrival of a large consignment of wide moire and shot ribbons, in black and colors, also wide black glaces.

KYLE, CHEESBROUGH & CO.

According to Kyle, Cheesbrough & Co., this season's blouse business has been something phenomenal. Their travelers are showing something special in dress good for the sorting trip.

Owing to the large quantity of "Coiffure" combs sold in Canada the firm have been able to conclude such favorable arrangements that they can now furnish the trade with this article at a lower figure than formerly.

WYLD, GRASSETT & DARLING.

Wyld, Grasset & Darling are pushing some special bargains in their staples department. The specialties include a large line of 30-31 inch Dominion standard flannelette, a big assortment of 30-31 plain shaker flannel in grey, pink and cream, a great line of heavy cream Domet shakers, offered at prices which, they state, are causing no little excitement to the trade. They have also cleared a large line of 7-4 and 8-4 plain and twill unbleached sheeting offered much below mill prices. Owing to the flood at the Hoch-

FALL 1898-9

Wholesale



Clothiers

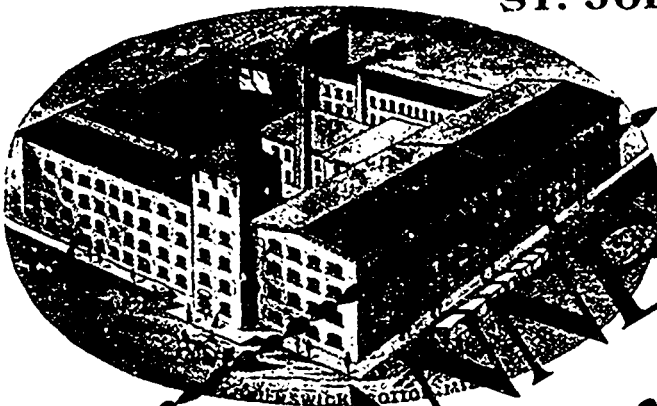
Our travellers are now out
on their respective routes.

Range larger than ever.
Newest Designs.
Novelties in Boys' Clothing.
Inspection Cordially Invited.
Sample Suits on Application.

Ontario Travellers start out about 1st April with Sorting Samples.

W.M. PARKS & SON, Limited

ST. JOHN, N.B.



Cotton Spinners, Bleachers, Dyers and Manufacturers

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

Agents

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

laga mills there has been some difficulty in getting certain widths of bleached sheetings and pillow cottons, thereby causing a scarcity of these goods, which scarcity, however, it is hoped will be remedied within the next two weeks. In the dress goods department of this firm an active demand is noted for all kinds of fancy fabrics. Plain goods are asked for in coverts, serges, cashimeres, etc., but the larger sales are being made in novelty effects. Black goods are very popular, and are shown in a large range in both plain and fancies. Wash goods of all kinds are fast sellers, and are called for in organdies, lappets, piques, brilliants, etc. Velveteens are still popular, and are selling in blacks and all staple colorings, a special brand, the Diana, proving a great favorite with the trade. Wyld, Grasett & Darling have in stock all numbers of black velvet ribbons from 6 to 100; all Hercules braids in black and cream from No. 20 to 1,200. They have the new military braid in all widths and in full range of colors. In ribbons they are showing special value in black silk, faille, moire, antique and double faced satin. Their fast black cotton hose, Hermsdorf dye, full fashioned, 40 gauge are extra value to retail at 15, 20 and 25c. In Canadian cotton hose their brand of seamless goods known as "Best Yet," is special value, to retail at 2 pairs for 25c. They have a complete range of cashmere hose to sell at popular prices. The favorite laces are Oriental, Chantilly in butter and cream, and Valenciennes in white and butter colors. They have a very special line of Taffeta gloves in black, brown and cream, to retail at 25c., and a full assortment of pure silk gloves to sell at various prices. The newest thing in belts is the velvet belt with steel trimmings. This firm carry a full line of these goods, as well as plaid and leather belts.

LADIES' AND MISSES' UNDERWEAR.

The W. R. Brock Co., Limited, have full stock of all good value and desirable lines of vests and drawers in white and ecru, with half-sleeves, long sleeves, and no sleeves at all.

A MONTREAL FAILURE.

J. K. Paquin & Co., dry goods merchants, 267 St. Lawrence street, Montreal, have made a voluntary assignment. Their liabilities will reach \$36,000, and are divided amongst the following Thibaudeau Bros. & Co., \$5,197; Thomas May & Co., \$3,688; J. J. Mackenzie & Co., \$2,882; Fitzgibbon, Schafheitlin & Co., \$2,693; James Johnston & Co., \$2,711; S. Greenshields, Son & Co., \$2,453; John Macdonald & Co., Toronto, \$1,766; Gaulthier Bros. & Co., \$1,376; Caldecott, Burton & Spence, Toronto, \$1,078; Brookfield Linen Co., \$1,008; P. P. Martin & Cie., \$860; Liddell, L'Esperance & Co., \$677; P. Garneau & Fils, Quebec, \$675; J. Fisher, Sons & Co., \$594; McIntyre, Sons & Co., \$606; D. McCall & Co., Toronto, \$529; Tooke Bros., \$532.

SOMETHING NEW PROMISED.

The W. R. Brock Co., Limited, report that they have been unusually successful in placing their contracts for fall hosiery and underwear; a number of lines are made specially and only for them. Merchants, they say, will be looking after their interests by refraining from buying goods till they have inspected this range of hosiery, half-hose, ladies' and children's vests, drawers and underwear of every description for fall 1898.

NEW OUTFITTING ESTABLISHMENT.

Vancouver is to have another large outfitting house. The Donaldson Trading Co., of Manitoba, are opening out at 74 Cordova street with a large and extensive stock of men's and boys' ready-made clothing, gents' furnishings, hats and caps, and Klondyke supplies. The manager, D. Donaldson, is well known in that city.

Why Buy Foreign Goods

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

We Manufacture

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

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

Boyd, Caldwell & Co.

Clyde Woolen Mills LANARK, ONT.

Gloves ...AND Mittens

BERLIN, ONT.

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

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

GLOVES AND MITTENS

Everybody should have them.

Right in quality and price.

Let US fill your orders.

Importers, stop and think!

None should miss seeing our samples.

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

W. CAIRNES & CO.

Manufacturers

BERLIN, ONT.

W. H. Storey & Son

GLOVE MANUFACTURERS

ACTON, ONT.

To the Trade of the Dominion

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

W. H. Storey & Son.

SOME OF YOUR CUSTOMERS
WILL WANT A

Klondyke Outfit

OF VERY WARM AND STRONG

UNDERWEAR

*Warranted
Turnbull's*

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

WRITE FOR PRICES AND SAMPLES.

GOULDING & CO.

27 Wellington St. East
TORONTO

JOS. W. WEY

6 Bastion Square
VICTORIA, B.C.

THE C. TURNBULL CO. OF GALT

LIMITED

FURS

Our Travelers are now out with a choice range of samples. Early purchases in a rising market enable us to offer exceptionally good value in Raccoon and Wombat.

JAMES CORISTINE & CO.

MONTREAL.

HATS

We are showing some natty shapes in Fedoras, especially selected for the sorting trade and at right prices.

GREEFF-BRETT & CO.**Barmen, Germany.**

ESTABLISHED 1830.

The oldest manufacturers of **Covered Buttons.**

— EXPORTERS OF —

Dry Goods, Tailors' Trimmings, Fancy Vestings,
Braids, Buckles, Hooks and Eyes, Coat Chains,
Fancy Trimmings, Combs and Brushes.

Wholesale Trade Exclusively.

We visit Canada every Spring and Fall with a full range of the
latest novelties.

The Bustle is Needed

IN THE NEW FALL STYLES
OF DRESSES.

THE BRAIDED WIRE BUSTLE

IS THE BEST

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

"Empire." "Princess."
"La Mode." "Combination Hip Pad."

If not in stock send sample order.

BRUSH & CO. - TORONTO

Canadian manufacturers for Weston & Wells Mfg. Co.



Metal Ceilings are now being recognized as the most desirable covering for Private Houses, Club Rooms, Public Buildings, etc. They are very handsome in appearance, will not crack and fall off, and compare favorably in price with any good ceiling.

Fully illustrated catalogues sent on request. Estimates furnished on receipt of plans.

The Pedlar Metal Roofing Co.
OHAWA, ONT.

NEW THINGS IN HOUSEFURNISHINGS.

IN housefurnishings, carpets, etc., trade is reported active. John Macdonald & Co. have just passed into stock 1,000 rolls of China matting, direct from the makers, and as it was late in arriving they have decided to clear it out at a much lower figure than was anticipated. Several thousand pairs of lace curtains, principally low priced goods, have just been put in stock. This firm have also opened up another repeat of their sash and curtain muslins, consisting of white and colored muslins, grenadines, frilled muslins, fancy colored scrimms, Madras, Brussels net and Swiss muslins. These are now done up in short ends, so that an assortment may be had for little money.

A new line of Axminster rugs and squares to sell from \$1 up to \$50 are being shown. For the convenience of customers who wish to make sales of large sizes without carrying stocks, photos will be sent on application with a small mat to show the quality. The firm are also showing a new line of tapestry and velvet squares, from 2 1/4 x 3 up to 4 x 4, also a full range of sizes and large assortment of patterns in union squares. A repeat order of the best selling patterns in tapestry and Brussels carpets has arrived. Another shipment of the special satin quilt, in 1 1/2 and 1 1/4, is to hand. A big drive of 100 pieces of 8-4 English oils, to retail at 25 and 30c. per yard, and especially made for Canada, will interest the trade. A full line of patterns, some very fine floral effects, in 2-yard and 4-yard wide, oilcloths and linoleums. In going over all these goods THE REVIEW was shown many exclusive lines confined to this house.

RAGE FOR FIGURED LUSTRES.

The figured lustre demand this season has been something phenomenal, and it has busied the works of the Merchants Dyeing and Finishing Co. to their utmost limits. These goods are said to

be popular because they combine brightness and smartness of appearance with great moderation of price, and when made up have the appearance of silk brocades. The company, it is understood, dye these with the famous Congo black dye, which insures the color against fruit juices, sun or rain.

EASTER GLOVES.

The W. R. Brock Co., Limited, have just passed through the Customs full lines of their well known lines of Josephine, Laura and Ava kid gloves in tans and black; they also have in stock an immense assortment of fabric gloves and mitts in Lisle, taffeta and pure silk, containing a number of novelties and new creations. Their numbers to retail at the popular prices of 25 and 50c. hold their own customers and attract new ones continually.

RUSSIA COMPETING WITH OUR FLAX.

Mr. Forrester, of Clinton, Ont., informs The Goderich Star that the flax mills are not likely to run this season, because the competition with foreign flax is so great that there is no profit in it. Russia is the worst competitor.

STARTING FOR HIMSELF.

Mr. G. P. Bateman, formerly with Haughton & Co., Mount Forest, has launched out for himself, with a choice stock of general dry goods and groceries. THE DRY GOODS REVIEW wishes him every success.

ADOPTED A BRAND.

All goods manufactured by the Canada Fibre Co. will hereafter be known as "Perfection Brand." Their comforters and cushions have always been of the best quality, and they are making a special effort this year to make them as near perfection as possible.

THE GAULT BROS. CO.

LIMITED

WOOLLEN DEPARTMENT

Our great range of samples of Imported and Canadian Woollens, combined with those of Messrs. Auguste Dormeuil & Co., London and Paris, for whom we are sole agents, is now on the road. **WAIT AND SEE THEM**—they are simply immense.

TAILORS' TRIMMINGS to match everything.

We would like the Trade to remember our special leaders in Coatings and Serges: Pirle Finish Venetians, Landslide and Fitzsimmons Twills, Victory, Viking and Oceanic Serges. Tremendous range of Belwarps.

FULL RANGE OF MARTIN'S COATINGS—EVERY LINE A SPECIAL LEADER.

CARPETS--Specially Attractive New Lines for Spring Trade.

Wiltons	Unions	8/4, 16/4 Linoleums	Brussels Squares
Brussels	Hemps	16/4 Floorcloths	Tapestry Squares
Tapestries	Cork Carpets	Rugs, Mats	Wool Squares
Wools	Inlaid Linoleums	Hemp Squares	Union Squares

MOST COMPLETE CARPET STOCK IN THE DOMINION.

GENTS' FURNISHINGS DEPARTMENT

A look at our Hosiery is sure to interest merchants who wish to push this department of their business.

CASHMERE HALF-HOSE. Full Range in stock.

LEADERS { Nos. 90, and 143. Can be retailed at 20c.
 Nos. 141, 142, 144, 145, Two Thread, Double Sole, etc. Can retail, 25c.
 Nos. 146, 147, 112x, 108a, Silk Spliced, etc. Can retail, 40c. to 50c.

COTTON HALF-HOSE—Special value in Blacks and Tans. Full fashioned fast dye, Black, Nos. 1a and 1, Tan, No. 266. Can retail 10c. to 12½c. Double sole, maco yarn, etc., Black, Nos. 3, 4, 5, Tan, Nos. 267, 268. Can retail, 12½c. to 20c.

LIGHT WEIGHT NATURAL WOOL UNDERCLOTHING. EXTRA VALUE, can be retailed at 75c. Nos. 397, 397x and 403x—all sizes in stock.

Sole Agents for Fownes' Celebrated Gloves.

THE GAULT BROS. CO., Limited, MONTREAL

THE KINGSTON COTTON MILLS.

THE DOMINION COTTON MILLS CO. are asking the city council of Kingston, Ont., for a bonus of \$50,000, to assist them in enlarging and refitting their mill at that place. It is claimed that this—like others of the smaller mills controlled by the Dominion company—has not been paying for some time, and the only way to put it on a profitable basis is to double its capacity. The policy of the new management is to make every mill thoroughly efficient, and this the mill at Kingston certainly is not. If the city of Kingston is not willing to assist, the company may close up the mill and move the plant to one of the larger mills. The present capacity is 20,000 lbs. per week, with 290 looms. If the proposed improvements are carried out, it will mean employment for a large number of hands, as well as a big outlay for machinery and supplies.

A WANT SUPPLIED.

Now that "Ready to Wear" ladies' costumes are in such demand it is gratifying to know that they can be had, made equal in every way to the best ordered suits, which cost more than twice the price. Boulter & Stearns are making a big push for this trade and the samples shown are certainly equal to anything THE REVIEW ever saw in the highest grade of ordered work.

They are cut by an "A 1" American cutter and all goods are guaranteed as to fit and finish. Their travelers are out now with a large range of the latest New York designs, in white pique, colored crash, covert and cycle cloths, and they draw special attention to the fact that all goods are carefully shrunken before making up. It will pay you, they say, to see their lines if you want the latest.

THE SEASON FOR BELTS.

Nothing like it has every been seen previously. No other fad or fashion has become so universal or been so pronounced as that of wearing metal belts or girdles. Manufacturers have brought out many beautiful designs and exquisite finishes, among them the house of Phillips & Wrinch, Toronto, who have achieved a high reputation for their very excellent patterns. They have goods at all prices, to please all tastes.

THE ANCHOR KNITTING CO.

A joint stock company composed of Pembroke, Almonte, Perth and Ottawa capitalists has been formed to operate the knitting mill at Almonte, Ont., formerly owned by the late D. M. Fraser. The new company will be called the Anchor Knitting Co., Limited, and will be capitalized for \$50,000. Between fifty and sixty hands will be employed, and the plant is now being improved and added to. Hosiery and underwear will be manufactured, and the output will be sold direct to the retail trade.

A NEW FABRIO.

James Johnston & Co. are handling a new decoration crepe for dressing stores and store windows, and for general decorative purposes. It is also suitable for making fronts for ladies' blouses. It can be obtained in "Basket" or "Crinkle" effect, and in fifteen shades. This is something entirely new, and has already met with a flattering reception from the trade.

THE BELT FAD.

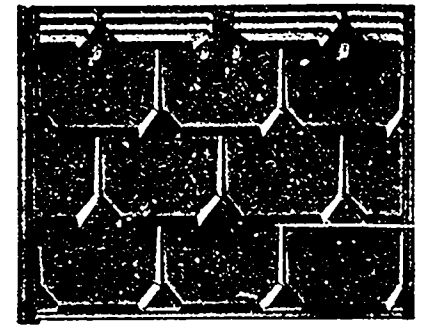
With the return again of the Russian blouse, the leather belt promises to receive universal favor during the coming season. The volume of business already transacted is largely in excess of any previous year in this department. The makers are vying with each other in the production of novelties, although everything offered sells. The distinctive feature of this season's offerings is the large variety of jewelled and metal embellishments. Large buckles are

YOUR ROOF

Is the Vulnerable Point.

If it is not perfect the whole building suffers.
But if you use our celebrated

Eastlake Steel... Shingles



Shows One Shingle.

Your roof will be invulnerable—fire, lightning, rust and storm. These shingles are either galvanized or painted, and have a patented side lock that gives them precedence over all others.

They are the quickest laid shingles made, and the most durable—adding a fine appearance as well as staunch protection to any building.

If you've used them you know all this and more—if you haven't, write us for full information.

All over the country Eastlakes are giving the very best economical satisfaction.

METALLIC ROOFING Co., Limited

1176 King Street, West.

TORONTO.

also quite popular. Every conceivable variety of design and color is offered, many odd and gaudy, others delicate and rich. Phillips & Wrinch, Toronto, are now making up the latest novelties, which include leather belts set with jewels and fancy ornaments. Some very pretty things will be shown by this firm in a few days.

CHANGE OF NAME.

The name of the company who manufacture the "Lip" and "Tube" dress binding has been changed from the Lip Dress Binding Co. to the Protector Manufacturing Co. They will in future make dress stays and shields, under the name "Protector," as well as skirt bindings.

NEW THINGS IN CUSHIONS.

The Alaska Feather & Down Co., of Montreal, are out with an attractive range of cretonne, repp and denim cushions for the seaside and lawn. Cord is largely used in the finish, and the filling is an imitation down which has all the appearance of the genuine article and keeps the price down to a popular level. The leading cushion, this spring, they find to be their French repp cushion, 22 x 22, which retails for \$2 and far surpasses in style and attractiveness the finest silk or satin.

THE OLD FLAG.

The W. R. Brock Co., Limited, have just passed into stock a large assortment of cotton flags, consisting of Union Jacks, Royal Standards, Canadian, Scotch and Irish ensigns, tri-colors, etc., etc. The merchant should see that he has flags in stock before Her Majesty's birthday.

THE SWAN BRAND.

The Toronto Feather & Down Co., Limited, have won a solid reputation for bed pillows, and justly so, as the Swan brand is one of the best in the market, so the users say.

TO THE TRADE

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

Feder's Pompadour Skirt Protector



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

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

Granite Mills, St. Hyacinthe

P.Q.

Sole Manufacturers and Licensees for Canada.

Toronto

Alexander & Anderson
A. Bradshaw & Son
W. K. Brock & Co.
Manufacturers Dyeing and Finishing Co., Limited
G. Mackay & Co.
J. Macdonald & Co.
W. Grasset & Darling.

Ottawa

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

Halifax

Smith Bros.

London, Ont.

R. C. Struthers & Co.

St. John, N.B.

Manchester, Robertson & Allison

Hamilton

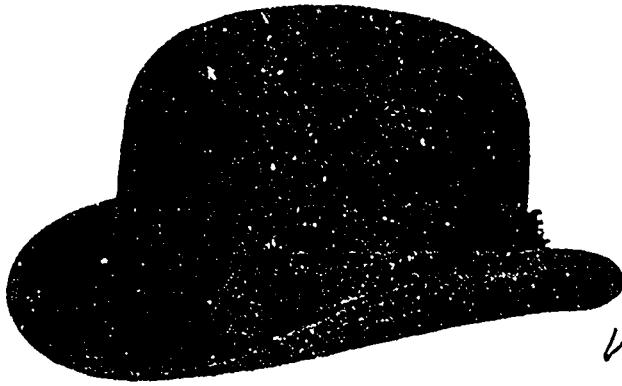
Knox, Morgan & Co.

Quebec

Wm. McLimont & Son.

Montreal

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



"PRIDE OF CANADA."

Colors—Black, Focan and Maple. One inch Satin Bands.

THIS IS THE HAT

Dressy Young Men are looking for.
Be wise and order at once
A Profit Winner for you.

Our Travellers are now on the road with all the latest ideas in Hats, Caps, Straws, etc. Your inspection invited.

A. A. ALLAN & CO.

51 Bay Street.

Wholesale Hats, Caps and Straw Goods.

TORONTO.

THE BITER BIT.

NEW YORK departmental stores have an effective way of fighting each other, when prices are cut too low. Not long ago one of them commenced selling the Standard Dictionary for \$12. A rival put the price at \$9.98. Number one cut to \$8.88. The rival came to \$6.98, a dollar or so less than the two houses were paying for the books apiece in 1,000 lots, but a fight was on, and blood was hot. Number 1 then hit a brilliant idea. "We soon mustered about 40 salesmen and saleswomen from our forces and armed them with \$7 each. They were instructed to attend the dictionary sale. Within two hours we had bought a whole wagon load of our competitors' books, one by one, at \$6.48—dollars and cents below cost. At 11 a.m. that day the sale was stopped, we having secured all the books sold at a very low price, except about twenty. Our competitors got on to the game, and restored the price to regular business."

HOW KLONDYKE AFFECTS TRADE.

The influence of Klondyke outfitting on British Columbia trade is shown by the Customs house statistics. The total outputs at Victoria for February were valued at \$376,052, as against \$222,866 for the same month of last year, and the duty collected was \$73,574, against \$51,096 last year. The free imports for February came to \$115,839.

PATENT FELT MATTRESS.

When interviewed about the success of the patent felt mattress, which is now being manufactured in Canada for the first time, Mr. Boissevain, of the Alaska Feather and Down Co., showed the reporter a respectable pile of order sheets, ready to be sent in to the factory as soon as the latter was prepared to take them. "The de-

mand for this mattress is even larger than we expected; it seems to fill the existing want for a soft, buoyant, sanitary and durable mattress at a moderate price. Several of our dry goods friends have ordered one or two for their own use and for friends, and, although the trade discount is supposed to apply only to bale lots, we readily make an exception in such cases, because we find that when the mattress is placed in a few good homes its reputation spreads like wild-fire, and the sale continues right along."

THE QUEEN'S STOCKING WORKER.

John Meakin, an old weaver, of Derby, is the proudest man in England just now. He has just received from Queen Victoria her autograph portrait, in recognition of the fact that he has made Her Majesty's stockings for 40 years. She desired him to send her his portrait in return.

A CUT IN WHEELS.

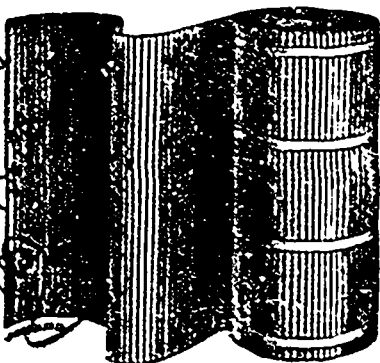
As John Macdonald & Co. are clearing out their bicycle department, they are offering the Dayton wheel, listed last year at \$100, for \$50. This is a high grade wheel and the price is only being cut to clear them out.

CANADIAN AGENT.

Mr. J. J. Dewar, Toronto, has been appointed Canadian agent for Charles Bayer, manufacturer of the C. B. corsets, London, England.

The Royal Carpet Co., of Guelph, have been rushed with orders during the past few weeks, and the men are working night and day to keep up with the demand. The company have been making several large shipments of emblematic carpets.

The Folded Paper Carpet Lining



ALL PAPER AND A YARD WIDE

IT HAS NO EQUAL

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

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

STAIR PADS

In Three Sizes—1, 2, 3.

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

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

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



Send to
John P. G. Co.
441 B. St.

WE ARE SHOWING
EXCLUSIVE STYLES
AND LATEST NOVELTIES

IN

WOOLLENS and

TAILORS' TRIMMINGS

FOR

✿ SPRING 1898 ✿

John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

Thibaudreau Bros.
& CO.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL



Finlayson's

"The LINEN THREAD that sells."

It is **uniform**, and **strong as wire cable**; never knots,
and will outwear any garment that is sewn with it. **Full length.**
Full weight. Best for **you** because it satisfies your customers.

AGENTS FOR CANADA

John Gordon & Son,

MONTREAL.

TRADE IN THE GROWING WEST.

BUSINESS ACTIVE WITH WINNIPEG MERCHANTS.

AN ENTERPRISING MILLINERY FIRM'S DISPLAY—A SKETCH OF
RETAIL DRY GOODS HOUSES—LATE NEWS
OF CHANGES, ETC.

From Our Own Correspondent.

WINNIPEG, March 24.

BUSINESS is still rushing, and wholesale houses having shipped first and second deliveries, are hurrying to send out their travelers with assorting samples. These will include many of the latest novelties in pin check dress goods, muslins, laces, lace collars, ties, sequin trimmings and summer silks.

One of the events of the month has been the opening of wholesale millinery show rooms by the D. McCall Co., of Toronto. Mr. John McRae, who has represented this firm in the west for a number of years, saw the need and advantage of such a step, and secured premises on Notre Dame street west, a central location for the city, and near good hotels for visitors from outside points.

Already the venture has proved a great success, as milliners from all over the province have availed themselves of the opportunity of seeing one of the finest displays of hats and trimmings ever seen in Winnipeg.

Last year, many of the styles in hats were a positive offence to the eye, but this season the shapes are graceful, the colors soft and delicate, blending in perfect harmony, while the flowers, of which there are great profusion, are almost natural enough to deceive the bees themselves.

Among the latest novelties, and one likely to be very popular, is the wide hat with the tire brim. This style is particularly effective in panama, while the number and beauty of the fancy braids for making up shapes is really wonderful.

Plisse canvass called zephyr, Batavia and machine shirred ribbons are among the new trimmings. In flowers, the favorites are nasturtiums, wallflowers, fuschias, red, yellow and pink clover, maiden hair fern, Johnny-jump-ups and violets.

Burnt orange is the color par excellence, and one hat that particularly caught the eye was a white chip with tire brim, trimmed round the crown with a heavy coil and knot of burnt orange tulle. The light through this delicate fabric made it look like a coil of lambent flame. At the side were rosette, bows and deep points of a rich white ribbon, with stripes of burnt orange in three shades on the edge. Under the brim, and resting on the hair, were great clusters of wallflowers, showing every shade from black to a light reddish yellow.

Some of the prettiest styles are seen in the mourning hats and bonnets, the dull black in gophered and crinkled chiffon and crepon being much in advance of crape as a trimming.

Jewelled crowns and pins are used in great profusion. The crowns, by the way, though made of gold bullion, are not very expensive, as some of the handsomest retail at from \$2.25 to \$2.50 per crown.

The short-backed sailor is likely to be a favorite as they trim readily to suit both old and young faces. In walking hats there is a great range of styles, in both satin, straw and linen. Ribbons are in heavy cord or gauze and frequently the two effects are combined, while Roman stripes and plaids are very much in evidence.

When your correspondent called Mr. McRae was extremely busy filling orders, but kindly made time to show the stock, which embraces, in addition to millinery, laces, fancy neckwear, veilings and many other novelties.

RETAIL DRY GOODS TRADE.

In order to redeem the promises of last month, that something should be said about the retail dry goods trade, your correspondent

has been going over the events of the past sixteen years to see who was who and when they came, and it is surprising the change in personnel of the retail dry goods men these reminiscent thoughts reveal. In the bygone days, of the early eighties, we had the Hudson's Bay Co., Wright's, Jerry Robinson's, Arnett's Golden Lion, Murchison & Bryce, Blair & Lamour, Peddie & Co., Alfred Pearson, Thos. Brownlow, and others whose very names are forgotten.

Stobart, Sons & Co. were just changing from retail to wholesale, the firm then being Stobart, Eden & Co.; R. J. Whitla's had but recently assumed the dignity of a wholesale house. Of the firms mentioned none remain with us to-day except the Hudson's Bay Co., Wright's and Jerry Robinson's. Three words—death, failure and exchange—tell the fate of the others.

The Hudson's Bay Co. naturally come first when matters mercantile are talked of in Winnipeg, but it has been written about so often and from so many standpoints that it would not be well to speak at any length here. The Hudson's Bay Co. was here before Winnipeg, and catered successfully for the taste of the Indian women, then its only customers for fancy dry goods, and is still, in this year of grace, 1898, meeting with equal success in supplying the needs and fancies of Manitoba's most fashionable dames.

Archibald Wright, or Wright Bros., as it was in those days, opened business in 1881 in a small store on Portage avenue, but now they occupy a fine site on the corner of Main and Portage avenue, in the Western Canada block. The business has grown almost beyond recognition, but one feature has not changed—the quality of the goods. The lines handled are not numerous, but quality has always been the first consideration. At a time when direct importation was more difficult and infinitely more expensive than now, Wright's linens, wools, baby linen, young children's goods, fine dress materials, laces and embroideries, won a reputation that made the saying common "for a really choice thing go to Wright's," and the reputation earned in those difficult times remains untarnished to-day. Dropping in the other day to see some recent importations your correspondent was filled with envy, malice and all uncharitableness, because one small purse will not buy a whole store. Paris blouses of silk embroidered linen, with ruffles galore of cobweb lace; gauze sash ribbons, gophered silk silk chiffons and crepons knotted with chenille, silk skirts, overdresses of rich black lace; embroideries almost as delicate as lace; silk embroidery for children's wear—the silk is imported direct from China and sent on from here to Switzerland to be embroidered in patterns specially chosen by Mr. Wright—ready-made skirts of fine cloth handsomely braided; tartan hose in lisle thread and cashmere (if you want to be strictly up-to-date you must wear tartan hose this season); dress trimmings of green and blue sequins combined with jet; fancy blouse silks of every shade; charming assortments of fancy neckwear, such as silk ties with lace ruffles, chiffon cravat bows and the like. A well managed and growing branch of the business is the mail order department.

JERRY ROBINSON & CO.

Robinson & Co., or, to speak more familiarly, "Jerry's," is one of the institutions of Winnipeg. Mr. Robinson came here from London, Ont., about 17 years ago, and opened business in the Dundee block, then but newly erected. At that time he rented but one store in the block; now he owns the block, occupies the first floor entire, part of the second, and has erected large extensions in the rear of the original building; in fact, having covered all the ground belonging to his own building, he has borrowed one of his neighbor's back yards and built on that. Originally, the business was dry goods exclusively; now it is one of the most complete and best managed departmental stores west of Toronto, the last department to be added being boots and shoes. It would be impossible to enumerate the different lines carried, but each

Eureka Homespuns

are made to wear. They are made of wool. Not an ounce of cotton is used. We make all weights.

Eureka Blankets

sold better than ever last year. We expect to sell a great many more this year. If you are interested in any of our lines, we would be pleased to send samples.

EUREKA WOOLEN MFG. CO.

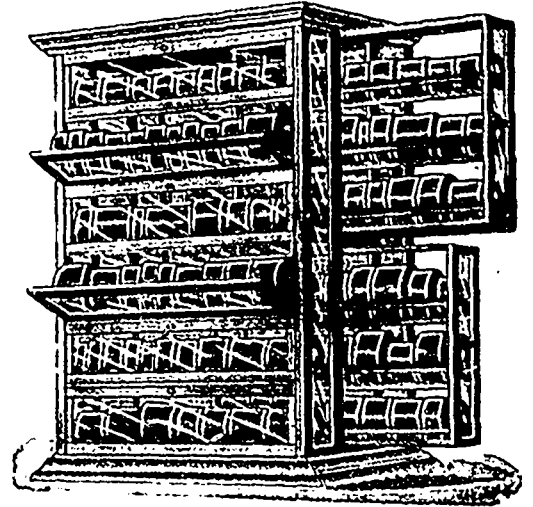
Limited

EUREKA, N.S.

THE PRACTICAL KID GLOVE CABINET

Practical Revolving Counter Fixture.

The Practical Ribbon Cabinet.



No. 3 Cabinet (opens from four sides.)

NATURAL OAK, NICELY FINISHED.

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

PRICE LIST.

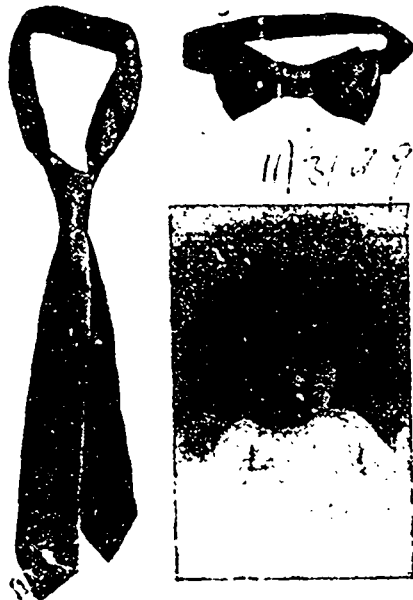
No. 0 size 28 x 7 x 27, 50 bolts, \$ 6.00	No. 3 size 23 x 20 x 38, 250 bolts, \$18.50
No. 1 size 28 x 15 x 27, 100 bolts, 10.00	No. 4 size 23 x 25 x 38, 325 bolts, 23.00
No. 2 size 28 x 15 x 33, 150 bolts, 13.50	No. 5 size 23 x 31 x 38, 400 bolts, 26.00

A. N. RUSSELL & SONS Manufacturers ILION, N.Y.

WE SELL THROUGH JOBBERS ONLY.

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

JAS. JOHNSTON & CO.	-	-	Montreal
JOHN MACDONALD & CO.	-	-	Toronto
JOHN. M. GARLAND	-	-	Ottawa



"Ties that Bind"

Neckwear

— a Specialty

TO THE TRADE.

Cookson, Louson & Co.

Importers and Manufacturers of MEN'S FURNISHINGS

16 LEMOINE ST. - MONTREAL

Our First Season

Stock Well Selected.

Have you seen our Neckwear?

Notice our values in Waterproof Coats, Bicycle Hose, Sweaters and all Furnishing lines.

Travellers now on the road.

Yours faithfully

COOKSON, LOUSON & CO.

LETTER ORDERS Promptly Attended To.

Some of our Lines

- ARMLETS
- BRACES, all kinds
- BELTS
- BATHING SUITS
- BICYCLE CAPS, HOSE AND SWEATERS
- COLLARS, Linen, Cotton, Celluloid and Paper
- CUFFS
- CARDIGAN JACKETS
- COLLAR AND CUFF BUTTONS
- CUFF FASTENERS
- GLOVES, all kinds
- GOLF HOSE
- GARTERS
- HANDKERCHIEFS, Linen, Cotton, Silk
- JERSEYS
- MUFFLERS, Excellent Values
- MITTS
- MEN'S HOSE, Endless Varieties
- NECKWEAR (in Latest Designs)
- NIGHT SHIRTS
- OVERALLS
- SHIRTS AND DRAWERS, in all the different lines.
- SATEEN SHIRTS
- WHITE SHIRTS
- COLORED SHIRTS
- REGATTA SHIRTS
- UNLAUNDRIED SHIRTS
- FLANNEL SHIRTS
- TOP SHIRTS
- WOOL SHIRTS BOATING SHIRTS
- SHIRTS MADE TO ORDER
- TIES (We excel in this line)
- TIE FASTENERS
- UMBRELLAS
- VESTS
- WATERPROOF COATS (Best Makes, etc., etc.)



GOFF'S
Angora
BRAID

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

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

IN BLACK AND
STAPLE COLORS.

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

DYED IN THE
WOOL.
SHRUNK READY
FOR USE.



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

department has a full and carefully selected stock, well displayed, with all goods marked in plain figures. The building is well lighted, giving every facility to shoppers, and the advantages of the establishment are fully appreciated, for, from January 1 to December 31, it is like a fair, "We got it at Jerry's" or "Let us go to Jerry's" being frequently heard on the street and at afternoon teas. Here also is a mail department with an ever-growing business.

Before passing on to speak of new-comers, it may be of interest to note some of the things that have led to the firms just mentioned weathering the battle and the struggle that succeeded the boom days of odious memory. First, these men understood their business in all its branches; secondly, they carefully watched the tastes of their customers and the needs of the climate, thirdly, they personally superintended every detail of their business, and last, but not least, they have always paid good salaries to efficient clerks.

Among later arrivals are Carsley & Co. The members of this firm hail from Montreal, and are connected with the Montreal house of that name. They do a general retail dry goods business, carry a large stock, and attend strictly to business. Burke Bros., departmental store, catering particularly to the French-Canadian trade; Preston & Co., general dry goods and millinery; the Imperial Dry Goods Co., successors to Dunwoody & Steen. This is a joint stock company, with a charter wide enough to allow them to open a departmental store, when they feel that business warrants. At

present they are engaged in remodelling their premises and enlarging their stock and bringing it up-to-date.

George Craig & Co., the Golden Lion, have again opened after the recent failure, having succeeded in getting sufficient backing to warrant paying 50c. on the dollar for the old stock. A great bankrupt sale is now going on. It is generally understood that after the present stock is sold the business will cease to be departmental.

Of course, this sketch does not include all the dry goods houses of Winnipeg, but it is fairly representative.

PERSONAL.

A. F. Bansfield has just returned from Algiers and Morocco, where he made extensive purchases of rugs, tapestries, etc., for his carpet and housefurnishing warehouse.

Myron McBride, for many years head accountant for G. F. & J. Galt, has bought the business lately owned by Cornell, Spera & Co., who failed last month. Mr. Cornell will also be a member of the new firm, and the business will be conducted pretty much on the old lines, general gents' furnishings, but the stock will be larger and better in each department, and their travelers will visit every town in Manitoba, the Territories, and British Columbia.

Mr. Ham, manager for the Imperial Dry Goods Co., went east, Sunday, on a purchasing trip.

Mr. Campbell, buyer for R. J. Whittle & Co., is at present in Europe.

Woven Labels.

Shirt Labels & Hangers
UNDERWEAR LABELS
INITIAL LETTERS
INDIVIDUAL NAMES.

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

Silk Labels & Hangers
NECKWEAR LABELS
DRESS BELTS
SHOE LABELS.

Night Shirt Trimmings.

TORONTO OFFICE: ROOM 109 McKINNON BUILDING.

Featherbone Corsets . . .

FIT EVERYWHERE, PINCH NOWHERE.

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

**Canada Featherbone Co.
LONDON, ONT.**

NOTHING DECEPTIVE

— ABOUT —

Patent Roll Cotton Batting North Star, Crescent, Pearl Brands

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

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

A FEW FACTS ABOUT . . .

The New Idea Pattern

It has always been a LEADER, never an IMITATOR.

We were the . . .

Original 10 cent Pattern.

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

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

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

1,500 FIRMS

think with us, it's the best plan.

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

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

THE NEW IDEA. Retails at one uniform price.

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

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

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



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



33—LADIES' FULL WAIST,
Closing at Shoulder and
Under Arm
Sizes 32, 34, 36, 38, 40.



1472—LADIES' BLOUSE,
Hollow Neck and Linings which
are omitted.
Sizes 32, 34, 36, 38, 40.



1446—LADIES' RUSSIAN
BLOUSE JACKET.
Sizes 32, 34, 36, 38, 40, 42.

The New Idea Pattern Company

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

233-237 FIFTH AVE., CHICAGO.

A BLUNDER THAT MADE A FORTUNE.

SOMEWHERE about the autumn of 1856, a man was in search of a particular wool warehouse, situated in a certain street in the city of London. He had forgotten the number, and, not being familiar with the exterior of the building in question, he was somewhat puzzled. However, he "spotted" a likely looking place and entered; but, finding it to be a silk warehouse, instead of the woolen emporium he was looking for, he apologized and turned to leave.

At that instant his keen gaze lighted upon a pile of rubbish which strongly attracted his attention. He had never seen anything like it before. He enquired what it was, and was told that it was waste silk.

"What do you do with it?" he asked.

"Sell it for rubbish," was the reply, "it is impossible to do anything else with it."

The visitor felt it, poked his nose into it, and pulled it about in a manner that astonished the London warehouseman.

It was neither agreeable to the feel, the smell, nor the touch, but was simply a mass of knotty, dirty, impure stuff, full of broken bits of stick, dried leaves, dead silkworms, and pierced cocoons. Nevertheless, in the end, an offer of a halfpenny a pound was made for the "rubbish," and promptly accepted, the vendor being naturally delighted to get rid of it on such advantageous terms.

Just an ordinary, everyday, commonplace blunder, such as we have most of us made more than once in our lives—the mistaking of one place for another. But it was a mistake that put twenty millions of pounds sterling into the pockets of the man who committed it. For the blunderer was none other than he who became

afterwards known to fame as Sir S. Cunliffe-Lister, merchant prince and mill owner; and from that evil-smelling agglomeration of silk waste was evolved, after ten years of patient experimenting, and the expenditure of more than £350,000, a new and beautiful fabric, known to all the world to-day by the name of plush.

"W. B." CORSETS TO INVADE THE DOMINION.

Mr. Oscar Weingarten, one of the members of the firm of Weingarten Bros., 377-379 Broadway, New York, manufacturers of "W.B.," America's leading corsets, will visit the principal cities of Canada during the month of May, with a view of becoming acquainted through personal observation with the wants of the Canadian trade in corsets, and also for the purpose of making arrangements with a first-class house to represent the "W.B." line in the Dominion.

The firm's announcement in the advertising columns of this issue will convey a fair idea of its resources. The best evidence of the esteem in which the firm is held in the United States will be found in the rapid growth of its business during the past few years. Weingarten Bros. show a very complete line, and are always adding new styles as fast as demands are anticipated. The firm's factory is equipped with the most modern machinery, and is capable of turning out thousands of dozens of corsets per week.

PROGRESS.

It will be noticed from their ad. in this issue that Messrs. R. Henderson & Co. are moving to larger and more commodious premises. Increasing trade for their "M. & K." silcoton, and other lines carried by them necessitates more warehouse accommodation. Their new quarters are at 181 and 183 McGill street.

Wm. Taylor Bailey

27 and 29 Victoria Square
..... MONTREAL

**Upholstery and . . .
. . . Drapery Goods**



Selling Agents for

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

**Jaeger & Schmiedel, Fancy
Silk Villosart Plushes.**

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

**Finley, Smith
& Co.**

Importers of . . .

**WOOLLENS and
TAILORS'
TRIMMINGS**



29 VICTORIA SQUARE

MONTREAL

WM. C. FINLEY
J. R. SMITH

Sole Agents for

TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

**"IMPORTANT FOR CANADIAN
COMMISSION MERCHANTS OR
MANUFACTURERS' AGENTS."**

We are about to place on the Canadian market a new article which will be used very extensively in every dry goods store in the Dominion of Canada.

The same is registered as a trade mark, and is covered by Letters Patent granted by the Dominion of Canada, as well as United States Letters Patent, and Royal Letters Patent of Great Britain.

The article is manufactured in the United States of America, and is superior to either Haireloth or Canvas, and is just the right article for the prevailing fashions.

We desire a responsible Commission Merchant, or Manufacturers' Agent, who would undertake the sale of these goods for the Dominion of Canada. Only such as have large acquaintance with the large retail, as well as wholesale houses need apply.

ADDRESS . . .

ED. H. BYRNES,

Room 25, Times Building, New York City, N. Y.

Clothing

Boys'
Boys'
Boys'
Juvenile
Juvenile
Juvenile
Men's
Men's
Men's

CLOTHING

One of the largest and best equipped clothing factories in the Dominion of Canada.

If our travelers don't call on you please write for our pamphlet and price list.

Clayton & Sons, Halifax, N.S.

SUSPENDERS!

We are turning out a line of these goods, for which we do not hesitate to claim that they are the

BEST IN CANADA.

Every pair undergoes careful inspection before leaving the factory, ensuring proper work and finish. We give our customers stylish and attractive goods, and the best values.

If you are not already among our customers, give us a trial order.

C. N. VROOM

ST. STEPHEN, N.B.

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

**Confederation Life
Association**

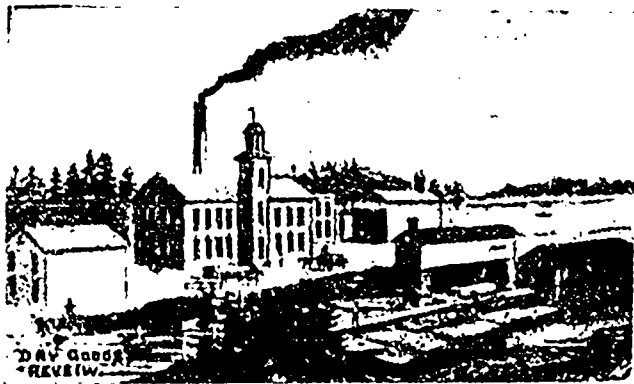
HEAD OFFICE - - TORONTO

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

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

W. C. MACDONALD,
Actuary.

J. K. MACDONALD,
Managing Director.



HARRIS & CO., ROCKWOOD,
Ontario

MANUFACTURERS OF

6/4 Friezes and Homespuns

R. R. Davis

3 Wellington St. East

Selling Agent

...TORONTO

GOOD PROSPECTS AT CALGARY.

MR. ALEX. ALLAN, of A. Allan & Co., dry goods merchants, Calgary, was in Toronto the other day. The object of his visit was partly his own business and partly the mining interests with which he is connected.

"Is Calgary receiving much benefit from the Klondyke trade?" he was asked.

"Yes, we are receiving quite a share of the trade. The dry goods houses have fitted out a good many parties. And then, the whole country round is being benefited. Quite a demand has sprung up for our small, native ponies, or cayuses, as we call them. A year ago these cayuses could be bought for \$5 or \$6 each. Now, they are selling by the carload at \$25 per head. Then we have had an active demand for cattle at good prices, while the good crops of last year gave the farmers quite a send off. The Klondyke gold fields and the Crow's Nest Pass railway are doing a great deal for Calgary."

"Is the population of Calgary increasing?"

"For a while our population was decreasing, owing largely to the attractions of the Kootenay gold mines, but Calgary is now again filling up."

Mr. Allan is an enthusiastic admirer of the Northwest Territories. "Why, my dear sir," he said, "for 500 miles north of Edmonton we have the finest farming land man ever set eyes upon,

while the Hay and Liard rivers are rich in gold. Only a few weeks ago a party brought \$35,000 in gold out of the Hay river," he concluded.

TO FIGHT PRINTS WITH GINGHAMS.

The Canada Colored Cotton Co. have made some extensive additions to the plant of their St. Croix mill, and are going in for the manufacture of cotton dress goods on a more extensive scale than ever. Fashion authorities in the big American centres, say that gingham is going to supersede prints in feminine favor next season, and the company are getting ready to meet the increased demand for them. Their improved facilities will prevent any of the annoying delays in filling orders, which have sometimes occurred in the past.

A NEW GLOVE.

The "Cluze" patent thumb glove, for which Jas. Johnston & Co. are sole Canadian agents, will be shown to the trade by the firm's travelers on their next trip. The glove is highly spoken of by those who have handled it, and it is probable that the Canadian trade will not be slow to appreciate its good qualities.

SEND FOR A CATALOGUE.

Tooke Bros. have a number of new styles in ladies' collars. A call to them will bring an illustrated catalogue giving full particulars.



SPECIAL

Low freight arrangements have recently been made for these goods, reducing cost to customers:

No. 2 Secretary Bookcase
\$50 Premium

Fine Antique Oak Finish, 2 Brass Chains
Curtain Rod only, Lock and Key; 60 in.
high, 27 in. wide, 12 in. deep.

Two in Crate; 100 lbs.

LOW PRICES EXCELLENT QUALITY

Order Sample Crate and get Quantity Quotations
Others Make Money Handling these Goods Why Not You?

BUY DIRECT BY MAIL

HOARD & COMPANY

Wholesale Furniture
Manufacturers

London, Can.



H. H. Burrows, Manager.

1898 Art Squares

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

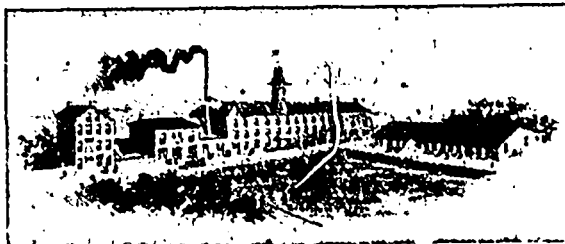
**NEW STYLES
DESIGNS
COLORS**

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

Try a sample order.

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

Royal Carpet Co., Guelph, Ont.



The Tiger Brand Lambs' Wool Underwear

Manufactured by

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

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



TRADE MARK

The retail trade only supplied

OUR TRADE MARK IN WOVEN LABEL

ON EVERY GARMENT



C. K. HAGEDORN, Manager

They're Out

OUR SPRING SAMPLES

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

SUSPENDERS

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

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

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

REMEMBER--"We fear nae foe."



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

DOMINION COTTON MILLS COMPANY

1898
SPRING
1898

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

Wholesale trade only supplied.

DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

GLOVES, MITTENS and GAUNTLETS

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

Agents..

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

A Suggestion

of what's coming and
the need of

Nobby Homespun Suiting

OXFORDS are unequalled. Made of pure wool, in stylish
designs and for sale at leading cloth houses and tailors.

Trade Mark Tape woven
at the ends of every web.

Oxford Mfg. Co., Limited

Oxford, N. S.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

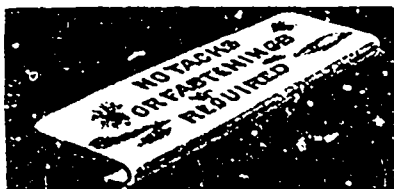
STAIR PADS

HAMILTON,

ONT.

OFFICE--

24 Catharine St. North.



A RETAILER'S VIEWS RE INSOLVENCY LAWS.

THE DRY GOODS REVIEW had a chat the other day with Mr. George Brasher, a Tilsonburg merchant. During the conversation the subject of a uniform insolvency law came up. Mr. Brasher quite believes that the law in Canada in regard to insolvency requires remodelling, but he is decidedly opposed to the bankruptcy Act as ordinarily understood.

"I have," he said in reply to a question, "discussed the matter with a large number of retail men in different sections of the country, and I have never yet found one who favors a general bankruptcy law. We retailers consider the old law a stain upon the statute book. It was the most iniquitous law we ever had. And no law this country ever had tended to the extent it did to make merchants dishonest. Remembering that, we retailers consider it in the best interest of the country that a bankruptcy law should not pass. If the people who are moving in this matter will only keep their nose out of it, business will right itself. Don't you make any mistake about that?"

"But do you not think there is necessity for some kind of legislation in this direction?" asked THE DRY GOODS REVIEW.

"Certainly, I do," replied Mr. Brasher, as he threw one leg over the other and laid the index finger of one hand on the palm of the other. "There is necessity for a law of some kind. There is necessity for a law to prevent the bankers and wholesalers from injuring one another. What I mean is that there should be a law doing away with preferences. It is not right that creditor 'A' should get from debtor 'B' an assignment of book debts or of stock, or perhaps of both, and leave nothing for creditor 'C.' Then, one thing which is very much needed is a law, uniform the Dominion over, which shall make the collection of debts easier than at present."

"What about the discharge of insolvents?"

"If you make discharge a matter of legislation, why, you must necessarily have a bankruptcy law. But, as I have already said, there is no need of such a law. If a man goes into business in this country with sufficient capital, and he cannot succeed, he has mistaken his calling, and ought to go out, and stay out, of business."

"Supposing a man with capital and capability fails in business through circumstances over which he has no control?"

"Of course there are failures of the kind you mention, but the merchants who have thus failed have always been dealt with leniently by their creditors and always will be. No," continued Mr. Brasher, "we do not want a bankruptcy law. The old law was a case of life or death to merchants doing a legitimate business."

"In what way?"

"Well, because of it bankrupt stocks were being continually placed upon the market."

"Yes, but you must remember that times were very hard during the last few years of the old bankruptcy law, and was not that largely the cause of the stocks you refer to being on the market queried THE DRY GOODS REVIEW.

"I know quite well times were hard then, but the bankruptcy law had more to do with bankrupt stocks being placed on the market than even the hard times. I tell you what it is," declared Mr. Brasher with considerable emphasis, "if there was a merchant who had a crooked part in his body that old bankruptcy law brought out. The fact of the matter was this. The ease with which a man could go through the bankruptcy court induced men to assign. Let me give you an instance by way of illustration. One day, before the old bankruptcy law was repealed, I was on my way to Toronto. In the car was a merchant whom I knew, and who

had, within a comparatively short space of time, passed through the bankruptcy court no less than three times.

"'Hello' I said, 'where are you off to?'"

"'Toronto.'"

"'What for?'"

"'Oh, I'm going through the bankruptcy court.'"

"'What, again?'"

"'Yes, again! Say, Brasher, I think you are a fool. Why don't you assign once and a while. Look at the advantage it gives you. Here you and me go and buy a certain article at say \$12 per dozen. You put the article into your window and ticket it at \$1.25. I, however, ticket it at \$1, or even 75c. I sell mine; you can't sell yours. You say I am selling at a loss. Am I? I go down to Toronto, go through the bankruptcy court and pay my creditors 50c. on the dollar. Now, how am I selling at a loss?'"

"'Now, after such experiences as we had with the old bankruptcy law, how can we retailers who try to do a legitimate and honest business be expected to favor another?'" concluded Mr Brasher.

DYEING FOR THE TRADE.

AND evidently it is cheerful work with R. Parker & Co., who for a score of years have been prominent as dyers and cleaners. A visit to their establishment, at this time, shows that the inspiration and boom of spring business has thoroughly settled down on these large works.

In all departments the firm are very busy. They report large orders coming in from the trade, in all parts of the Dominion. Merchants have learned that it means money to them to watch their stocks of dress goods and other fabrics, and as they become faded, shelf-worn, or are ruled off-color by fashion, it is well to send and have them dyed and made practically new and saleable goods.

This firm are giving very large and satisfactory attention to the dyeing and cleaning of feathers and plumes. The very finest goods can safely be left in their hands. And it means a good deal to those in the dry goods and millinery trades that expensive plumes can be made saleable by being made the fashionable color of the season.

TRADE GOOD AT TRURO.

THE REVIEW's representative reached Truro, N.S., last month, and can report both the wholesale and retail trades of the town in a flourishing condition.

Mr. Blanchard, of the firm of Blanchard, Bentley & Co., one of the largest dry goods houses in the province, informed THE REVIEW that their travelers' orders for spring are fully 25 per cent. ahead of last year, and from the appearance of their well regulated establishment and the large and finely assorted stock they carry, they well deserve to be appreciated by retail houses within their reach. Truro is a good distributing point, and the wholesale houses in nearly every line appear to be wide awake and steadily increasing their business. Truro offers many advantages to buyers, and the business men are alive to the fact.

MAKING A CHANGE.

Walter & Stewart inform THE REVIEW that, on account of their increased trade during the past year, they have decided to devote more time to their own immediate lines and, in consequence, they have given up the agency of the Toronto Feather & Down Co.

They have also increased their traveling staff by two new men, Mr. J. Faulds who will devote his entire attention to Western Ontario, and Mr. Bronsdon, who will cover Manitoba. We bespeak a largely increased trade for this pushing firm.

THE TARIFF

has made it possible for Fingering and Knitting Yarns to come into our market in competition with the yarns made from Canadian Wools. These imported yarns have a nice appearance, but are very much inferior in durability to our own make.

MERCHANTS AND KNITTERS!!!

Be sure and have the Label of a Canadian firm on every spindle of yarn—it will be a guarantee of quality. If you encourage these inferior yarns, you will, in a very short time, have as much dissatisfaction with your Fingerings as you are now having with your Wheelings. And let me tell you further that Hosiery made from these yarns will not begin to wear with the Hosiery made from our own good sound wools. Think this over carefully when placing your orders, and insist on getting Canadian made yarn. You will never regret it.

Yours truly,

Thos. D. Wardlaw, Dundas, Ont.

Mr. of Fingering and Knitting Yarns.

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

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

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

THE PRESS CLIPPING DEPARTMENT

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

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

Terms—\$5 per hundred clippings—\$50 per thousand payable in advance. But a yearly contract will be found the most satisfactory.

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

THE PRESS CLIPPING DEPARTMENT

Board of Trade, MONTREAL



CROMPTON'S CORSETS

Are the Best.

**YATISI
 MAGNETIC
 CONTOUR
 VICTORIA
 CLEO
 QUEEN MOO**

Hygeian Waists

Standard Dress Bones

WANTED.

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

BUSINESS CHANCE.

RARE CHANCE FOR A DRY GOODS STORE - THE STORE LATELY occupied by Wm. Hewson & Co. on Erie Avenue, Niagara Falls, Canada, is now to let. It is in the very centre of business in the town, has always been a well kept Dry Goods stand, is immediately fronting the new Bank of Hamilton carries a low rate of insurance and is probably the most desirable Dry Goods stand in Western Ontario to-day. For particulars, address Wm. Hewson, Niagara Falls, Canada.

AGENCIES WANTED for Toronto and Montreal, for Canadian manufacturers of Woolens, Knitted Goods, Hosiery, Underwear and Gloves. By firm having A-1 connection with Wholesale Trade. Best references given. Address - Box 11, Dry Goods Review

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


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

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

**TUBULAR BRAID
 COVOURT GIMP
 BRAID GIMPS and SETS**

Barrel Buttons, Cords, Tassels, Fringes,
 all our own manufacture.

MOULTON & CO.

12 St. Peter Street,  MONTREAL

B. & C. Corsets

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

BRUSH & CO. - TORONTO

A LESSON IN ADVERTISING.

A WHOLESALE had one of the brightest and most impressive lectures on advertising read to him by a country merchant last week that he has ever heard in his life, says an exchange. This merchant is not one of the ordinary merchants. He is a character in his way, a Hibernian, and with his full share of the proverbial wit. This merchant lives in a small city in a state, and buys the better part of his goods in this city. He was in on a buying trip, and passing a wholesale house, he observed paper napkins in the windows. He went in to look at them, for he had sale for such things in his store.

"An' do ye have paper napkins to sell?" he asked of the wholesaler. He did have them, he said. "An' how the divil do I be knowin' that ye have paper napkins to sell, if I don't come down here and happen to see them in the windy? Why don't ye till a man ye have paper napkins? Why don't ye advertise. Thin we'd know what ye had to sell." The wholesaler told him that he did advertise, which was true.

"Ah, yis," said the merchant, "an, how do ye advertise? Ye put a cut of yer buildin' in the paper. Now, what the divil do I be wantin' to see the cut o' yer building for? I don't care for yer old buildin'. It's what's in yer buildin' that interests me. If ye have paper napkins, say ye have paper napkins, and don't be a showin' us a picture of your big shoth. That's the way I'm a goin' to sell these paper napkins I am buyin' of ye. I put an advertisement in me paper at home to till the people of me town that I have paper napkins to sell and the price they have to pay for them, and be the powers they come and buy them." This wholesaler told me that he had more good advertising sense rubbed into him in ten minutes by this merchant than he had found in books in the past ten years.

A FIRM DOING WELL.

On March 1, the firm of Smith & Power, dry goods merchants, of Halifax, N.S., dissolved partnership. Mr. Geo. T. Smith, having purchased Mr. Power's interest in the business, became the proprietor from that date. The old firm did a successful business for over nine years. Mr. Smith informed THE REVIEW that the spring trade opened up so rapidly he was forced to increase his staff, and he already finds that doing two men's work will be too confining, and as soon as he can find the right man capable of filling the position of manager in his absence, and assist in buying, etc., he will secure his services. What he wants is a young, unmarried man, willing to devote his energies to, and take an active part in, the business.

CUSHIONS RETAILING AT 50c.

The Toronto Feather & Down Co., Limited, are making a specialty of fancy covered cushions for the spring trade, and are showing four lines, all of different material, and which can be retailed at 50c. The coverings are really handsome, and every retailer should stock these goods.

THE DUTY WILL MAKE A DIFFERENCE.

Importers would do well to remember the 25 per cent. reduction from duty, on all English goods, after July 31 next. Wreyford & Co., manufacturers agents, of McKinnon Landing, report that this fact promises to largely increase this season's trade.

THE OLD CHINTZ PATTERN.

The Canada Fibre Co. are making a line of cushions specially adapted for boating, etc. The covering is of good, strong H. and chintz, and colors fast, so that wetting and rough usage will not harm it.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

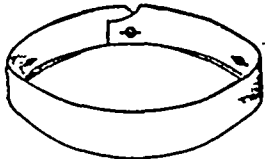
**"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .**

All goods made by us are stamped as follows :

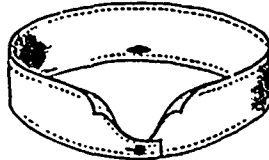
Absolutely No



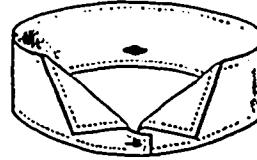
Others Genuine



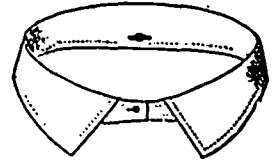
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 3/8 in.
Back 1 in.



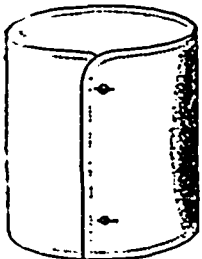
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 1/4 in.
Back 1 1/2 in.



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



ROYAL
Sizes 12 1/2 to 20 in.
Front 1 3/8 in.

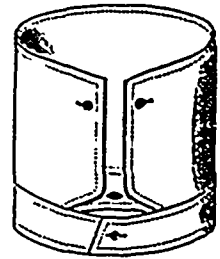


EXCELSIOR.
Sizes 8 to 11 1/2 in.
Width 3 1/2 in.

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

CAUTION

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



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

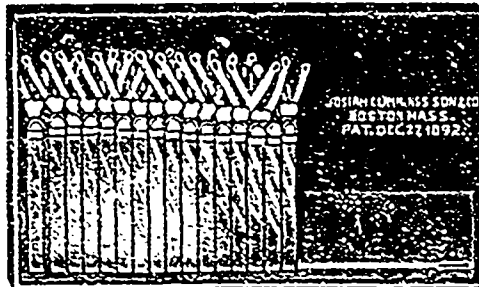
The Celluloid Company

Sample Trunks and Sample Cases

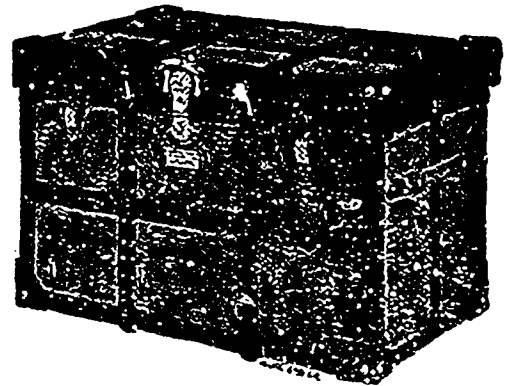
BEST MAKE IN AMERICA

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

In all grades
For all kinds of business.



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



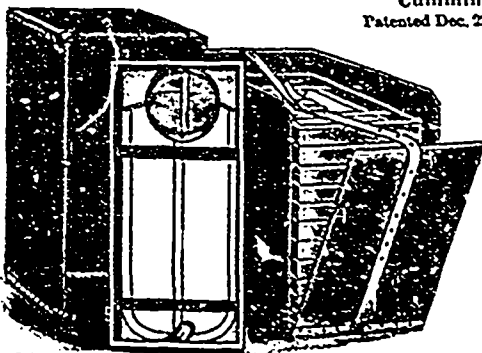
Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

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

Also a full line of

Common Canvas Extension Cases for the Trade.



Bosom Shirt Box and Trays.

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daily to our rapidly extending volume of business, is the surest indication to us of continued prosperous times.

Assigning reasons for this healthy state of affairs, we mention: a greater yield in the products of the country, with better markets; many retail merchants realizing that they can buy to better advantage at home than abroad; the goods we show are new, fashionable and best value; careful execution of orders, prompt attention to requirements of the trade, in

General Dry Goods
Men's Furnishings
Haberdashery
Carpets, Housefurnishings
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Ever on the alert to welcome customers in our warehouses, giving them a courteous reception; always having special lines in Novelties, Manufacturers' Clearing Lots, Overmakes, Odds and Ends, besides our extensive assortment of regular goods.

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rapidly and filling them a specialty.

JOHN MACDONALD & CO.

Wellington and Front
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