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THE CANADIAN DRY GOODS REVIEW

JUNE



The Success of the Season

THE **HEALTH** BRAND

FINE - "MEN'S" - GOODS

The exhibits already arranged for in leading cities will compel the serious attention of the people of the Dominion.

Prices within the Reach of All
Fabrics and Finish Finest of All

Brought before the public, as it will be, means a big thing to the general business of firms handling the line.

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

You may do business without advertising, so will grain grow without fertilizing, but how about the harvest?

ASK THE WHOLESALE HOUSES FOR

- LISTER'S Rainproof Sealettes.
- LISTER'S Black and Colored Velvets.
- LISTER'S 32-inch Velours du Nord.
- LISTER'S Dress Plush.
- LISTER'S Printed Art Velvets.
- LISTER'S Silk and Mohair Plush For Upholstery
... Purposes.

THEY ARE UNEQUALLED



"I crow over all."

SIR. CHARLES TUPPER

—
MR. LAURIER . .

may win the Election—no one knows; but everybody knows that the

"Rooster Brand"

SHIRTS, OVERALLS

Etc., Etc.,

always win—popular favor, wherever used, because they give

PROFIT TO RETAILER
SATISFACTION TO CONSUMER

Manufactured by

Robert C. Wilkins

198 McGill Street

Montreal

"I WOULD USE NO OTHER"

Is the universal verdict of those who have tried the

"Harding" Hose Supporter

The patent clasp will fasten to corset or waist without the use of safety pins or buttons. Has no sharp edges and will not tear the hose. Will not become unfastened.

Requires just one touch on the right spot to release it, and just one snap to fasten it.

THE GREATER THE STRAIN, THE TIGHTER THE GRIP

In All Sizes and Material. . . .

For Ladies, Misses, Boys and Babies.

Ask for the HARDING, and give your customers the best.

SOLE AGENTS FOR CANADA

BAKER AND BROWN

WHOLESALE ONLY

260 St. James St.

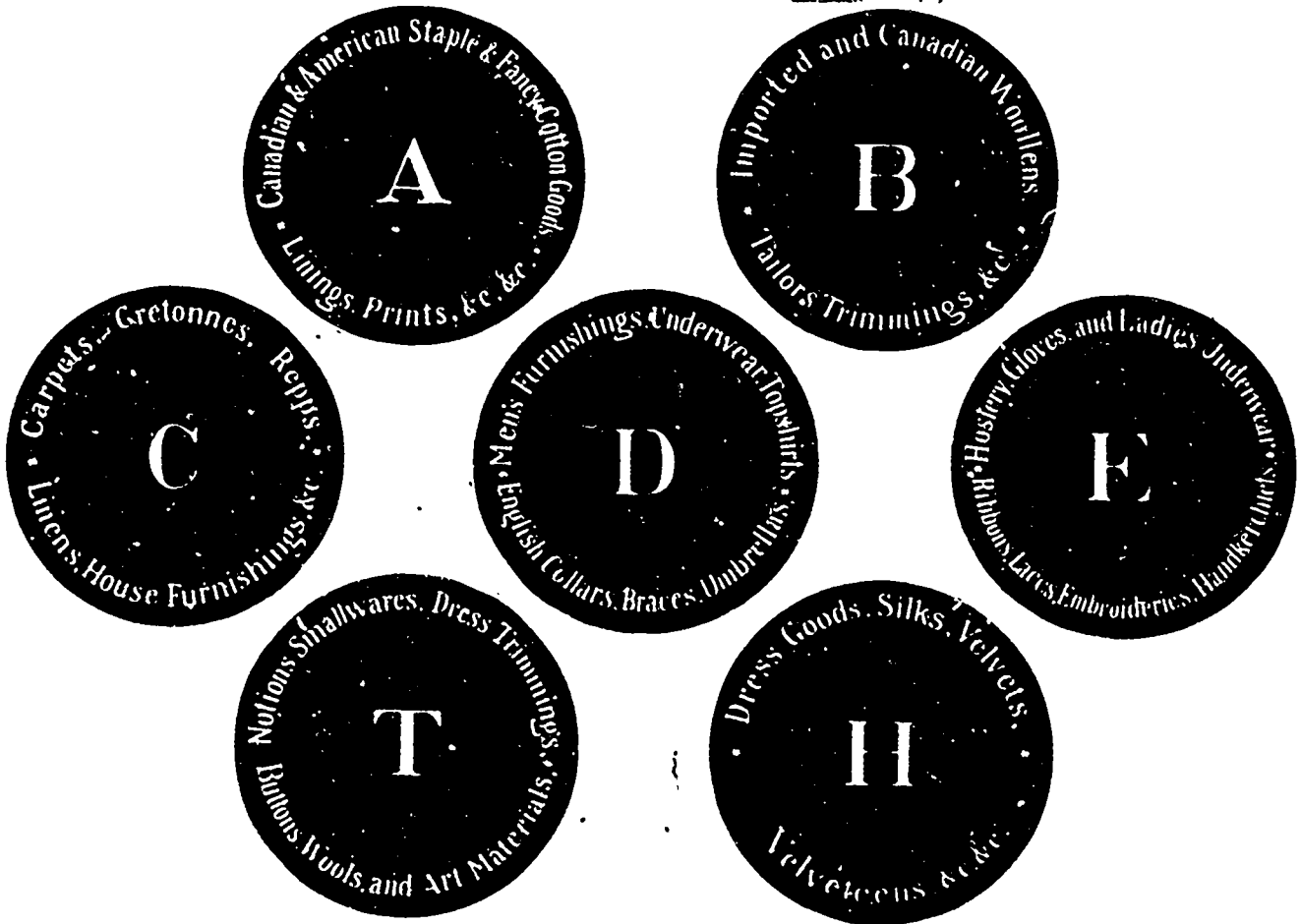
MONTREAL

S. Greenshields, Son & Co.

15, 17, 19 and 21 Victoria Sq. MONTREAL ✦ VANCOUVER, B. C. Van Horne Block
730, 732, 734, 736 Craig St.

Fall and Winter, 1896

Our 20 travellers will be on their respective grounds with full ranges of samples in the following departments:



Sole Selling Agents for Canada for

Priestley's Celebrated Dress Fabrics

—AND—

Leigh Mills Co.'s Dress Serges and Coatings



C. K. HAGEDORN, Manager



The Berlin Suspender and Button Company

Manufacturers BERLIN, ONT.

Our travellers are now on the road with a full range of samples in Suspenders and Buttons for Fall Trade.

The lines are new, prices right.

We acknowledge no superior.

Kindly defer placing your order till you see our goods.

Satisfaction Guaranteed.

"Wakefield" Leather Skirt Binding!

WHAT IS "WAKEFIELD" LEATHER?

"Wakefield" Leather Skirt Binding is a combination of this Famous Leather and LAMA Braid.

♦♦

PATENTED 1896

"Wakefield leather" means a special process in the preparation of the finest leathers, which is known only to the Wakefield Co., and is the result of 9 (nine) years experiments. Its preparation (which is the secret of its universal popularity) renders it soft and pliable and impervious to the effects of moisture.

The name "Wakefield leather" on each yard, like all English manufacturers' brands, indicates the world's standard.

Many have tried and in every case failed to produce leathers of the same uniform and lasting qualities.

The "Wakefield leather" by its preparation will outwear any skirt or braid, and has proved itself an article of domestic economy.

That those who pay for the real article may not be deceived or imposed upon, the Wakefield Co. will protect its customers by every act which the law will permit.

Every yard is marked in gold letters "Wakefield Specially Prepared Leather." It will be to your advantage to see that your stock is marked this way.

When soiled, a damp cloth and a little shoe or tan polish will restore it to its pristine freshness.

Merchants are cautioned against buying fraudulent imitations, which are liable to seizure. You are safe in handling the goods marked

"Wakefield Specially Prepared Leather"

ANY WHOLESALE House will GUARANTEE this about

"WAKEFIELD" LEATHER SKIRT BINDING

Ask your house for Royal Bicycle Skirt Weights.



Do Not Go to Bed To-night

Until you decide about your advertisement for the Fall Trade Edition of **THE DRY GOODS REVIEW** to be published July 1st, and in time to catch all fall orders.

Advertisements of any color, size, style or design, all combining drawing qualities, a specialty.

If your business is young, foster and strengthen it by a judicious course of advertising. Try **THE REVIEW** cure for stagnant trade. Its columns are open to you, and there is no secret about its successful methods.

THE DRY GOODS REVIEW

MONTREAL.

TORONTO.

Blouses

A special range in Fine Scotch Zephyrs and Novelties made by ourselves to retail at \$1.00 to \$1.25. Latest Fashion, as worn in Paris and New York, and sold there at double the money. These goods will help to keep up returns during June.

KNOWING THE GREAT IMPORTANCE of having the GOODS IN DEMAND to maintain the JUNE TRADE, we have kept our stock CAREFULLY ASSORTED in following lines :

- Dress Muslins**—Spots and Sprigs, White, Black and Colored.
- Wash Fabrics**—Crinkles, Crepons, Piques, Zephyrs, etc.
- Victoria Lawns**—Scotch Jaconets, Check and Lace Stripe Muslins, etc.
- Parasols**—Fancy Silk, Laced and Frilled, Fancy Cotton, Plain Silk, Black, Brown and Cream.
- Velveteens**—18 in. to 32 in., Black and All Colors.

- Velvets**—All Shades, Assorted Qualities.
- Embroideries**—Edgings, Insertions and All-Overs.
- Laces**—Valenciennes, Chantilly, Guipure, etc.
- Ribbons**—Splendid Assortment, all Colors, Satin and Faille, all widths and many qualities.
- Velour du Nord** for Capes, just opened.
- Dress Fabrics**—Summer Sicilians, Lustres and Serges, very large stock, all prices.

CALDECOTT, BURTON & SPENCE, Toronto



W. R. BROCK & CO.



SOME SPECIAL FEATURES FOR JUNE

Our Travellers

Are on the road with complete samples for sorting, and some

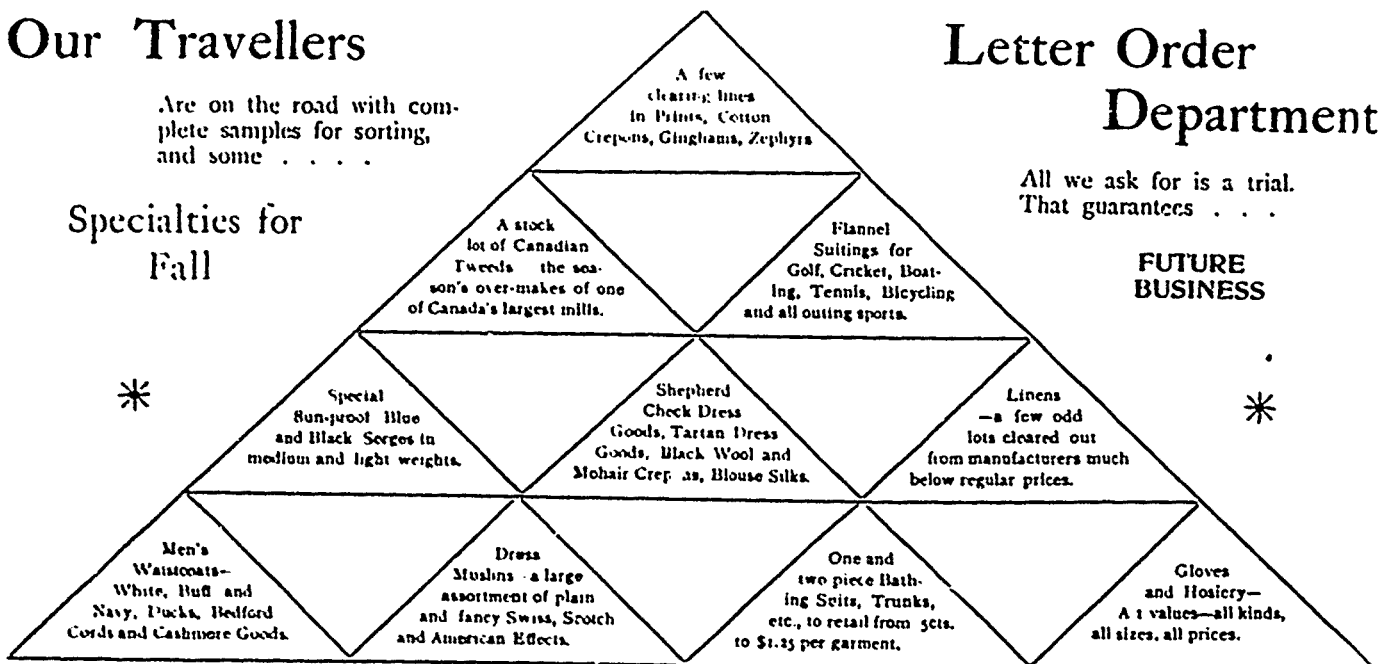
Specialties for Fall

Letter Order

Department

All we ask for is a trial. That guarantees . . .

FUTURE BUSINESS



The brook which runs on forever is the brook the fish live in.
Moral—Advertise continuously.



Vol. VI.

MONTREAL AND TORONTO, JUNE, 1896.

No. 6.

The MacLean Publishing Co., Ltd.

TRADE NEWSPAPER PUBLISHERS,
AND
FINE MAGAZINE PRINTERS.

| | |
|------------------------------|--|
| J. B. MACLEAN, President. | HUGH C. MACLEAN, Sec.-Treas. |
| TORONTO, - - - - - | 26 Front St. West. |
| MONTREAL, - - - - - | Board of Trade Building. |
| | Telephone 1255 |
| LONDON, ENG., - - - - - | Canadian Government Offices, R. Hargreaves, Representative. |

Subscription, \$2.00

Published the First of each Month.

TOO MANY WHOLESALE HOUSES.

ONE cause of the small profits of wholesale houses is the number of firms there are competing for the trade. New ones are constantly coming into existence. The promoters do not consider whether there is room for them. They know that there are enough now in business to do all there is to be done, but they hope to take away a share of it. This leads to price cutting—the worst feature in Canadian trade to-day.

We have far too many importing houses. You can count the number of those in New York on the fingers of two hands, and they supply 60,000,000 people. In Canada we have nearly a hundred falling over each other, trying to supply 6,000,000. It must be quite evident to any clear-headed business man that the limit as to number has been about reached. There are some people who advocate, in Toronto for instance, some form of consolidation between a few of the existing houses which would at once reduce operating expenses and prevent overcrowding. The firms themselves are the best judges of the practicability of such a system of syndicating. If it imparted a healthier tone to trade, gave cheaper goods to the retailer, promoted the cash system, and relieved the retailer from some of the worry now occasioned by ceaseless solicitation for orders,

it ought to be good policy. The main principle, in THE REVIEW's opinion, is that business should be done on a sound basis, and that cutting should cease. Any other line of action means depression, sometimes disaster. If some of us think we have unusual ability, and feel we must be in business on our own account, let us take up an unoccupied field—a field in which there is no danger of competition and price cutting. The latter means no profits. Above everything, let us ask ourselves if the field promises large profits before we take a fatal step. Many of the men now in business would have been much better off had they remained in employment instead of embarking on their own account.

Our aim rather should be to make ourselves so useful that we may become partners in our employers' business, or in some other way secure a share of profits.

COLORED ADVERTISEMENTS.

ONE of the features of special editions of THE REVIEW which attract attention are the advertisements printed in colors. This feature is peculiar to THE REVIEW, no trade paper in America having yet reached this state of perfection, owing probably to the fact that they do not operate their own plant, and are, therefore, unable to get the price of two-color work within range of their advertisers.

The mechanical plant of THE REVIEW was purchased, and is operated, specially for the publishing of trade newspapers, and the presses are specially arranged for color printing. This is why we are able to give our advertisers color work at so small an expense.

In this age of advertising the demand is for something new, something original, attractive and out of the ordinary, THE REVIEW supplies this in advertisements in colors.

We are making special efforts in color work for the Fall Trade Edition, and if you want anything in this line let us know inside of ten days.

IMPORTANT NOTICE TO ADVERTISERS.

OWING to the greatly increased size and circulation of THE DRY GOODS REVIEW within the last six months, we have been laboring under heavy difficulties on account of advertisers not furnishing advertising copy by date called for. The delay we are put to each month now threatens to destroy several of the most valuable features of THE REVIEW, viz., artistic and attractive display, clean press work, and promptness of issue. In our own interests we cannot afford to sacrifice any one of these features. In fact, our whole aim is to improve on each of these points. It is no fair to the majority of our advertisers, who never fail to send their copy on time, that they should suffer through the neglect of others.

We think we are the only publishers in America who notify advertisers of date of issues, and we do not think there is another publication that gives its advertisements the attention THE REVIEW does. This, however, has been both a pleasant and profitable task, and we have no intention of altering our methods; in fact, we would like to do more in this direction—if there is still room left for development.

The value of a trade newspaper to an advertiser is based on its value to the retailer. A paper irregularly published, poorly printed, miserably-displayed advertisements, with indistinct and old-fashioned type, containing no bright reading matter for its supposed readers, is of no value and without circulation (notwithstanding what its advertising canvasser may tell you), and if without circulation, of what value to the advertiser? Why has THE DRY GOODS REVIEW increased in size from sixteen to fifty pages in eighteen months? Because the trade throughout the Dominion appreciate a paper that they can get so much useful information from. It pays advertisers; they get results.

In future we ask our advertisers to have all changes of advertisement in our hands on date called for on regular notification card. Copy received after that date will be held over for following issue.

RETURNING GOODS.

IN the last REVIEW the question of returning goods was dealt with by Mr. Cressman, of Norwich, from the retailer's standpoint. He makes out a good strong case by pointing out that the fault is by no means all on the one side. No doubt it is annoying to a well-conducted wholesale house to have goods returned without reason, and that many firms have ground of complaint is shown by the matter being discussed in the dry goods' associations. But Mr. Cressman gives his own experience. One invoice with eighteen entries was analysed as follows: No. 1—Correct. No. 2—Goods substituted. No. 3—Goods sent before. No. 4—Correct. No. 5—Ditto. No. 6—Goods sent before. Nos. 7, 8, 9, 10, 11, 12—Goods sent in wrong sizes. No. 13—Price not correct. No. 14—Ditto ditto. No. 15—Goods sent before. No. 16—Prices wrong. No. 17—Correct. No. 18—Ditto. This, let us hope, is a glaring case, and that merchants are not often troubled with such an un-

satisfactory delivery. The retailer, to avoid such errors, should in all cases insist on getting a duplicate of the order from the salesman, and then see that the goods ordered are the ones sent and no others.

NOT ENCOURAGING.

THE reports we get of the dry goods trade in the States are not satisfactory. Doubtless it will soon pick up, but, for the present, trade is languid. A prominent Canadian, who lately passed through New York on his way from England, tells THE REVIEW that he took a run through some of the leading retail stores there, and they were not so busy as the Toronto stores.

It is not easy to account for continued dull trade in the States. The wish in Canada is for business in the Republic to be good. Situated beside an immense country like that, participating more or less in the fluctuation of prices and volume of commerce, Canada must necessarily be involved in some degree with the commercial conditions across the boundary line. The Dominion's aggregate foreign trade last year was nearly \$219,000,000; of this we did nearly \$96,000,000 worth, or over 43 per cent., with the United States. Our exports across the border last year were over \$40,000,000, so that, whether we like it or not, we must consider carefully at all times the state of trade with so large a customer and near neighbor.

One of our American contemporaries has been attempting to analyse the situation and to account for the dulness. It declares that early in 1893, when the retail dry goods men began to feel the depression, they put forth special efforts to stimulate trade.

"The tariff changes which reduced the cost of many lines of dry goods were most opportune, and the change in values which immediately followed the lower tariff placed a whip in the hand of every merchant which he proceeded to use with more vigor than discretion. Bargain sales and phenomenal price reductions lit up the lurid advertisements of the dry goods trade throughout the land. The individual merchant hugged himself for his good fortune and hammered away. The public at large, yielding to the influence of lower prices, specious advertising and the alluring fascinations of the bargain sale, bought and bought again."

Cheap sales thus flourished, and the consumer, finding prices really low, over-bought. Many goods, our contemporary argues, have just changed hands—that is, while merchandise no longer, they are still in consumers' hands, unconsumed. The accumulation is not worked off, and until it is, revival in the retail trade cannot be counted upon.

Whether this is the true solution of the dulness in the States or not, or whether it is due to a combination of tariff uncertainty, presidential election, and currency muddle, Canadians naturally hope to see a speedy end to the trouble.

It is related to THE REVIEW that one Toronto firm which makes a specialty of ladies' tailor-made costumes has had orders during the racing season for \$11,000 worth of ladies' dresses. So much for the value of the races to trade.

BETTER THAN LAST YEAR.

CANADIAN trade abroad continues brisk. Compared with the same period last year a distinct improvement is shown. The official figures for the month of April have just been issued, and this completes the first four months, or one third, of the calendar year 1896. Both in imports and exports increases are shown. In imported goods, free and dutiable, the expansion is over two million dollars worth, and in exports the increase is nearly six millions. The details of imports are :

TOTAL IMPORTS FOUR MONTHS PERIOD

| | 1895. | 1896. |
|----------|--------------|--------------|
| January | \$ 7,005,356 | \$ 9,746,739 |
| February | 7,700,237 | 7,737,303 |
| March | 9,159,510 | 9,370,195 |
| April | 8,202,796 | 7,910,141 |
| | \$32,763,901 | \$34,964,379 |

In exports a creditable advance is recorded, all the more satisfactory since it covers so many products of the farmer, who is, ultimately, the customer of so many of our wholesale and retail firms. Animal products and grains have all been sold abroad in larger quantities than during the first four months of 1895, the increase in value exceeding \$500,000. This year, so far, the expansion in the lumber trade is also good, our forest products exported up to May 1st being valued at \$3,289,608 compared with \$2,649,809 for the first four months of 1895, a gain of another half million or so. Good times abroad seems to account for this increased demand for our lumber, and if it keeps up during the year the districts affected by the lumber business will feel it. In fisheries, too, an increase is recorded, being for 1896 valued at \$1,965,826, against \$1,535,657 in 1895. In analysing these details of exports we have taken only the volume of Canadian products and omitted the figures of foreign stuff shipped via Canadian ports, but of United States origin. The latter is valuable as carrying trade, and helps the railways and steamships, and Canada is always glad to do a carrying trade. But we are dealing with the stuff sold by the actual customers of our merchants, and consider it fairer in discussing details not to include foreign stuff. If we took total imports the showing is :

EXPORTED GOODS FOUR MONTHS PERIOD

| | 1895. | 1896. |
|----------|--------------|--------------|
| January | \$4,631,416 | \$8,028,634 |
| February | 3,633,401 | 6,573,323 |
| March | 5,286,546 | 3,027,747 |
| April | 5,027,033 | 4,838,927 |
| | \$18,611,396 | \$24,489,631 |

The imports of dry goods for the four months contain some interesting facts. Increases are noted in carpets, dyed cottons, cotton clothing, cotton threads, etc., not on the spool, manufactured cottons generally, fringes and braids, silk goods, woolen dress goods, knitted woolens, and woolens goods that the figures do not classify. Decreases are recorded in undyed cottons, spool cottons, laces and nettings, furs, and silk and felt hats. On the whole, the imports of dry goods show some increase over the same period last year, the details being :

DUTIABLE GOODS—FOUR MONTHS PERIOD

| | 1895. | 1896. |
|---|-------------|-------------|
| Carpets, Brussels and tapestry | \$ 436,844 | \$ 438,226 |
| Cottons, not dyed | 205,642 | 197,649 |
| Cottons, dyed | 1,318,912 | 1,447,019 |
| Cotton clothing | 171,112 | 185,858 |
| Cotton threads, yarns, warps, etc. | 86,383 | 91,231 |
| Cotton thread on the spool | 128,900 | 90,724 |
| Cotton manufactures, other | 237,425 | 253,362 |
| Brazelets, braids and fringes | 334,764 | 344,432 |
| Laces, collars, nettings | 317,036 | 320,629 |
| Other fancy goods | 79,499 | 89,264 |
| Fur manufactures | 195,102 | 153,622 |
| Hats, beaver, silk and felt | 407,646 | 385,943 |
| Hats, other | 285,358 | 313,429 |
| Silk manufactures | 885,800 | 1,071,056 |
| Woolen clothing | 252,373 | 247,917 |
| Woolen cloths, worsteds, coatings, etc. | 914,023 | 916,926 |
| Woolen dress goods | 1,228,562 | 1,131,415 |
| Woolen knitted goods | 164,624 | 242,025 |
| Woolen shawls | 18,805 | 16,311 |
| Woolen yarns | 31,927 | 25,631 |
| Woolen manufactures, other | 198,859 | 226,412 |
| | \$7,967,568 | \$8,514,444 |

Raw materials come in rather slowly, the imports being under those of the period of 1895. As prices of such articles as wool, cotton, etc., are rather higher than last year, the figures would indicate a slight falling off in demand for factory and mill materials. The uncertainty of tariff legislation may have something to do with it, or the foreign markets may be influencing our manufacturers. The period covered by the returns is too brief to enable one to draw any general decisive conclusion. The principal imports of raw materials are :

FREE GOODS—FOUR MONTHS IMPORTS

| | 1895. | 1896. |
|-------------------------|-------------|-------------|
| Broom corn | \$ 17,574 | \$ 27,350 |
| Cotton waste | 54,143 | 85,445 |
| Cotton, raw | 1,427,518 | 1,162,730 |
| Fur, skins, undressed | 257,100 | 304,307 |
| Grease, for soap making | 128,687 | 114,750 |
| Hides and skins | 748,224 | 591,540 |
| Crude rubber | 311,632 | 402,463 |
| Jute cloth and yarn | 126,777 | 158,473 |
| Raw silk | 58,849 | 48,987 |
| Shal, manilla and hemp | 306,009 | 229,538 |
| Tobacco leaf | 401,322 | 441,039 |
| Wool | 433,729 | 373,638 |
| | \$4,272,561 | \$3,939,510 |

A COMPLAINT ABOUT CITY BUYING.

From the Mitchell, Ont., Advocate.

The Owen Sound Times is waging a "righteous war" against city departmental stores, or rather the country patrons of them. The facts stated by The Times are just as true of Mitchell and neighborhood as of Owen Sound. It is well known also that the thing complained of is sapping the life-blood of all the towns and villages of the Dominion. If people will only give Mitchell merchants the opportunity, the merchants will prove conclusively that not only can there be found in this town as wide a selection as all of the departmental stores will show, but as a matter of values Mitchell merchants can at least save the purchaser the expense of writing to Toronto, getting samples and then sending for the goods and paying the carriage on their Toronto departmental store purchases. And, we might add, customers can avoid the almost inevitable disappointment which comes from buying by sample.

BLACK CARD.

The black card darning cotton, mentioned in our last issue, is put up in one gross handsome wooden cabinets. Every retailer should have one or more in stock.

WHERE QUALITY TELLS.

THE wool grown in the Maritime Provinces is much softer and richer in appearance than that from sheep bred inland. This is probably due to the action of the salt sea air. The finer qualities of Maritime Province wool are not unlike the good wools we get from abroad. It has thus been an easy matter for some of the mills to make a reputation for their product. They followed THE REVIEW's advice. They worked away until they were satisfied their goods were as near perfection as possible. Then they put their name or mark on them. They saw that nothing imperfect bearing that name went out. If they had a second quality it went to the trade under a different name. Retailers and consumers in time recognized the brand as one which had given satisfaction, and enquired for it specially when they were again buying.

At Eureka, a place just outside New Glasgow, N. S., a woolen company has made a hit with blankets in this way. They had a very fine soft wool to begin with. They took great care in selecting and preparing it, then in weaving it into blankets, and finally in finishing and putting the blankets on the market in the most attractive style. People who bought one or two always asked for the blankets made at Eureka. The makers kept up the quality and, where possible, improved it. They now have the most popular blanket in the provinces. Salesmen and dealers in quoting another blanket frequently say "as good as Eureka"—the highest compliment that could be paid to the Eureka Woolen Mfg. Co. The Eureka blankets command a better price owing to their high reputation. More than a year ago THE REVIEW pointed out that when prices were being cut this brand more than held its own.

TWO WAYS OF DOING BUSINESS.

The difference between the old established business houses of Great Britain and many Canadian wholesale houses is that the former endeavor to show big profits while in Canada we are too much inclined to show a big turn-over. The firms at home last for generations. In Canada, but few concerns live beyond the men who established them. We laugh because some British houses refuse to sell goods to an unknown customer, though he offers to pay cash. In Canada we are so anxious to get a new customer that we often let him have all the goods he wants, though he has neither cash nor financial standing. It does not occur that the laugh is really on us. A British dealer will tell you he is making 25 per cent. profit on the goods he is selling you, and is proud of it. The cry of a Canadian dealer is that he is letting you have the goods for actual cost, and he seems proud of it. The British dealer becomes rich—retires from active business early in life. He devotes his later years to enjoyment, travel or politics. He sees that his sons are thoroughly trained in the business, so that they can take the helm when he passes away. He often goes into Parliament and works for the good of the nation. On the other hand,

look at the Canadian: He does an enormous business, wears himself out, but makes no money. If he does not fail to slaves until the end of his days, which are generally shortened, and he dies poor. His sons, seeing no future in the business but hard work and little profit, seldom get beyond small clerkships, one-horse lawyers, or something of that sort. The man has done nothing for himself, his family or his country.

Let us cultivate the British system.

AMALGAMATION IN COTTON THREAD.

THE announcement that an amalgamation, to come into operation on June 30, of the business of Messrs. J. & P. Coats, Ltd., and Messrs. Clark & Co., Ltd., has taken place is the subject of considerable discussion in business circles, and by no one, we fancy, will it be received with closer interest than by the shareholders of Messrs. James Chadwick & Brother, Ltd. On the news of the amalgamation Coats' ordinary shares advanced to 40¼ on the Glasgow Exchange, and in Manchester on Tuesday they advanced to 40⅞ x.d., London being a shade lower than these figures. These rates mark a striking advance since last week, when the quotation was only 35. Whether the price is not too inflated is a matter for investors to consider. One thing is certain. The amalgamation will practically bring about a monopoly of the cotton thread trade, and as such the change is not likely to be regarded with any favor with English lovers of freedom in trade. Trusts, rings, monopolies, syndicates, combinations—call them what you will—have never flourished in the free commercial atmosphere of this country, and if we are to regard the new Paisley move as a step nearer the perfection of a vast thread ring, it is not likely to have the good wishes of business men at large.

Those who have followed the working of the Paisley thread trade ever since the foundation of the Central Agency will find it difficult to look upon the latest development without suspicion. The paid-up share and debenture capital of Messrs. J. & P. Coats amounts to five and three-quarter millions, and if new shares are issued to cover the purchase of Messrs. Clark's business, we have at once a company with a capital not far short of eight millions sterling, if it does not exceed that amount. Messrs. James Chadwick & Bro. have a paid-up share and debenture capital of £750,000, which, though a respectable figure enough, is small in comparison with the vast totals given. The question is naturally asked, in view of this amalgamation, whether Messrs. Jonas Brook & Bros., of Huddersfield, who are members of the Central Agency, are likely to be absorbed. As to this no information is at present obtainable. Messrs. Brook have two mills, one at Meltham, the other at Holmfirth. There are other thread manufacturers at Leicester, Skipton and in Lancashire, but the Coats-Clark combination far surpasses them in magnitude.—The Warehouseman and Draper.

THE REVIEW saw Messrs. R. Henderson & Co., Canadian agents for Chadwick & Bro., Ltd., but Mr. Henderson said he had no information on the matter. His firm had never gone into the combination, on principle, and he thought the dry goods trade of Canada should encourage those firms not in the monopoly to hold out by giving them increased orders for their spools.

IS JOHN BULL A BETTER PARTNER THAN JONATHAN?

To the Editor DRY GOODS REVIEW:

DEAR SIR,—We naturally think that biggest which looms up most to our own vision, and we are so near to "Statia" and see so much of her people that we easily follow her lead more than those who are far removed from us. Braggadocio has one advantage, it sets people talking, and though we may know it is brag, yet some of it is sure to stick. Jonathan teaches his children from the time they leave the cradle right on to their graves, that theirs is the biggest country on earth—the biggest rivers, the biggest lakes, the biggest mountains, the biggest everything, and the tarnation smartest people in the world; in fact, that smartness would atone for everything, and enable you to get along without honesty and humanity when these were not convenient. Now, we may admire a smart fellow, as one sometimes admires a smart girl. But to take one as a partner is another matter. There is always the fear that in a short time your partner may have your money and you will have the experience. One would naturally prefer a partner who was willing to let you have some of the money as well as the experience—to live and let live.

It was not many years since people across the line thought they would soon transfer the money centre of the world from London to New York. But they forgot they were living largely on borrowed money. Britain is the creditor nation of the world. The published trade returns of countries give usually only the exports and imports. Home consumption is lost sight of and the movements of money also. It is estimated that Britain receives annually from abroad \$400,000,000 in interest alone, not to speak of those investments which pay nothing. Britain does nearly half of the carrying trade of the world, and it is estimated that this in freight and passengers brings her in about \$600,000,000 a year. So she gets about \$1,000,000,000 a year which does not appear in the usual trade returns, and thus can afford to import a few hundred millions a year more than she exports and still have a nice pile to the good. Now, just here note the difference between her position and our own. We are a debtor nation. Our debt is owned abroad and not at home. Like all young countries, we had to borrow money to build our canals, railways and other public works, and also to carry on many of our other concerns. Therefore we must be careful that the value of our exports exceeds the value of our imports at least enough to pay the interest we owe abroad—and, therefore, every dollar's worth of goods that we can manufacture here instead of importing helps to reduce our foreign indebtedness and hasten the time when we can own our own debt. So it is impossible and impracticable to have free trade as they have in England, and necessary for us to protect our own industries, whether of the field, the farm, the forest or the factory.

Jonathan also is a debtor. It is estimated that "Statia" has to send to Europe \$120,000,000 a year for interest, as much more for the carrying trade, nearly all done on foreign ships, and as much more for her folks who go abroad, and live abroad and spend abroad, or say \$350,000,000 to \$400,000,000. For, while no one would question the intense conviction dwelling in the breast of every American that one man is as good as another and better—still they really do like a handle to their name and the attention which servants who don't live in the land of freedom are in the habit of giving. And as they have lots of professors, colonels, generals, etc., at home, no wonder they go abroad for other titles. Thus it comes that all their

surplus products and their gold are swallowed up by the needs of their outside indebtedness.

Now, while we should avoid their follies, we can learn from their mistakes. A drop in their tariff on woollens of one-half stagnated that business for 1894, improved it in 1895 (when they plunged heavily), and 1896 has brought the reaction. Thus, 1894 starvation, 1895 gorging, 1896 digestion. Now, it is better to have a moderate feed all the time, and the best thing for business all round is steady, regular diet, neither disturbed by tariff changes nor speculation.

Clearly, then, our best partner for money is Britain.

Now, then, for commercial character as a nation. Britain's boast is that her word is as good as her bond. The best people in "Statia" are of the same sort, but politically and nationally they are not so considered in Europe. There is a strong mistrust, and not without cause, that they will always consider themselves first and their creditors afterwards, if convenient. This is why their securities fell so sharply when Cleveland gave his Venezuelan message. Their buying is often purely speculative, everyone trying to squeeze the other fellow. They will put down enormous orders and crowd other people out if they think the market will advance, and then, if things don't turn out as expected, cancel without compunction. This is, of course, having its effect in this way: that they will not always get the first chance, and manufacturers will not put themselves out of the way to cater for their market. All the same, they make it very awkward for other people, and unsettle markets and hurt legitimate trade. So there is no getting over the fact that if we want a partner who has money, who is willing to lend it to decent people on decent terms, who can be trusted to do the fair thing and not squeeze you out of all you have, John Bull is the man every time.

Yours very truly,

Toronto, May 22, 1896.

P. H. BURTON.

[Mr. Burton is a staunch and able Englishman, who spends a great deal of his time on business abroad, and should be thoroughly posted as to the feeling across the ocean. We have no desire to take part in the controversy, except to remind him that England thinks a good deal of American trade, and that Canada has for thirty years kept on her statute books a "standing offer" of freer trade with the States.—ED. DRY GOODS REVIEW.]



"I SAID IN MY HASTE, ALL MEN ARE LIARS!"

PRACTICAL HINTS ON BUSINESS SUCCESS.

WHY are some men more successful in business than others? writes W. P. M. in N. Y. Journal of Commerce. This fact in human experience has been variously accounted for, the subject being a wide one. Thus gifts or accomplishments which lead to success in one direction may act as hindrances in another. To be successful in some lines it will be to one's advantage to be born a fighter. That is to say he must be aggressive, always on the alert to stand up for his interests rather than literally to love his neighbor as himself. The question under review is not considered on its merits from a moral standpoint, but strictly in its practical bearings.

Many successful men who have amassed wealth have done so because every other consideration was made to yield to the one of making money. It may be that they have become more grasping and unscrupulous in proportion as they felt the sense of power which large possessions are apt to give. It is considered that A. T. Stewart, John Jacob Astor, Cornelius Vanderbilt of a past generation, and Jay Gould of the present, developed a genius for money-making, from better or meaner motives. We know of some men whose fortunes have been amassed by money-lending on real estate, which property became theirs through foreclosure, because the borrower could neither pay principal nor interest; others we know who disclaimed the right, although legally warranted to put it in execution. This, however, does not bear directly on our main question.

Some men are excellent salesmen, either because they have a glib tongue to throw a glamor over the desirability of their wares, or because of personal magnetism in making the customer like to deal with such a man in spite of himself. A degree of this faculty often makes up for deficiencies, intellectual or otherwise, on the part of the salesman. Many are successful because their goods are desirable, as low in price as those of competitors and popular in those times. Some men have a trick of holding certain customers against all competition from the feeling of obligation, either by occasionally getting them bargains or in some way or other creating the impression that it is the buyer's interest to keep in with this seller.

Many a salesman loses his trade by changing to an inferior house on the temptation of larger salary, as if the traveler necessarily owned his connection and could take it with him to the new house represented. Some men are popular because they have imparted useful ideas to their customers, thereby helping them to some extent to make sales. Habitual cheerfulness and a habit of telling one good anecdote each time they meet have had a wonderful influence in drawing an order out of a buyer after his protestations of being unable to grant a single line. Croakers, or those who habitually look on the gloomy side of things, are likely to give up in despair because nowhere made welcome.

No merchant needs to be told too often about hard times or commercial stagnation. Some men succeed because they are known to adhere to the truth always; they never represent a thing different from what it is; at the same time they secure confidence by anticipating the wants of the buyer, making it appear that this is the prime object. Some men become failures because they treat a buyer as if he did not know anything, or, as if he had no rights of choice. A customer may be lost by allowing him to find out the merchant does not know enough

about his business. While some buyers are wide-awake enough to make their own selection every time, more are willing to be set right if the seller is able to present an alternative. In the latter case the buyer is helped toward the selection, although ostensibly it was conceded he had used the right of choice. Knowledge of human nature is a most important factor in the art of selling goods. Respectful attention and promptitude will often make up for the lack of other faculties, in any calling. To be always on time at one's post is a good reputation for anyone serving the public. The boy never late at school bids fair to win favor by promptness in after life.

Some young merchants have scored a success by sending an immediate reply to an order they were unable to fill, suggesting where it might be filled. This kind of alertness (especially in wholesale) is sure to be appreciated, implying a sense of obligation. Owning a useful patent has created many a fortune. Certain houses get a large share of business by making reasonable concessions in cases of emergency or distress. The man who acts a dishonest part is soon found out; the strain to reputation may outlive him. A clean record is the best recommendation to a renewal of credit after it has once been lost.

Heavy expenses cause many a merchant to lose credit and the confidence of friends. It may have come from extravagant habits of living, or from an over-ambitious spirit, as if to astonish the world by this semblance of success. Some men can work well in a subordinate position, but could never succeed as the responsible head. Over-sensitive natures often break down, and such persons die before their time because unequal to the strain of responsibility, involving much care and worry. Stolid indifference has sometimes been utilized to good purpose, since it often passes for stability of character, inspiring a degree of confidence on the part of creditor and customer. Verily "the race is not to the swift nor the battle to the strong."

The man may count himself fortunate, in any sphere in life, who has found his proper niche. Many a good man never finds it, but becomes a waif as it were on the billows of so-called fate. In not a few instances this is the result of parental preference misplaced. Many a boy has been obliged to learn a profession who would have shone as a business man and vice versa. A more prudent course would have been to test the boyish preference for trade or profession; also to watch the bent of aptitude. The origin of most commercial failures may be set down either as insufficient capital or the giving of too much credit.

While in places remote from business centres it may be easy to net a handsome profit, the crying evil of our time is that so many fall into the temptation to sell without adequate profit. This touches on another topic—one of supreme importance—viz., commercial demoralization, its cause, and dire results. We are assured "There is a tide in the affairs of men, which when taken at its flood will lead to fortune." "There is no royal road to learning"; neither can any one path be outlined which leads to inevitable success.

FLANNELETTES, ETC.

McMaster & Co. are just opening out their flannelettes and shirtings for fall, both imported and Canadian, and an exceedingly brisk demand for them is already manifested. They show this season an opaline moire for blouses in wave and fancy floral effects, which are charming and have every appearance of silk, selling at sight.

DRESS GOODS DEPARTMENT.

JUNE is the month above all others in which bathing suits are made, and mohairs or alpacas are amongst the best goods to make them from. Brophy, Cains & Co. show a range from 25c. to \$1.20 per yard; they are fast black, keep their shape, and look "chic."

The new beltings are being shown in great variety by Caldecott, Burton & Spence.

In summer silks, McMaster & Co. are showing low-priced lines in bright colors, stripes and checks.

S. Greenshields, Son & Co. have received a shipment of velveteens in navies, browns, cardinal, etc. These colors have been scarce lately.

Caldecott, Burton & Spence draw attention to the large assortment of sicilians and lustres, all colors, summer weights.

S. Greenshields, Son & Co. report a large demand for tartans in silk and wool, all wool, etc., for blouses and children's dresses. They have new shipments just arriving.

John Macdonald & Co. have made a special purchase of 27-inch plain Japanese silks in light blues, pinks, yellows, etc., which are being sold cheap.

S. Greenshields, Son & Co. say there will be a large demand for boucle effects in dress goods for fall season. They are shewing a very large variety in styles and prices in this make.

Caldecott, Burton & Spence are fully assorted in the new lace and silk mitts, and carry a full line of ladies' and children's summer gloves, black, cream and assorted colors, every size.

S. Greenshields, Son & Co. have over thirty designs in crepons for fall trade. They are constantly receiving high-class novelties in these goods. The leading designs are crepe soutache, crepe ruban, tricotine, damasse, etc., etc.

W. R. Brock & Co. are showing in their dress department for this month two ranges of tartans, three ranges of shepherd checks, black alpacas, black and colored sicilians and black crepons, all new goods, just received. They are also clearing out at reduced prices a few odd lots of fancy dress goods and blouse silks to make room for fall deliveries, which are expected in July. Their preparations for autumn and winter are very extensive, much in excess of any previous season. The complete range of samples is now in the hands of their travelers.

McMaster & Co. are well prepared to meet all demands for Swiss spot and figured muslins, black crepons, etc., having just received a large shipment of these goods. They are also showing plain colored mohairs in navy, brown, myrtle and black, which are going off lively. They have many taking novelties in striped summer silks in all shades, of which they will be pleased to forward samples on application.

The special feature for June in W. R. Brock & Co.'s linen department is the arrival of several lines of genuine Russia crash, Scotch crash, kitchen toweling, glass toweling, loom

diced and damask table linen, and bleached damask table linen and single cloths. These were all purchased at a great reduction from manufacturers anxious to clear out stock on hand at this season of the year, and are meeting with a very ready sale at the prices W. R. Brock & Co. are prepared to offer them at.

MORE ABOUT CREPONS.

The buyers are now nearly all back from Europe. They all verify the reports in THE REVIEW of the big run on crepons in Europe. They are handsomer than ever. In fact, they are the most universally worn material in Paris and London to-day. One gentleman said: "That was a point on which I and others were most anxious to be posted before starting for home. Mr. I. — and myself sauntered through the west end of London, and I honestly think that two out of every three ladies we met wore crepon, and no wonder, for the new designs surpass anything heretofore shown. They make such elegant costumes that they cannot but be popular as well as fashionable."

THE MOVEMENT IN MONTREAL.

Montreal houses report a good demand for dress goods of all kinds suitable for quick consumption. Checks have been prominent in the enquiry, all kinds of designs of this nature going with a celerity that has kept the market well sold up. Fabrics such as covert cloths and homespun effects for suitings have gone well; also mohair, alpaca and the like in plain and fancy goods. Business for fall has not opened out yet, but rough effects of a mild character in all lines promise well. Plaids and tartans promise to be good selling lines in plain-faced fancy worsteds, silk and woollen goods. Staple goods, such as flannel suitings, broadcloths, henriettas, cashmeres, serges and sackings have only moved as yet in an indifferent sort of way.

Wm. Agnew & Co. note a revival in velour henriettas, as evidenced by the increased demand which they are experiencing for these goods. They have in stock a complete list of all numbers, widths and prices of these goods. They have found good demand for peau de soie and black broche silks; also cheviot and estamene serges.

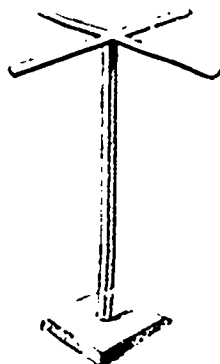
NEW SILK FABRICS.

The preference shown for strongly lustrous fabrics, and especially for silk goods and silk and mohair mixtures, brings into use quantities of silk. In the new combinations of alpaca and silk, we find the latter generally preponderating, and manufacturers are all the more readily inclined to cater to this tendency because alpaca, mohair, and other glossy wools have become dear. Several of these silk and mohair fabrics are indeed beautiful. For instance, "Sweet Marie," a light summer stuff with the texture very much like mousseline de laine, has colored flower bouquets in silk, through which run narrow silk stripes upon a delicate cream ground. The fabric is peculiarly well suited for blouses. Most of swivelled silk alpacas have close delicate flower or fancy patterns, occasionally in attractive color combinations, upon the most glossy grounds that can be produced. One of these fabrics has flowers of lettuce green, willow green, tan and medium blue, another pale brick-red, rose and marine green; again, others, heliotrope and willow green, pale blue and lettuce green or red, heliotrope and serpent green. The designs are frequently diversified by interrupted length or diagonal stripes of contrasting tones.

WINDOW DRESSING.

A WELL-ARRANGED window without price tickets is like a well-dressed man who cannot talk. Give him a tongue, and his thoughts speak. Give a mute window the tongue of tickets and you have a salesman who never tires of talking in your interests. All that is necessary is to give him a new theme—that is, change your windows often.

A contemporary describes a handy and easily made device for window displays which will interest merchants not desiring to go to any great expense in dressing the window, but are awake to the value of showing new goods well. From the accompanying illustrations it will be seen that the contrivance is very simple mechanically, and when draped is calculated to show off dress stuffs, silks, laces, wash goods or any soft material.



WINDOW STAND FOR DRAPING.

The cut here given represents a silk drapery. To drape with silk, fold the silk in middle, lengthways of the piece, so that the two selvage edges come together, then drape in graceful folds with the double-fold or centre of the silk out or towards you. Go around the form, throwing a fold over each arm of the cross, the first fold hanging low just so as not to touch. Go around after this fashion shortening each succeeding fold, making in all four or five folds. The effect is decidedly handsome, especially with soft silks that it is difficult to display well, ordinarily. No pins are necessary and the stuff is not mussed.

The height of the form should be about twenty-seven inches and the length of arms nine or ten inches.

In trimming with lace a background of some pretty color may be draped or hung from each arm. A lace window with a color scheme of a single tone is very attractive when properly carried out.



DRAPED WITH SILK GOODS.

One of the greatest difficulties attached to photographing a window display is the reflection in the plate glass front of the buildings on the opposite side of the street and of the passing throng. Many trimmers will thank us for indicating a successful way in which their efforts may be taken by the camera without this annoying feature. If the artist will provide himself with a black curtain, mounted at each end on wooden poles, nothing more will be needed, it must be of sufficient size to screen the largest window, and a centre aperture must be cut in order to insert the camera. This curtain, when held in place by assistants, will cut off the undesirable reflection and still admit light sufficient for all purposes from the top and sides. An additional advantage will be that the sensitized plate may be given as long an exposure as desired. When not in use the curtain can be rolled on the standards and thus be easily carried about from place to place.

A great many merchants and window trimmers who are fully alive to the importance and advertising value of show windows lack an appreciation of the necessity of keeping the displays of

goods in the interior of the store attractive and up-to-date. They devote time and expense in arranging goods in their front windows in a manner that will attract trade, but leave the goods inside the store practically unchanged from month to month. Window displays, says *The Dry Goods Reporter*, are excellent things, but they will not make sales if the goods about the store are slovenly arranged. It is a great thing to arouse the interest of a probable buyer, and to get him inside the store. This the show window does. But when once inside everything depends upon what he sees and hears there. Be sure that he sees an interior that is neat, and an arrangement of goods that is consistent with what he saw in the window. It is in the province of the window trimmer to make a tasty display of goods above the shelving or at other places in the interior of the store.

A NOVEL GLOVE DISPLAY.

An exchange gives a suggestion for a glove display which is a sufficient departure from stereotyped ways of handling hand wear to assure an attractive window.

Comparatively few gloves are needed, and these are stretched upon dummy hands and projected through a sheet of paper or of cloth, placed about two feet from the front of the window and extending to the top. The gloved hands present a very natural appearance. These are enough in themselves for a very creditable display, but the trim can take in other goods, the sheet through which the hands project being utilized on which to pin handkerchiefs or laces, and the space in front affords room for anything which will not be out of harmony.

HOW THE REVIEW BRINGS ORDERS.

To the Editor DRY GOODS REVIEW:

DEAR SIR,—We thank you for making room at the last moment in May issue of *THE REVIEW* for our telegram re new crepons that were then being received. You will be interested in knowing how they sold, and pleased, we think, to hear that within 24 hours of receiving the four cases referred to, one-third of them were sold. The bulk were in the higher priced lines—\$1 and upwards. *THE DRY GOODS REVIEW* was the only paper in which they were advertised. A few days later we cabled our Mr. Brophy, who was then in the London market, for more, and we are now receiving ex ss. Laurentian a shipment of handsome black crepons, in designs which we believe will be in no other hands. They run from 50c. to \$1.35 per yard. Samples are being sent to our travelers to-night.

We are glad to hear that your July Special Fall Number will be ready on Dominion Day. May it meet with the success and approval which your efforts deserve.

Yours very truly,

BROPHY, GAINS & CO.

Montreal, May 27th, 1896.

[First form for the Fall 1896 issue closes June 19. Every dry goods dealer in Canada will receive a copy.]

LACE CURTAINS AND CARPETS.

McMaster & Co. have a shipment just to hand, making all lines of lace curtains again complete. These goods, being rapid sellers, were getting very low, and this shipment relieves the pressure. Carpets and house furnishings are moving freely, necessitating constant repeats to keep pace with the demand, which has been very good this season.

THE DRY GOODS ANTHEM.

Moderato.

Con mollo espressione

Words by *H. O. Well.*

AIR: "GOD SAVE THE QUEEN."

1. Good silks our trav-ers show, dress goods the
 2. Thro: evry-ry floor we run, Oh' see how
 3. The choic est goods in store, first, sec -- ond

trade all know, are our de-light: Come here each -- one -- of you
 well we've done, this was our aim: Special-ies in ev -- ry line
 third, fourth floor and base-ment too: May you se -- lect your stock.

to Bro -- phy Cains and Co., and we will
 under-wear, we cant de -- fine, hose, gloves and
 from that which we have got, and al -- ways

glad -- ly show what we can do.
 la -- ces fine, our trade main -- tain.
 give us cause to sing your praise.

For further information

apply to

196 Mc Gill Street

Montreal.

Brophy Cains & Co.

IMPORTS DECLINING AT NEW YORK.

N. Y. JOURNAL OF COMMERCE, MAY 7.

THE imports of dry goods continue to show a remarkable decline. In the first five months of the calendar year the total entries at this port were valued at \$53,300,000, against \$66,200,000 the same time last year, a decrease of almost \$13,000,000, or about 20 per cent. The heaviest declines were in woolens and silks. Nearly half of the shrinkage was in woolens alone. Three causes can be given for this sudden fluctuation. First, the unsatisfactory condition of business in the home market, which checks importations; second, the better state of foreign markets, which lessened the inducements here, and, third, a spirit of caution in importing circles caused by the over-importations of 1895. As a result, domestic manufacturers complain less of foreign competition, and less gold has gone abroad in payment for imports; but the national revenue has suffered considerably. If a further advance in the tariff is to be expected, we may look for another spasmodic rush of imports beforehand and a fresh derangement in certain textile markets, to say nothing of a possible fresh stimulus to gold shipments. The desirability of a stable tariff was never more apparent than to-day.

A GOOD THING.

The Harding hose supporter, which is now being placed on this market, is an article that the trade will find as near perfection as anything can well be. By using it the use of buttons and safety pins is entirely done away with, and, at the same



time, there is no possibility of the snap becoming unfastened. The accompanying cuts show the supporter open and closed. They are made in white, gold and black in lisle, frilled silks for ladies, in all colors, with silver clasps, and fancy silks for gents, also in all colors. Messrs. Baker & Brown, 260 St. James street, Montreal, are the agents for Canada, and will be pleased to send samples and prices to the trade.

COLORED COTTON CO.

The shareholders of the Canadian Colored Cotton Mills Company, Limited, at their annual meeting held this month, elected officers. Mr. A. F. Gault, president, occupied the chair, and there were also in attendance: Messrs. T. King, C. D. Owen, D. Morrice, D. Morrice, jr., S. H. Ewing, James Crathern, W. Barber, Jacques Gremer, R. Macdonald, Percy Gault, T. G. Coursouille (Ottawa), Hon. A. W. Ogilvie, J. G.

Ross, C. E. Gault, C. E. Spragge, L. H. Archambault, E. Lichtenheim, W. Weir, R. H. Brand, James Wilson, Jr., F. L. Beique, W. J. Morrice and Hon. J. O. Villeneuve. The annual statement, which was of a most satisfactory character, was received and adopted, and the retiring directors were re-elected, viz., Messrs. A. F. Gault, T. King, C. D. Owen, D. Morrice and D. Morrice, Jr. Messrs. Gault and Owen were re-elected president and vice-president respectively.

SOLO ONE-THIRD THE CONSIGNMENT.

To the Editor DRY GOODS REVIEW.

DEAR SIR,—In the April number of THE REVIEW we advertised a special importation of dust-proof serges and vigoureux for cycling costumes. Since that time we have sold one-third of the entire consignment, and the demand for these goods still continues.

We think we may safely say that this advertisement in your paper is fairly entitled to a considerable amount of credit for these sales so early in the season, and we are pleased to acknowledge the fact unsolicited herewith.

Yours faithfully,

WILLIAM AGNEW & CO.

Montreal, April 29, 1896.

THE RELIANCE HOSE.

The makers of the Reliance brand of hose, the Williams, Hurlburt Co., Ltd., of Collingwood, announce for this month boys' fast black, ribs, and gents' fast black cotton half-hose to retail at 10 cents per pair. Their bicycle hose is also a specialty, and any enquiry by letter will be promptly responded to.

A NEW SUMMER CUSHION.

A new style of summer cushion is inaugurated by the Alaska Feather & Down Co., of Montreal. It is made of fancy sateen top and back, the ruffle being very wide and made of silkette, a close imitation of silk. It is sold at a popular price and large orders are being taken for it by the company's travelers.

SUMMER PRINTS, ETC.

Wyld, Grasset & Darling announce a special line of indigo and turkey prints. Another shipment of aniline black sateens is reported. A job line in American wide sateens, colored grounds, is being offered. Mention is made of the latest effects in grey grounds. A choice range of English flannelettes are in.

CANADIANS DOING WELL.

Say John Muldrew & Co.: "We are having a very gratifying demand from all parts of the Dominion for our domestic dress goods and golf cloakings for next fall. The orders are greatly in excess of last year, showing the growing popularity of these goods."

ACTIVE TRADE IN BLOUSES, ETC.

F. F. & C. B. Kelly, Montreal, are still keeping up the sale of blouses, and their factory is working overtime. The third cable repeat in black and colored chiffons is expected in one week.

Customers who had this house's job line of top shirts last season are ordering freely by letter of the new lot. They have had to repeat leather belts twice already.

DISHONORING DRAFTS.

THOSE wholesale houses who have been subjected to a great deal of annoyance in the treatment of drafts by out-of-town customers, will fully endorse the sentiments expressed by The Chicago Apparel Gazette. That journal says: "There are too many who are injuring themselves irreparably by refusing to honor drafts that are drawn upon them for bills that are due. There are few things that will arouse a man to a state of greater disgust towards a customer than to have a draft that has been honestly drawn returned unpaid. An account is overdue, and a statement is sent which says that unless a remittance is made before a certain date a draft will be drawn for the amount. No attention is paid to this, which the seller takes as meaning that the draft will be honored, and, consequently, when the time allowed has elapsed, a draft is made, only to be returned in nine cases out of ten without comment. It is not only an unbusinesslike transaction, but it is a positive insult to the wholesaler to treat his request in such a manner. Frequently the most trivial and absurd excuses are given for dishonoring drafts. A claim of 50 or 75c. for freight, if the goods were to be delivered, or a similar amount for damaged goods or something of the kind. But even allowing that the claim may be a just one, is it not a thousand times better and more honorable to pay the full amount of the draft, notify the house of the slight discrepancy or overlooked rebate and politely request an adjustment? There is not a respectable house in the country that would not see that the claim met with an immediate recognition. Buyers fail to appreciate the annoyance that it gives sellers as well as banks by having drafts returned when they are rightfully due, and should meet with prompt acceptance and

payment. To say that you 'have written' or 'will settle with their traveling representative' are paltry and lame excuses, will only hurt you in many ways, and will put you under suspicion as being a man who desires to be unfair and tricky in business affairs. Endeavor to err on the side of right and you will always be fairly dealt with."

THE NEW PARKS FLANNELETTES.

The wholesale trade who have seen the samples of the new flannelettes which the mills of Wm. Parks & Son, Ltd., St. John, N. B., have lately added to their lines of manufacture, speak in the highest terms of them. THE REVIEW coincides with this verdict, having personally inspected samples of the goods. They are shown in all the new styles of pinks, blues, and combination stripes, and the delicate coloring and superior texture rank them among the best in the market. The Parks mill intend to turn out these goods in large quantities, and are prepared to meet any competition. The quality of those THE REVIEW has seen indicates that much enterprise has been exhibited in the manufacture, and that the trade will be well pleased with the new flannelettes.

THE SUSPENDER TRADE.

Notwithstanding the cry of dull trade, the output of the Berlin Suspender and Button Co. has been beyond former seasons, and, with present prospects, trade will be largely increased next season. The makers receive no complaints, but only satisfactory reports with respect to their goods. They aim to do neat work and tastily match all the different parts of a suspender.



BLANKETS

We beg to advise our customers and the trade in general, that we are again in the market with our

Special makes of White and Colored Cotton Blankets.

and from the orders already booked, are satisfied our sales will be largely in advance of last year's.

Those who handled our goods, will readily concede that the quality was unequalled, and as we are showing a much larger range this season, made exclusively for ourselves, would ask you to examine our samples before ordering elsewhere, and advise you to place orders as quickly as possible, so that good delivery will be ensured, thus placing you in a position to meet the demands of the Early Fall Trade.

WE ARE SHOWING A MUCH LARGER RANGE IN
Shirts and Drawers, Ladies' Vests and Hosiery
 THAN EVER BEFORE.

P.S.—Will be pleased to submit Samples on application.

KNOX, MORGAN & CO. Wholesale Dry Goods **HAMILTON, Ont.**

SHORTER TERMS OF CREDIT.

DURING the past month the Montreal wholesale branch of the Board of Trade have sent out a circular to the trade generally in Montreal and Quebec urging that credits should be shortened. It was pointed out that already in many lines, notably carpets, men's furnishings and millinery, many of the houses had adopted the four months basis.

The evils consequent upon long dating were fully exposed and dwelt upon by THE DRY GOODS REVIEW over two years ago. In interviews that it had with leading members of the trade in Montreal and Toronto, it was elicited that without exception they were in favor of shortening the terms of credit on many lines. Since then a certain amount of reform has been effected, but there is yet room for more, and it would appear that matters are in fair shape to effect it. All the replies that have been received by Secretary Irwin, at Montreal, are favorable to shorter terms of credit, with the single exception of English woolens. On these the representatives of English houses allow a long term, and for this reason there is a reluctance to sell these four months. When the conditions which govern sales made by English houses are analysed, however, the real difference is not so great. For instance, an importer buys goods from an English agent. They are dated six months from the first of September. The goods are shipped to the importer in August, and when the goods arrive the duty and freight have to be paid promptly before delivery. This means from 37½ to 40 per cent. of their value that has to be paid down on the nail, net cash. With the same goods bought from a Canadian jobber the case is different.

The buyer gets the goods in July, and if the reform is effected they will be dated four months from the 1st of October. He has no duty to pay, however, and the cost of the package, which, in the original English one, is from 15s. to 20s., is much lighter in the Canadian one. Whereas, therefore, the dealer gets an extra month by purchasing from the English agent, it is open to argument whether this is not more than offset by the fact of the extra cost of package and the payment of 37½ to 40 per cent. of the cost of the goods net cash.

The Montreal association have held several meetings during the month, and finally decided that as an association they would take no action, but that the members individually would use every effort to have the terms on all goods shortened.

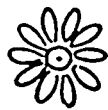
NEW GOODS.

'Thibaudeau Bros.' buyer has just returned from a visit to the chief centres in the States. He picked up at Boston and New York some fine lines of duck suitings in all colors—indigo blue and aniline blacks. These goods all show a fancy weave and are entirely new. The same shipment included dimities and crepons in the latest effects, also Persian muslins. The patterns in all these goods are new and original with this firm alone in this market. The shipment is now in stock and orders will be promptly attended to.

COMMENCING STOCK-TAKING.

All the big general houses in Montreal commenced stock-taking on the 26th. They will be through in the course of a day or so, and their different traveling staffs will start out in real earnest on their campaign of hunting for fall orders.

Hutchison
Nisbet &
Auld



34 Wellington St. West . . . **TORONTO**



JUNE—DURING THIS MONTH
WE CLEAR OUT ALL ODD LINES
AT REDUCED PRICES.

Letter Orders given special attention

HUTCHISON, NISBET & AULD

The Two in One . . .

It is one thing to sell profit-making goods. It is a decidedly different thing to sell satisfactory goods. The first often means but a single sale, while the latter means continuous selling.

**BRUSH'S PEERLESS
DOUBLE DRESS STAY**

combines the two. It pays the retailer a handsome profit, while, at the same time, it constantly attracts the customer to his store. And why shouldn't it do so?

*"'Twill never stay bent,
That's good from the start;
They can't cut the dress,
And won't melt apart."*

Thus it overcomes all faults known to DRESS STAYS,—in other words, it is perfect. Did you ever know a perfect article that wouldn't sell?

Brush's Peerless Double Dress Stays are made up in sizes 6 to 9 inches; also in sets of nine steels each, 6 to 9 inches. Colors—Drab, Black, White, Old Gold, Pink and Blue.

SAMPLE ORDERS SOLICITED

BRUSH & CO.
TORONTO

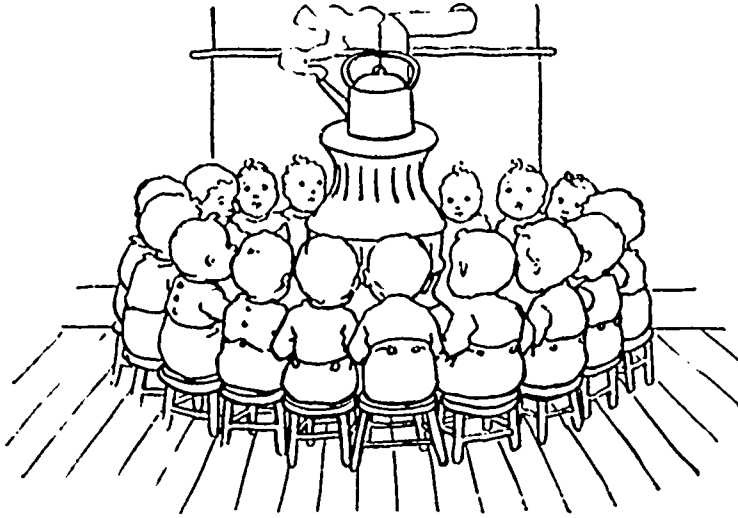


NOW

is the time to make your selections of Down Quilts, etc., for FALL, before our choicest coverings are picked out.

HERE

is an object lesson.



IF these Brownies were provided with a "Swan Brand" down quilt they would not be hugging the stove all night and allowing their backs to freeze.

P.S.—Our man is heading your way. We leave the rest to you.

Toronto Feather & Down Co. Ltd.

BOULTER & STEWART, Sole Selling Agents.



WE WEAR THEM

Dainty Coverings for the Wee Ones

EXCLUSIVELY **HAND-MADE** GOODS.

Hoods. (75 styles.) Silk Trimmed. To retail from 50 cents to \$3.00.

Jackets. (50 styles.) Plain and Silk Trimmed. To retail from 50 cents to \$2.00.

Bootees and Mitts. (25 styles.) To retail from 20cts. to \$1.00.

Skirts, Overalls, Shirts, Tams, Etc.

MANUFACTURED BY

BOULTER & STEWART

30 Wellington East, TORONTO

Sample Dozens on Application.

TRY THEM

MEN'S FURNISHINGS.

A SPECIALTY is being made of Windsor silk ties for ladies by K. Ishikawa & Co. One line retails at 15c. Special patterns are shown to retail at 15 and 25c. A fresh shipment of the latter, in a range of patterns, is expected soon. The firm are also showing made-up ties in neat patterns, very new and stylish.

W. R. Brock & Co. claim never to have shown such an attractive range of men's summer waistcoats as this season. Plain and fancy ducks, Bedford cords in white, navy blue, fawns, etc., are amongst the selection.

In men's furnishings department S. Greenshields, Son & Co. are showing an immense range of neckwear in knots, derby bows and lombards, etc.; English collars, braces and umbrellas; also open windsors in tartan, chinas and fancy silks for boys' and ladies' wear.

BUSINESS IN BRAMPTON.

Mr. Butler, of Runnions & Butler, Brampton, who was in Toronto a day or two ago had a chat with THE REVIEW about trade matters generally and the business outlook in particular. Mr. Butler speaks hopefully both of present trade and future prospects. His firm are doing a good business, and notwithstanding Brampton's proximity to Toronto and the temptation for people to buy in city stores, his firm have no reason to complain of the patronage received from the prosperous district in which Brampton is situated. Runnions & Butler do a cash business, and endorse the system of buying and selling for cash.

In dealing in country produce also the firm pay cash and have every reason to believe that this satisfies their customers as well as it does the firm. Mr. Butler is a live, hopeful merchant, and has long been a reader of THE REVIEW.

BATHING COSTUMES.



To be in the swim you want a range of colored and black alpaca for bathing suits. Brophy, Cains & Co. have them. They also

have a stock of black cotton and cashmere hose at all prices.

THE SIMPSON CO., LTD.

Mr. Simpson, the proprietor of the large department store on Yonge street, Toronto, is turning his business for purposes of convenience into a joint stock company. Its name is the Robert Simpson Co., Ltd., with a capital of \$500,000 in 5,000 \$100 shares. The company has the power "to buy, sell, manufacture, and deal in goods, wares, and merchandise generally." The members of the company are: Robert Simpson, Mary Ann Simpson, his wife; James B. Campbell, one of his buyers; Arthur R. Parsons, his manager, and Mrs. Hamilton Meritt, his daughter.

Mr. Karel Boissevain, of the Alaska Feather & Down Co., of Montreal, was in Toronto last week. Mr. Boissevain is the Consul-General of the Netherlands, and was here on consular as well as other business.

A Gem
REPRESENTS GREAT VALUE
IN A SMALL COMPASS



One of Kleinert's Dress Shields is very appropriately named the "GEM"

... ITS GREAT VALUE
IS APPRECIATED BY THE WEARER.

There are
Others —
THE FEATHERWEIGHT
For instance.

ALL MADE BY

I. B. Kleinert Rubber Co.,

Toronto:

New York:

24 and 25 Front St. West.

715 to 727 Broadway

IRVING Umbrella Co.

Limited.

MANUFACTURERS



Quick Delivery During Sorting-up
Season.

20 Front Street West

TORONTO.

A Taylor
Safe is a
Sure thing
In any
Fire

Ring De Joinville



Latest novelty in Men's Neckwear in Choice Patterns,
Light and Dark Silks, to retail at 25c. and 50c.

E. & S. Currie 64 Bay St. Toronto

NOBBY WOOLLENS

FOR JUNE

Homespuns We are showing a handsome range of these goods, both $\frac{3}{4}$ and $\frac{6}{4}$, in all the new shades of greys and browns. These goods are particularly adapted for gentlemen's wear during June, July and August.

A full range of **Flannel Suitings**

Tennis and Cricketing, in Cream, White, Plain and Twills.

Blue Serges In all the standard numbers, from 25c. to \$2.40 per yard, in $\frac{3}{4}$ and $\frac{6}{4}$.

SAMPLES FURNISHED THE TRADE ON APPLICATION

JOHN MULDREW & Co. Wholesale Woollens
22 Front St. West Toronto

AN ANECDOTE OF THE TRADE.

THE trade jubilee of Mr. Robert Maule, of Robert Maule & Son, Edinburgh, was lately celebrated, and, in reply to an address from his assistants, told the following story of his early career

"I went direct to Glasgow, called only at one warehouse Stewart & McDonald's and was engaged by Mr. McDonald, in my eyes to this day a Napoleon in the drapery trade. (Applause) I will give you an incident that occurred on the first afternoon I entered. I was placed in the French merino department. A customer was brought who wanted to see a certain memo. The assistant next me showed me where the goods were, they were high up beyond my reach. I looked round the department for steps, but could see none. I went round to the next department, being the linen, and was helping myself to a pair of steps, when the head of the department rushed forward, clutched the steps, shouting to me: 'You dare not take these; it is against the rule.' (Laughter.) I looked at him for a moment. 'Are you trying to see what is in the young man from the country?' rushed through my mind (laughter) -and being anxious about the customer, with an almost superhuman power I took the steps from the head of the department, and served my customer, after which I replaced them. (Laughter and applause) Shortly he came to me, and said, 'You did wrong, and don't try it again.' I said, defiantly, 'If the same circumstances arise to-morrow, I shall do the same thing' - (applause) - feeling that if every department should have a pair of steps, that someone had broken the rules, and taken away the memo steps. Before the close of the day I got to know that I had had a stand-up fight with the oldest hand in the retail (laughter) -a great favorite with Mr. Stewart, and fellow elder in a free church. Well, this made me think there would be at least a courtmartial (laughter) but no. He, Mr. Mason by name, and there are some here to-night who knew him for many years (applause) came around to me next day very bland and pleasant, and asked me where I came from; I told him I came from Kincardine. When he heard the place named, Kincardine, he appeared as if an electric shock had passed up and down his spine. You quite understand I am putting it in a little strong here (laughter and applause) -but he shortly came to himself. From that day onward we were great friends. (Applause.)"

CYCLING FOR WOMEN.

IN the current issue of The Nineteenth Century Dr. W. H. Fenton, M.A., M.D., has an article on cycling for ladies, in which he states it as his opinion that the exercise is very healthy and beneficial. We are pleased to think that the learned doctor approves of it, though we are inclined to believe that, did he not do so, his opinion would have had but little effect upon the present violent boom in cycling among ladies. Dr. Fenton also indulges in a few observations upon the question of dress, which, he declares, heavily handicaps the female rider, and it is with this portion of his article that we disagree, because one has only to make a tour of inspection of the leading wholesale drapery houses, to find not one but dozens of cleverly designed cycling costumes, in which absolute comfort in riding is combined with a due respect to the susceptibilities of that egregious old togey, Mrs. Grundy. The subject of dress, however, is but a secondary one with Dr. Fenton, though, as far as he is concerned with costumes, he advocates high collars and tight fitting

sleeves; while as to under-clothing he advises lady riders to wear warm absorbent garments, and to avoid those made of cotton. It is when he studies cycling as a remedy for the ills that young lady shop assistants are heir to that the learned medico gets enthusiastic; for he declares that a girl who has to stand for hours and hours behind a counter gets relief untold from an evening spin on her "bike." It improves her circulation, removes the aches and pains that tend to make her prematurely old, and generally exhilarates her.—Drapery World.

ENGLISH TRAVELERS AND THE RAILWAYS.

The leading railway companies in England have come to an important decision with reference to commercial travelers. On and after July 1 commercial travelers will be granted tickets, 1st, 2nd and 3rd class, for return to their homes from Friday to Monday at single fare for the double journey, to all places over thirty miles distant. In order to prevent fraud, travelers who wish to avail themselves of this privilege must be members of the Commercial Travelers' Association or kindred bodies, who furnish them with a ticket of membership and a form to be filled up when applying for railway tickets. The association ticket of membership will bear on it a photograph of the member, and the presentation of this unquestionable testimony will secure him the advantages of the new regulation.

PARASOLS ACTIVE.

June with the retailers is always a busy month in this department, probably the most active one of the year. Just at present, the few drops of rain we have had have made umbrella counters in the big retail stores as busy as a beehive. The holiday season just commencing makes it necessary for those going out of town to prepare themselves for every emergency, and to make the less fortunate, who remain at home, carry some protection for one's self against old Sol's rays. The season, although dry, has been a good one, and, at present, that assorting is active is demonstrated by the Irving Umbrella Co. working overtime. The feeling for steel rods is strong, and orders on this style reported better than on wood sticks, especially so in the better grades.

Navies, to some extent, are seen in the store windows at \$1.50 with natural wood handles, and \$2.25 for steel rods with Dresden knobs.

Cream parasols, for the hot weather, are good property, in frills, and also without, the latter being entirely plain, and have white ribs and handles.

A HANDSOME STORE.

The Hudson Bay Co. have lately moved into their new premises erected by them at Portage la Prairie, Man.

Their store is situated in the centre of the town, and is a handsome white brick, fitted with all modern improvements, and contains basement, first and second flats. The windows are large, and fitted with plate glass mirrors; and a new feature in the dry goods department, which has a good effect, is mirrors at intervals the full length of the store. The grocery department is, perhaps, one of the most attractive in the Dominion.

FOR DECORATION.

John Macdonald & Co. have chiffon paper in all the new art shades for summer decoration purposes.

A. A. ALLAN & CO.

WHOLESALE

HATS, CAPS, FURS AND STRAW GOODS

Straw goods department replete with all the newest styles of English, Canadian and American manufacture.

Men's Hats *in great variety*
Boys' Hats *in smart and natty shapes*

ENGLISH GALATEAS AND LADIES' SHADES
 SPECIAL VALUE

HARVEST HATS

LOW PRICES

Letter orders shipped same day.

A. A. ALLAN & CO. 51 BAY STREET TORONTO

WYLD, GRASETT & DARLING

Have received shipments of Seasonable Goods for

June Trade....

NEW PRINTS

For Blouses, Dresses, etc. Stylish Patterns and Colorings.

VICTORIA LAWNS
 SPOTTED MUSLINS
 DIMITIES *In great variety.*

Stock in all Departments well assorted. Travellers' and Letter Orders Solicited.

Wyld, Grasett & Darling

TORONTO

PLACE YOUR ORDERS WITH US

STOCK-TAKING OVER

OUR BUYERS HAVE ALL RETURNED

NEW PURCHASES ARRIVING DAILY

IN PORT

CONSIGNEE TO US WITH THE LATEST OUTPUT OF THE EUROPEAN MARKETS.

- WOOLLENS
- DRESS GOODS
- HABERDASHERY
- GENTS' FURNISHINGS
- FANCY GOODS
- CARPETS
- CURTAINS
- OIL CLOTHS
- PRINTS
- LINENS
- COTTONS
- STAPLES

WRITE US FOR SAMPLES

McMASTER & CO.

WHOLESALE DRY GOODS, 12 FRONT STREET WEST, TORONTO

SOMETHING ABOUT THE METRIC SYSTEM.

THERE is a good deal of talk about the metric system coming into vogue in the United States, and in Great Britain too. There are strong agitations in both countries, and a bill is actually before Congress, but in the meantime a compulsory change is not likely. That its adoption may come soon is not improbable, and then Canada would have to fall into line with the Mother Country and the States, her two biggest customers.

A Boston reporter has been asking various authorities how the metric system would work. Dr. Gould, of Cambridge, stated: "To-day the metric system is generally understood in the United States. Everybody who has had a grammar school training should know it by heart, because no intelligent person has dared to say that it is difficult to learn. Of course, it is not common in every-day life; that is, a housewife would be looked upon as an ignorant foreigner or a person of unsound mind if she should ask her grocer for a kilogram of tea or a litre of milk, or inquire at a dry goods store for the price of two metres of blue ribbon, a decimetre wide and all silk.

"The decimal system, you know, originated from the fact that there are ten figures, ten digits, in a man's hands. The United States used the decimal system first, as the basis for its coinage formula. Then France took the hint, and put it into tables of weights and measurement. But the metric system is not, as some encyclopedias say, the 'modern French system.' It was never exclusively French, but an international system. It belongs to the whole world.

"Its use is now obligatory all over the world, excepting in Russia, England and the United States. Russia is ready to adopt it whenever we do. And England, usually conservative, is agitating the subject with considerable liveliness. I should be exceedingly mortified," said the doctor, smiling, "if England should get in ahead of us. But I think there is no likelihood that the British will take up the metric unit before we do. The Hurley bill will pass; it must pass. Then we should have but one legal system of weights and measures. We shall no longer have thirty or forty different kinds of pounds and miles, but one universal pound and one universal mile.

"The people of this country should take to the system easily. It is now understood so well throughout the country that it will come into use without serious trouble. We have had thirty years' training, with no serious opposition. Ten or fifteen years ago the people knew the system better, but because it has been slow in coming they have inclined to forget it. It is perfectly clear in all its simplicity to-day to all reputable scientific men, to persons who have traveled in Europe, to druggists and many Government employes, and to European immigrants—not to speak of people in general who are well educated.

"The changes, you see, will be in favor of the people every time. A kilogram is more than two pounds, and thirty grams is more than one ounce; and the labor and liability to error in calculating are unspeakably less. The only thing worth considering in the way is the long names; but we shall have English equivalents of them in spelling and pronunciation, and with our high rate of intelligence, higher than that of Europe, we should take to the metric system easily.

"I won't take to it at all," said a butcher. "I was brought up to talk hundredweight, pounds and quarters. You might as well try to make me leave off English and talk Dutch."

"The Hurley bill's a joke; that's what it is," observed a dry goods dealer. "But I'm not running the Government. If it

wants to adopt this new-fangled system, why, let it go ahead. Only there's no Government on earth that can compel me to measure cloth and such stuff by any other system than that which my customers use. And I think it will be a long time before the people stop talking as they do now."

Another person was logical and to the point in his answer: "Nations are very careful and slow in radical reforms," said he. "People are not evenly enough educated to adopt new systems for everyday use, to think in metres and litres and kilograms, as if those terms were second nature to them. Consider the case with the French. They abolished their money piece, the sou, a hundred years ago, and substituted the 5 centimes piece. But the sou is as common to-day in France as it ever was. So if the metric system were introduced here, we should keep right on talking in quarts and feet and inches."

NOTES.

Mr. W. R. Brock and Mr. B. B. Cronyn, of Toronto, have returned from Europe.

A special purchase of print blouses for retailing at 50c. has been made by W. R. Brock & Co.

Ladies' parasols and sunshades in special lines to retail at 50c., 75c., \$1 and \$1.25, are noted at Wyld, Grasett & Darling's.

Japanese glove baskets, open and folding fans, toothpicks, are some of the new Japanese goods shown by John Macdonald & Co.

Mr. A. J. Meharg, buyer for S. Greenshields, Son & Co.'s mens' furnishing and notions departments, has just returned from Europe.

John Macdonald & Co. report a full range of striped dimities, linen effects. The season's odds and ends in fancy and plain silks are being cleared out, as well as various lines of dress goods. A special line of dimity striped and print blouses in all colors, to retail at 60c., is noted.

"There is another point," said a man to THE REVIEW, "about your timely article on underweights in yarns. I hear that some makes guarantee 16 oz. to the lb., which looks all right, but they don't guarantee 6 lbs. to the spindle, and when you weigh them you will find about 5½ lbs."

Repeats in laces are reported to hand by Wyld, Grasett & Darling. The sale for all the fine makes in valenciennes, etc., in white and butter is very good. Lines of ladies' ribbed underwear, bleached and unbleached, the latter retailing at 10c., are reported. Fast black cotton hosiery, which is a specialty with the house, is in demand. A 2-inch black belt ribbon, retailing 15c. per yard, is a feature.

REDUCTION IN AMERICAN PRINTS.

The chief feature in the United States market for prints last week was the reduction in price of the American indigo blues to 4c. per yard, a lower price than these goods have ever touched before. The general effect upon the market has not been important. It will allow jobbers to sell these prints ½c. per yard lower than before.

OVERMAKES AT INTERESTING PRICES.

John Macdonald & Co. are offering several lines of overmakes in overalls, underwear, negligé shirts, half-hose, braces, etc., which will be specially interesting to the trade.

Silk Premier

New, very new! Nothing like it; nothing can be made like it. Made from a fibre grown in the tropics. Contains properties equal to silk; has the appearance of silk; possesses wearing qualities that are superior to silk; as brilliant a lustre as silk, and the necessary rustle which is looked for in silk; is employed instead of silk; gives better all-round satisfaction than silk; sells quicker than silk because, being cheaper, more serviceable and pliable, dressmakers prefer it to silk.

Altogether it is great, grand, attractive, lasting, novel, genuine—the most beautiful lining ever produced, and of which we are the **SOLE** manufacturers. All colors, including fast black. Talk about a new lining, here is something to talk about. If you want **SILK PREMIER** you must place orders now—this very hour—so as to get deliveries in season.

WIDTH 30 INCHES

It is the Best Lining Made

It can be found at the following representative retailers' in New York and Brooklyn, and will, as rapidly as orders can be filled, be in the hands of the leading stores of other cities.

NEW YORK

B. Altman & Co.
Bloomingdale Bros.
Callahan & Morrissey.
John Daniell & Sons.
Ehrich Bros.

James A. Hearn & Son.
Hilton, Hughes & Co.
Le Boutillier Bros., 14th St.
McPartland & O'Flaherty.
James McCreery & Co.

H. O'Neill & Co.
M. C. Spencer & Co.
J. D. Walton & Co.
Westervelt & Demarest.
D. M. Williams & Co.

BROOKLYN

Abraham & Straus.
The Liebman Co.

Henry Offerman.
Joseph Wechsler's Sons.

Gilbert Mfg Co

514.518
Broadway . . .

SEND FOR SAMPLES

NEW YORK

REPORTS FROM THE WEST.

SATISFACTORY reports of the Northwest were given to THE REVIEW this week by Mr. J. D. Allan, of A. A. Allan & Co., who has just returned from an extended trip there. Mr. Allan has gone west once a year for about 13 years, and notes a steady and marked improvement in the material prosperity of the country. The cattle trade has grown to respectable dimensions, and while the present rainy season has interfered somewhat with the Manitoba wheat crop, further west on the prairies the moist spring has resulted in fine pasturage, from which stockmen will sensibly benefit. The people of the west, Mr. Allan says, are evidently getting better off as a whole, farm buildings show improved appearance, and there is far less tendency to discount future crops. Merchants adhere to a cash business with much persistence, and the trade outlook is, on the whole, distinctly favorable. Both in the rich Kootenay district of British Columbia and about Rat Portage, in northwest Ontario, the country is evidently on the eve of a mining expansion of no speculative character, but based on actual results and on the proved resources of these rich territories. Some of the Johannesburg people, who are feeling the set-back to mining there due to the South African troubles, are going into the Kootenay, and the future development is very promising. Mr. Allan, who is a stalwart Canadian and an admirer of British institutions, notes with satisfaction that in our mining districts law and order prevail and authority is respected. The rough types who come over the border from the States from lawless mining camps recognize the difference in our laws and act accordingly.

MODERN NAME ABSURDITIES.

THE modern vernacular as applied to textile fabrics is one of the surprises of this textile day and age. Men who from boyhood beginnings have grown grey in the dry goods business are daily confronted with words, trade terms and phrases so new and startling as to cause them to look for a modern Babel to keep company with the apparent confusion of tongues.

The modern dry goods neologist (says The Dry Goods Economist) gropes not in the ancient classics nor in a modern Thesaurus for his vocabulary, but boldly plucks from any source a name for the article which is to be brought into notice. An ordinary storm serge woven to produce a seeded effect is classed by some departments as "sharkhide." This term is readily un-

derstood by barbers as applied to razor strops, but no lady would care to boast of being attired in sharkhide, and the average country merchant would be groping in Egyptian darkness so far as knowing what was being quoted.

A manufacturer, long in the embroidery business, who ought to know the technical terms for embroidery of all kinds, was asked by a dress goods man if he had a "pompadour." Being a bald-headed man he disclaimed any pretensions, and proceeded to display his types. Imagine his surprise to see the dress goods man take up a piece of embroidery with a very coarse round thread prominently thrown to the surface, and call it a "pompadour."

Fine silk and linen batiste comes to us this season under the gauzy name of chiffon. India linen is brought out by one house as linen de India; and another, not to be outdone, classes this fabric as India linon. Common 4c. lawn, starched stiff enough to stand alone, masquerades under the sobriquet of batiste. Ordinary cheviots are termed piccadillies, a name also applied to shoes, hats, and collars. Domestic dress goods, woven on looms old enough to vote, are termed printed warps. New and appropriate names for old favorites may be all right to arrest attention and bring them into notice, but modern misapplications frequently indicate flashes of incipient insanity. It has been well said that "the greatest thoughts are the simplest, and so are the greatest men." Let us have a little more simplicity in trade terms for staple articles.

A SPECIAL IN SUPERIOR BLOUSES.

Caldecott, Burton & Spence have manufactured some splendid lines in blouses, stylish goods, which they are offering so as to enable the retailer to sell for \$1 and \$1.25 with good profit.

Caldecott, Burton & Spence show a splendid lot of wash fabrics, including crinkles, piques, zephyrs and spot muslins.

In underwear, Caldecott, Burton & Spence have cleared several mill lots, which they offer at a small advance to the trade.

The new shaped collar canvas is held by Caldecott, Burton & Spence in 1½, 2 and 2½ inch widths.

Caldecott, Burton & Spence are showing amongst other things the latest novelties in parasols and sunshades, specially the new fad--inside trimmings.



Our travellers are now on the road and will call on you shortly with our samples of Fur Skins, Manufactured Furs, Cloth Caps, Gloves, Mitts, Moccasins, and we would kindly ask you to defer placing your orders until you have examined our collection. We can safely assert that for completeness of detail in regard to finish, fit and tasteful selection of materials and designs, our lines will be unsurpassable.

Z. PAQUET,

QUEBEO.



Better Pin this up where you will See it again.

For two months or more this Fall, we will do some heavy Bill-posting throughout Canada, advertising the increased and healthful warmth obtained through Fibre Chamois Interlining, in Fall and Winter Clothing. The Poster has been designed by one of the best known artists, and is now being lithographed by the largest house in New York. Size, 4 feet 6 inches high by 7 feet across.

A series of cuts is also being prepared and will be sent free of charge on application, when the Fall season opens, to assist you in your own advertising.

300,000 pamphlets were issued this Spring, and the same number, talking warmth in clothing, will be sent out to your customers early this Fall.

All this is bound to attract additional attention to our and your newspaper work.

Contracts have been made by us with nearly every daily, weekly and religious paper of value in Canada.

Some live man in your town is going to realize the full force of all this advertising and take advantage of it. Others will not, and will have hard work to keep their trade together. A few good ads. of Fibre Chamois Lined Clothing will attract the attention of all in your section.

JOHN FISHER SON & Co.

WOOLLENS

442 and 444 St. James St.

And Tailors' Trimmings

MONTREAL

WE ARE enabled to keep our stock in Montreal constantly well assorted with latest novelties in all classes of WOOLLEN and WORSTED cloths, as our house in Huddersfield, Eng., keeps a large stock ready for shipment, from which they supply other markets, especially English, Irish, and Scotch, where they do a large trade with tailors and clothiers, besides having constantly in work various lines especially selected for the Canadian trade.

Often Montreal orders (especially cables) are despatched same day as received in Huddersfield.

All Canadian woollen buyers visiting the English markets would find exceptional advantages in buying and ordering from our Huddersfield House, as, in addition to holding a large stock to select from, we are at all times in complete touch with the makers of every class of woollen and worsted suitings and coatings.

The senior member of our firm has had many years experience there, both as manufacturer and merchant.

John Fisher & Sons

St. George's Square . . .
HUDDERSFIELD, ENG.

SHERBROOKE TO HAVE A CARPET FACTORY.

It is learned that the location of the new Brussels Carpet Co. will be at Sherbrooke. Mr. Talbot, the promoter, has favored that city as a suitable point on account of the splendid water power, shipping and other facilities available. The new company's will be the only Brussels carpet plant in Canada, and the market for the article is very large. Mr. Talbot, who is looking after the organization of the company, is a practical man, having commenced the trade of carpet weaving in England at the early age of eight, and since that time has been constantly employed in the different branches of the carpet industry. He brought the first plant of English carpet machinery to the U.S. in 1870, and since that date has established and managed several of the large concerns now in successful operation in that country. About a year ago he and his brother came over to Canada, bringing with them a complete Brussels carpet plant, and located in Ontario, where, in conjunction with Mr. E. Cockroft, they operated a successful business, and have in that short time succeeded in placing their goods in the hands of the leading trade throughout the Dominion. Owing to the growth of their trade they now find their present premises too small and the location unsuitable. They decided that Sherbrooke was most suitable for their purpose, and it is now almost a certainty that the new industry will be in successful operation there by the 1st of January next. The new company will be organized under the name of the Talbot Brussels Carpet Co. of Sherbrooke. It is expected to employ about three hundred hands, and to pay out in wages over \$75,000 annually.

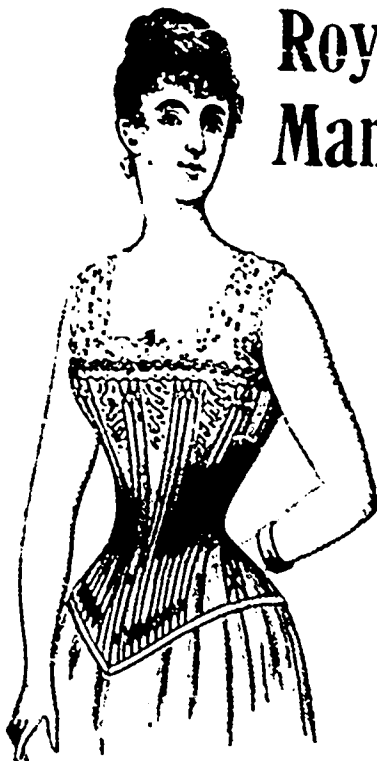
FAST BLACK.

The permanent value of fast black goods depends upon their being what they claim to be. This is a case where a name comes in. The name of Louis Hermsdorf is now synonymous with perfect black dyeing, and the hosiery and gloves with that brand upon them sell owing to that very fact. There is, of course, something due to the scientific skill and knowledge which invented the processes that produce perfect results. But the genius of keeping the product ever up to the standard is also a vital element, and this is one of the secrets of the Hermsdorf popularity—an unchanging hue, and a never-varying excellence.

THE SEALSKIN HARVEST.

The sealing vessels which have so far arrived at Victoria, B.C., report only fair catches for this season. The Labrador, Capt. Haan, reports a total of 94 skins: she is one of the small schooners of the fleet, and her catch, therefore, is not so unsatisfactory as would seem. The luck of Capt. Gould, of the Carrie C. W., is also poor, he having secured only 169 skins; but these are fine large pelts and should bring good prices. The schooner Sapphire has returned to Clayoquot to fit out for her Behring sea cruise. Her skipper, Capt. William Cox, returned home recently and reports a catch of 418 skins.

Aubrey Larke, for 11 years salesman in the staple department of John White & Co., Woodstock, Ont., was presented before leaving, by his fellow employes, with a pair of opera glasses and a fountain pen.



Royal Corset Manufacturers

A perfect Corset, unrivalled for grace, elegance and comfort, constructed entirely of the most carefully selected and best material.

The P.D. CORSETS are designed and cut by eminent artists in the latest prevailing mode.

The newest and latest fashionable shapes are thus always to be found in the P.D. CORSETS.

Wherever exhibited these Corsets have gained highest awards.

TEN (10) GOLD MEDALS
AND
Diplomes d'Honneur

A rival no other make can claim

Next visited by Montreal. Quotation on application.

KOENIG & STUFFMAN

New Agents for Canada
10 St. Helen St., Montreal

SEND FOR PRICES AND ILLUSTRATED CATALOGUE



Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

NEW THINGS IN ART GOODS.

THERE are one or two new features to note in art needlework. Cords are coming in to replace tassels as ornaments. These woolen cords are shown in colors to match the materials, and Frank Robertson & Co., Toronto, are showing samples of the new goods which are quite attractive. Another late feature is the employment of fancy embroidered banding for the edges of art cloths. These are in colors, and will be used much in conjunction with demims and colored linens. In art goods a range of silks, Moorish patterns, are very striking.

Another novelty is the Rob Roy design in tinted cloth. The design is thrown up on a delicate tartan ground, and as table coverings and cushions the material looks handsome.

For two seasons there has been a run in cut out work, but cheap materials and the labor necessary are causing it to decline. It will be replaced by hem-stitched linen, especially wide hems, which give it weight and stylish appearance. These will retail at \$2.

Yet another idea seen at F. Robertson & Co.'s is a range in linen of table covers, doyleys and pillow shams, the centre being done in fancy design, while the border is left in the rough, the idea being to embroider the edge in art scalloped design.

A new frame on colored linen was seen in sample at F. Robertson & Co.'s, the linen in this case being green and the design being carried out with green ivory rings, in the middle of each ring being placed a colored jewel. The effect is brilliant.

THE SAMSON, KENNEDY ESTATE.

The Samson, Kennedy & Co. estate is still in process of liquidation. The paper in the bank is nearly all run out now.

There have been some renewals and some compositions, and in about two months the affairs of the firm will, it is expected, be wound up. The total net dividend will be about 27½ to 28c. The Manitoba lands sold for 15½c. an acre, a large tract being low lands east of Winnipeg and of no market value.

A STRIKE IN BLOUSES.

The announcement elsewhere of Caldecott, Burton & Spence of their new line of blouses refers to a very fine range in fine Scotch zephyrs and novelties made in the newest imported styles. These goods are of fine appearance and superior grade, and yet retail from \$1 to \$1.25. They are likely to meet the popular taste for a dressy article at a moderate price.

GOES IN FOR CASH.

One of the latest live merchants to adopt the cash system is John Hall, of Exeter, who does a thriving business. His store is 25 x 135 feet, he keeps a good stock, with carpets, etc., and upstairs he has a well-fitted department. Mr. Hall adopted the cash basis April 1, and so far is well satisfied with its working.

TO KILL COMPETITORS.

The cotton syndicate has been selling shirtings and other colored lines to the wholesale trade at 10 per cent. off the list. These are announced as job lots, but the talk in the trade is that they are regular lines. In this connection it is said that the cutting is done to suppress competition.

J. Sproule Smith, representing Wm. Parks & Son, cottons, St. John, N.B., spent a few days looking over the factory last week and getting ready for next spring's trade.

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

GUARANTEED in all details.

ATTRACTIVE STYLES

... for ...

EARLY FALL DELIVERY

If you have not seen them, write us, and we will send representative or mail samples.

FITZGIBBON, SCHAFHEITLIN & CO.

33 Victoria Square

.... Montreal

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY: BRANCHES:
GRENOBLE, FRANCE | Paris, London, New York



GLOVES

A LARGE STOCK ON HAND

Our travelers are now on the road with **NEW SAMPLES** and **SHADE CARDS** for Fall

SUMMER MILLINERY.

PARISIAN STYLES OF THE SEASON.

AT the opening of the Paris salons this season the millinery display was varied and attractive. Mme. B., the correspondent of *The Dry Goods Economist*, gives some particulars.

The most stunning hat there was extremely simple. It was a wide-brim Leghorn, fluted slightly and tilted back by a half wreath of rich red roses under the left side and a lot under the back. The crown was a huge puff of black velvet of the Tam o' Shanter order, but fluted upward like an umbrella turned inside out. It was set lightly around the crown by several rows of shirring and finished at the headline by a band of narrow black velvet ribbon tied in a simple bow in front. One handsome tall black ostrich feather, curled Prince of Wales style, was fastened on the right side by a rich rhinestone brooch.

IN VEIL AND FACE.

Another hat with a big puff of black velvet, the flutes set upward, the base banded around the head by a coronet of rhinestones and pearls, was set into a wide brim of old point de Venise, cream in color. The supporting wires were bound over with black velvet. The back was turned right up and trimmed with a profusion of mixed sweet-pea blossoms, and from the left a very large bunch of black *crosse aigrette*.

OF WHITE TULLE.

A round hat of medium width was of shirred white tulle over gold wires.

On the low crown was a huge bow of white mousseline de soie spangled with green and gold, while several very real looking dragon flies in all their natural gorgeousness nestled among the folds of gauze, their silvery wings glistening in the sunshine. The loops were supported on gold wires and some fell softly over the upturned back.

A full wreath of the new gauze roses in every shade of pink and red, with plenty of bright green foliage, was set around the brim and carried over the edge across the back.

WITH FERN TRIMMINGS.

Another hat was of yellow tulle, also shirred, but with a big double fulling of the tulle at the edge. The crown was a large irregular puff of white mousseline de soie with a tiny white silk dot. It was trimmed with orchids of various colors and delicate ferns. The brim was bent in eccentric waves that were becoming to the yellow-haired girl who wore the hat, and would probably not have become any one else.

Her frock was of the dotted mousseline, over yellow silk, with Empire waist having a double or ceinture sash of yellow satin ribbon.

IN WREATH EFFECT.

There was another girl with yellow hair who wore what, at a little distance, looked simply like a wreath of white star daisies, with some wild rose sprays rising out of it on either side. When close to her one saw a little crown of green straw in the centre. The hair was worn in large, loose waves, low on to the collar quite, hiding the ears.

Curls over the forehead are coming in again, but they must be large and natural looking.

COSTUME AND HAT IN SUITE.

With a costume of pale bleu et gray mohair, trimmed with a lace of gold thread and white silk raised flowers over white satin, was a full vest of yellow mousseline de soie. This matched a

hat of rough but transparent yellow straw, with flat brim tilted over the face. The back turned up, and against it was a wide bow of ribbon velvet matching the gray blue.

All round on the brim was a full wreath of immense green rose leaves, with two very large crimson roses on each side, a tall spray of the same with half open buds rising from the left back. On the back were white lilacs.

OF PICTURESQUE FORM.

A beautiful picture hat was of heliotrope rough straw edge with a broad band of purple chip. The wide brim was bent up away from the face, with a knotted bow of dark green velvet just over the fair hair, the end twisted over the brim, holding it back to the crown. High up over the brim was piled a perfect garden of flowers, lilacs, roses and lots of foliage.

The back was also turned up and trimmed with a bow of heliotrope and purple tulle, secured by two green beetles with diamond eyes. A similar insect was in the velvet bow in front.

MILLINERY IN LONDON.

THIS is the height of the season in London, and new millinery styles are in great demand. Many of the West End houses, says *The Millinery Record*, are more like fancy fairs than anything else at certain hours of the day.

A decidedly original and most tasteful model, shown in Bond street, was a capote, the front formed of a fine black lace *ruche*, the crown covered with delicate crinkled leaves in palest green, with an upstanding *aigrette* formed of two similar leaves. Strings were added in narrow black velvet, with an under ribbon in pale green satin.

Another exquisite model was a small bonnet of black tulle, with rosettes of tulle, and on the left side a piquet of black and yellow orchids. In front rose a stylish combination bow of pink, pale *reseda* and biscuit-colored ribbon, with wide black net wings outspreading across the crown, these appliqued with iridescent sequins, turquoise *pailletes*, and narrow point insertion edging them.

A model *toque*, which in a measure indicates the mode we are to expect a little later, had a very stylish bow of wide cherry and damask red velvet ribbon, standing erect from a crown of damask and pink roses, on a close *toque* shape, the further ornament being a wide fan bow outspread across the back of black Russian net, edged with three rows of Tuscan fancy plait.

Black Russian net takes the place in many instances of black tulle, and we have noted that black-ring net and black net with white rings looks remarkably well when used to veil brightly-colored or flowered ribbons.

High crowns to broad, round brimmed lace, and lace-straw hats are covered with roses closely laid on, and a stylish mode is to wreath the extreme edge of the crown with a chaplet of roses.

A large black chip hat, with wide leaf, was encircled around the top of the crown in this fashion, while loose petals of pink roses were scattered over the wide brim, and were sewn on with dewdrop *pailletes*, which also glittered on the deep black velvet headband.

HATS FOR LADY CYCLISTS.

The fashion abroad is to have more stylish hats for lady bicyclists than seems the rule in Canada just now. A London correspondent says: "For cycling, a hat which pleased me

SUMMER GOODS

Special
Attention
Given to
Mail Orders

From Paris and London . . .

PATTERN HATS and BONNETS

and latest novelties in MILLINERY TRIMMINGS, also
200 cases latest styles of AMERICAN
STRAW HATS.

Caverhill & Kissock

91 St. Peter Street . . .

 MONTREAL

Wm. Taylor Bailey

Successor to

*Peter Schneider's
Sons & Co.*

27 Victoria Square, Montreal.

Upholstery and Draperies Goods

Special Designs in Chenille Curtains for Spring Trade.
Saxony, Bengal and Nepaul Chenille Table Covers
Cotton Derby Curtains
Cotton Derby Piece Goods

SATIN REUSSE
COTTON NEPAULS
SILK TAPESTRIES
BROCAELLES

For Upholstering Work—Fringes,
Gimps and Cords to match.

BLACK HENRIETTA CLOTH

We cannot be beaten in any
value in these goods.

Henrietta Cloths are one of
our SPECIALTIES and we have
them always in stock.

Full range of prices.

William Agnew & Co.

65 and 67 1/2 St. James St

.....MONTREAL.

much was in Panama straw, trimmed with green ribbon velvet, the edges of which were overlaid with a narrow combination guipure, and grass lawn lace in the shape of rosettes on either side of the band, with fans in addition on the left. One cannot put too many quills, it seems to me, on the morning or afternoon hat, for on a white chip displaying round the crown many loops of white glace ribbon, I saw a small black quill tipped with white, and sometimes two, peeped out from underneath each loop, while seven more were assertive on the left side." It seems probable that as women became expert with the wheel they will want to dress as well as they do for the street costume. Now plain dresses are chosen, owing to the chances of tumbling off into the dust.

WOOLENS.

JOHN MULDREW & CO. report liberal orders by the best trade for the firm's nobby suitings and trouserings for next fall. They have already received large orders for their special twills and venetian worsteds for fall trade.

John Macdonald & Co. are showing at low figures this month a lot of Canadian suitings and trouserings. Several lines of clay twill worsteds and serges are being jobbed. Odds and ends of mantle cloths and box cloths, serges and worsteds will interest the trade.

PRICES OF WOOLENS.

An experienced buyer for a large Canadian house wrote his firm from England a few weeks ago that wool prices were still improving and promised to remain firm. Since returning to Canada he has seen no reason to alter his opinion, as prices in all classes, from raw material to cloths have in England, given no sign of declining.

IMPORTS FROM THE STATES.

It is probable that the Customs Department will issue instructions to collectors throughout Canada to carry out long existing rules, which have been neglected, regarding the duties to be paid on imports of all goods coming from the United States. The imports from abroad into the States have, in some lines, glutted the market there. Goods are bonded at New York, if no immediate trade demand necessitates their withdrawal and the payment of the duty thereon. Any attempt to sell these in

Canada, as direct imports from Europe, thus escaping all United States duty and market values, will not be allowed. It is said the Customs authorities in Canada will insist on goods so imported paying duty on the basis of the American selling price, as the law directs, as they were imported for that market and must be governed by its prices. Any other course would be simply making Canada a dumping ground for the over-importations of the United States. This, of course, does not apply to goods imported directly for Canada via the United States.

SPECIALS IN SUMMER GOODS.

SEVERAL special lines are noted by H. J. Caulfeild & Co. this month. A line of white duck coats and pants for yachting and other summer pursuits will readily retail for \$2.50 to \$3.50 per suit.

A line of white unshrinkable flannel in shirts and trousers for cricket, tennis, etc., will retail at \$2.50 for the set of shirt and trousers.

They have secured a clearance from the mill of some sample lines of black and white and brown and white hopsack tweeds, which are made up into bicycling and outing suits of prime value to retail at \$6.

Among other seasonable goods this month are mentioned: A large range of summer neckwear in hopsack ties; bathing suits to retail from 10c. to \$2 per suit; neglige shirts, a fine range in fancy silk mixtures to retail from 75c. to \$2 apiece; a full line of sweaters retailing at 50c. to \$2.50 apiece, with a full range of colors in the popular lines that retail at 50c. and \$1; a line of belts and sashes retailing from 10c. to \$2 apiece. A very cheap line of fancy and white washable vests, to retail at 75c., is being rapidly disposed of, as the run upon it is marked.

WILL ENLARGE THEIR STORE.

Messrs. Northway, Anderson & Co., of St. Thomas, will, this summer, make their store one of the largest and best equipped dry goods establishments in the province. An addition 41 x 20, three storeys high, will be erected, electric elevator, electric fans, ladies' lavatory and all modern improvements and conveniences provided. A large skylight will also be put in for purposes of light and ventilation.

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.

IF YOU WANT . . .

Good Thread

THAT WILL PLEASE YOUR CUSTOMERS, KEEP . . .

GLAPPERTON'S



SEE THAT THIS LABEL IS ON THE SPOOL

Blacks Warranted Fast Dye. This Thread is Free from Knots.

Wm. Clapperton & Co.

165 St. James Street MONTREAL

Strong LINEN Threads Give Best Results for All Uses.

BARBOUR'S SUPERIOR

to all other makes.

First Prize Medals at all Exhibitions.

ESTABLISHED 1784

5,000 EMPLOYEES

The Best Known



The Best Made

ALL LEADING DEALERS AND MANUFACTURERS

in every part of the World, sell and use only BARBOUR'S celebrated Linen Threads and Flosses for all purposes. See that all your Linen Thread carries the above Trade Mark.

Every Wholesale House can supply it. Insist on having **Barbour's**

THOMAS SAMUEL & SON, Sole Agents for Canada.

Blankets

Did you ever notice the difference in the way some goods sell? Some goods sell themselves. There are others which the best salesmen find hard to work off.

Eureka Blankets . . . Sell Themselves . . .

They are the best and most attractively finished on the market. They draw buyers because they are so much superior to the average make.

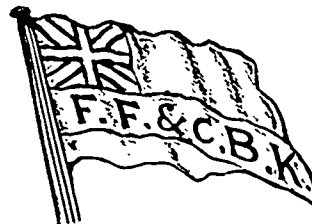
Write for Prices and Samples.

EUREKA WOOLEN MFG. CO., Ltd.

EUREKA, N.S.

P.S. -The trade only supplied

SPECIAL PURCHASE



OF

Mens' Top Shirts

1,000 dozen—worth from \$6 to \$7.50. Can be retailed at 50c. Send for samples, which may be returned if desired.

Beautiful Blouses

Plenty of them. See our leader to retail at 75c. Full assortment of leather belts and belt buckles; also Broadway stock bows for blouses.

Chiffons

Full stock—the right thing in styles, colors and prices—butter, white and black laces—butter lace collars—ladies' sailor collars in white duck, embroidered, to retail at 50c.

Ex ss. Laurentian - 200 gross of "Our Own" reliable Skirt Protector.

F. F. & C. B. KELLY,
ST. HELEN STREET, MONTREAL.

UNDERVALUATION OF GLOVES.

THE report in the April issue of the fine of \$4,000 being imposed on an importing house for the Customs undervaluation of gloves, it is explained, does not refer to a firm engaged exclusively in that business. Several houses in fact had goods detained until comparisons were made with similar lines imported by other Canadian houses. Detectives of the Department also went to New York for this purpose. Several importers were compelled to change their valuations as a result of these enquiries. The Customs Department now seems to be thoroughly aroused, and there is every probability that the disgraceful practices of the past few years will not be repeated. Few in the trade know how far reaching they were, for more than one wholesale house lost almost their entire kid glove business through these undervaluations.

GOING TO EXTREMES.

The New York Recorder tells a story of two rival dry goods stores in Port Jervis, located directly opposite one another on the same street. A lively competition began between the two in the sale of women's underwear. Several cuts in price were made by each in turn until one bulletin announced a complete suit of underwear for one cent. Not to be outdone, the competitor offered a premium of one cent to each person accepting a suit. Several raises in the premium were made by each until as high as ten cents was paid to the person taking a suit of underwear from the store. There was a panic at both stores, and women fought to see who would get the most underwear. Normal prices were resumed when the underwear stocks were exhausted. Just what was gained by such rank tomfoolery, unless it be a reputation as a lunatic, is hard to understand; it certainly is not healthy advertising. I can understand a merchant meeting the price after a sensible business fashion, but I can see nothing reasonable in such a reckless disregard of common horse sense.

KEEP YOUR TRADE AT HOME.

It's a well-known fact, says a contemporary, that there is all over the country an ever-increasing demand for fine dress goods and auxiliary stuff in the early season, which the "left-overs" from last year will not satisfy.

There are few towns that cannot boast of a fair number of "dressy" people who demand fine goods and want them early, and who are satisfied to pay full value for new and fashionable raiment, who are forced to go away from home for their first supplies on account of the procrastinating policy of home merchants who, blind to the value of this early trade, refuse to satisfy it, and wait until the season is well advanced before bringing on their new goods.

THE MURRAY STORE AT HAMILTON.

It is now certain that the long established dry goods business of A. Murray & Co., one of the oldest in this part of the country, will not be continued, says a Hamilton report. Several firms have been negotiating for the purchase of the business with a view to carrying it on, but all of these negotiations have fallen through. The whole of the stock has been sold to Thomas C. Watkins at a low figure, and for the next two or three months it will be disposed of at special clearing sales. The amount paid for the stock is said to have been over \$100,000.

R. FLAWS & SON

Dry Goods Commission Agents

Manchester Bldg., Melinda St.

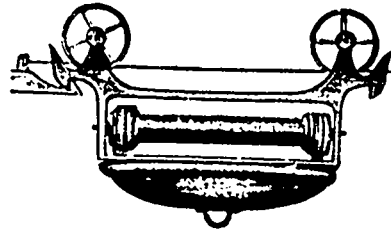
TORONTO

SPECIAL SALE OF Real Brussels Point Lace.

| | | |
|---------------------------|-----------|----------|
| 6 1/2 yds. 14 in. Flource | \$70 yds. | \$442 00 |
| 2 1/2 yds. 6 in. Lace | 20 " | \$5 00 |
| 1 Lace Handkerchief | | 10 00 |
| | | \$507 00 |

J. D. M. MACBURNIE

Temple, -- MONTREAL.

Champion . .
Cash Railways

5 Year's trial have proved them the very best Store Serties in the market. In use from P. E. I. to Victoria. Send for circular giving all particulars.

S. S. KIMBALL

577 Craig Street, Montreal

NORTHERN

Established
1836

ASSURANCE COMPANY OF LONDON

Capital and Funds, \$36,465,000

Revenue, \$5,545,000

Dominion Deposit, \$200,000

Canadian Branch Office:
1724 Notre Dame St., Montreal.

ROBERT W. TYRE,

G. E. Moberley, Inspector.

Manager.

MARINE INSURANCE

The

MANNHEIM INSURANCE CO.

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

Jas. J. Riley & Sons,

Managers for Canada

. . MONTREAL

BEAVER LINE STEAMSHIPS

Proposed Summer Sailings, Season 1896.

| STEAMERS | From MONTREAL. |
|---------------|--------------------|
| Lake Winnipeg | Wednesday, June 10 |
| Lake Huron | " " 17 |
| Lake Ontario | " " 24 |
| Lake Superior | July 1 |
| Lake Winnipeg | " " 15 |
| Lake Huron | " " 22 |
| Lake Ontario | " " 29 |

SALOON. Per SS. Lake Winnipeg, single ticket, \$40 and \$45, round trip, \$80 and \$85. Per SS. Lake Huron, single ticket, \$40, round trip, \$80. Lake Superior and Lake Ontario, single ticket, \$50 and \$60, round trip, \$90 and \$110. Clergymen and their families at Special Rates.

SECOND CABIN. To and from Liverpool, Glasgow, Belfast, London, \$30 00 to \$33 00, round trip, \$55 00 to \$61 00.

STORAGE. St. John to and from Liverpool, London, Londonderry, Belfast, Queens town, Glasgow, at lowest rates.

NOTE. Storage Passengers by the Beaver Line are provided with the use of bedding, also eating and drinking utensils, free of charge.

Each Steamer carries a duly qualified Surgeon and experienced Stewards. Passages and berths can be secured on application to the Montreal Office, or any local agent. For further information, plan of cabins, etc., apply.

D. & C. MACIVER,

Tower Buildings, Liverpool,

D. W. CAMPBELL,

General Manager,
18 Hospital Street, Montreal

BEAVER LINE OF STEAMSHIPS.

Thibaudéau Bros. & Co.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

ASK YOUR JOBBER

For these 2 brands of comforts

The

“Puritas”

Made of pure cotton batting

The

“Lanatus”

Made of pure lambs' wool

They are made not in Alaska but in

MONTREAL.

James Johnston & Co.

26 St. Helen Street,

. . . . MONTREAL

Sanitary Diaper Cloth.

Sample
Free.



Soft,
Highly
Absorbent,
Entirely Free
from Starch.

Fac-
simile
of package.

Made absolutely hygienic by ster-
ilization and antiseptic bleach. . . .

Put Up In Hermetically Sealed Bags.

Staple and Fancy Dry Goods

. . . WHOLESALE . . .

Our stock is now well assorted in the following Departments:

Silks, Ribbons, Trimmings, Dress Goods,
Velveteens, Hosiery, Gloves, Underwear (Gents',
Ladies' and Children's), Smallwares, Handkerchiefs in
Silk, Linen, Cotton, Muslin, Laces, Embroideries;
Cloths, Tweeds, and Gents' Haberdashery.
Some special lines in Blouse Silks and Trilby Velveteens.
Domestic Cotton Goods of every description.

Special attention given to Letter Orders . . .

Agents for
the

ANTISEPTIC SANITARY DIAPER

Put Up in 10 Yard Lengths, 18 to 27 in.

HOW TO WRITE BUSINESS-PAPER ADVERTISEMENTS.

By Nath'l. C. Fowler, Jr.

ADVERTISING pays. Some advertising pays better than some other advertising. The good of an advertisement is in how it looks and in what it says.

Don't make your firm name too prominent.

Advertise what you have for sale.

If you're for sale, advertise yourself.

If you have something to sell, advertise that something.

Have your name in type large enough for folks to see it, but not so large that they can't see anything else.

Don't put your name at top and bottom of the advertisement. Once is enough.

If you can, advertise specifically, not generally.

An advertisement shouldn't be like a business card. It should say something in particular.

Conventional advertisement writing pays.

Progressive advertisement writing pays better.

The advertising pages of a trade paper are departments of information. They rise above mere advertising space.

The trade paper advertisement is as much in the interest of the reader as for the advertiser.

Write your advertisements as you would a letter of solicitation, with more display to it, and with more brevity, your strong points being brought out in large type.

Don't ask people to send for orders. That's unnecessary. That's understood.

Tell people what you have. Use argument.

If your goods and your argument are not strong, then your advertisement isn't any good.

John Blank & Co.

MAKERS OF

Everything, Something,

Most Everything,

AND

What You Want.

Our Blanks are the Best.

Your order solicited.

John Blank & Co.

BLANKVILLE.

PLATE No. 1.

In the quality of your goods, and in your ability to write about them, is the selling strength of your advertising.

Plate No. 1 presents the conventional form of advertisement

writing, with the firm name inserted twice, and in more prominent type than that used for the articles for sale.

Plate No. 2 presents the same advertisement as illustrative of the simple and effective modern style.

The typographical display of the second example gives the

Best

Blanks

—

Quality guaranteed—
original excellence—
superlative effective-
ness. All you want
when you want it.

—

John Blank & Co.

Blankville

PLATE No. 2.

advertisement increased value, for in display, almost as much as in words, is effectiveness.

In sending advertising copy to a trade paper, always specify the words, or lines, you desire to have prominent. A good way is to underline the words or paragraphs, the very unimportant words not to be underlined, and one, two and three or four underlines to represent, respectively, the degrees of type sizes. The meaning of this underlining will be understood by all compositors. Whenever it is necessary to bring out one word, or line, in unusually large type, it is well to specify it with a note to that effect.

Plate No. 2 is so arranged that the two strong words stand in bold relief, and will be seen by even the casual reader.

It is always advisable to bring out some word, or illustration, as a sort of eye-arrester, in order that the skimming-over reader will absorb it if he gives only a glance at the advertising pages.

An advertisement must contain argument, and be of a typographical, or illustrative, character that will focus attention.

THE AGENCIES FOR BARBOUR'S.

Thomas Samuel & Son, Barbour's sole agents in Canada, report business being fairly good in all branches of trade they supply. Messrs. Samuel have stores in Montreal, Toronto and Quebec; also agencies at St. John, N.B., and Halifax, N.S., where the wholesale are supplied with Barbour's threads for all purposes.

MITTS.

W. R. Brock & Co. have a full supply of black, tan, cream and white lace mitts, in pure silk and lisle, to retail from 10 to 50c. per pair.

TO THOSE INTERESTED
VALUES IN MEN'S WEAR

Underwear and Half-Hose

0000000

NOW COMPLETE

Two-Thread Balbriggan, (Domestic) 34 to 46, retail at 50c. Real French Balbriggan, 34 to 50, four first sizes retail at 50c. Natural Colored Balbriggan, low and superior quality. Silk Balbriggan, sixth of a dozen in each box. Tan Colored Balbriggan, sixth of a dozen in each box. Sky Blue Balbriggan, all fast color, sixth of a dozen in each box. Tan Silkene, sixth of a dozen each Shirts and Pants, and third of a dozen Half Hose to match, in each box. Tan and Sky Blue Spotted, sixth each Shirts and Pants, and a third Half-Hose to match, in each box. Natural Wool Shirts and Pants, in all prices from \$6.50 up. A large variety of Summer Stripes, imported goods, at reasonable prices. Netted Underwear, to retail from 25c. up.

NECKWEAR _____

A Thousand Dozen of neat classical Jasper Silks, silk-lined, in Bows, Derbys and Knots, just received. Five Hundred Dozen ditto, in Pin Dots, all silk-lined, to retail at 25 cents. Three Hundred Gross of Fiber Matted Ties we are offering at \$9.00 per gross. Samples forwarded on demand.

Our Travellers are now on the road soliciting orders for Winter Underwear, etc.

GLOVER & BRAIS, 184 McGill Street **Montreal**

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

—: IMPORTERS OF NOVELTIES IN :—

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

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

Our travelers are out with a full line of sorting samples which it will interest the trade to see. We are showing some unusually pretty designs in Cotton Fabrics for Summer Dresses and Blouses, also Boating and Tennis Jerseys, Beaded and Plain Cape Velvets, 32 in., and many other entirely novel lines for the present trade.

We are, obediently yours,

Kyle, Cheesbrough & Co.

MONTREAL.

HEAVY DECLINE IN AMERICAN PRINTS.

IN prints some heavy cutting is reported from New York, prices being from 4c. lower on American indigo blue prints to 4½c. on American blacks. These prices are the lowest on record on these particular fabrics, and report has it that a considerable quantity has been purchased on Canadian account. Some such developments have been anticipated in these goods for some time. In other directions the print market discloses no change of any moment in regular prints. In gingham, business is quiet, with moderate call for staple gingham and a fair enquiry for napped fabrics.

BUSINESS INCREASING.

The demand for Barbour's linen thread has increased so much in the last six months through all Canada that every wholesale house can now supply this thread. Messrs. Barbour well deserve this merited success, shewing themselves to be the most enterprising linen thread and shoe thread manufacturers in the world. In all their seven or eight mills in Ireland, United States and Germany, they employ over 5,000 people and make the greatest variety of threads, gilling nets, etc., etc., it is possible to produce.

MONTREAL WATERPROOF FAILURE.

One of the heaviest failures recently in the dry goods business was recorded on Thursday, the 28th May. It was that of the Montreal Waterproof Clothing Co., 522 St. Paul street, with liabilities in the neighborhood of \$78,000. The creditors include firms in England, Scotland, America and Canada. The demand of assignment was made by George Harris, of New

York. The largest creditors are George Harris, \$7,562, J. & R. McAllister, \$17,183; Campbell & Co., \$6,174; D. Moseley & Sons, \$5,878; Lawley, Everett & Sons, \$5,107; Rochia, Daniels & Co., \$4,217; M. Vineberg & Co., \$4,008; Canadian Rubber Co., \$6,089; Ferguson, Sheirs & Co., \$3,369; Ames, Holden & Co., \$813; Northern Rubber Co., \$460; Gault Bros. & Co., \$448; Gladman & Jones, \$342; J. V. Shantz & Co., \$332, and James Cranshaw, \$300. Indirect creditor, Bank of Nova Scotia, \$16,201. The assets are the stock-in-trade, machinery and book debts.

A NOVEL MATERIAL.

The new 30-inch material known as Silk Premier is made from a tropical fibre, and has the lustre and feel of real silk. Its merits as a lining are evident, but as a blouse material, suitably trimmed, it appears to have better wearing qualities than silk, and possesses much of the rustle and brilliant surface of the silk, with, of course, the advantage of cheapness. THE REVIEW has seen samples of Silk Premier, and is impressed with its possibilities for fine lining purposes, and as a material for moderate trade. The sole makers are the Gilbert Manufacturing Co., 514 Broadway, New York, who offer to send samples to the Canadian trade.

FOR JUNE.

For the month of June only W. R. Brock & Co. are offering a few odd lines in fancy cotton goods (prints, zephyrs, gingham, chambrays, crimps, sateens), at very special prices to clear. There are only a few pieces in each range, and it is well worth everybody's time to at least have a look at these lots.

Please Wait

to see our range of Men's Underwear, Hosiery, Gloves, etc., for the Fall Trade before you buy a dollar.

Special lines are being made for us exclusively.

English finished Collars are selling faster than we can turn them out at present.

TOOKE BROS. ——— **Montreal**

Every Novelty . . .



Known to the men's furnishing trade in the fashionable centres of London, New York and Paris will be represented in our samples for next season, which you are cordially invited to inspect now. Our range of fine goods now in process of manufacture has never been so complete. Wait on us and we will wait on you.

Matthews, Towers & Co. 73 St. Peter St., **Montreal**

ED. SCHULTZE, SON & Co.

Montreal

Sole Agents for
Canada.

Grand Prix d'Honneur, Paris Exposition, 1889

TREFOUSSE & CO.

Highest Grade French Kid Gloves

These fine goods
have never before been
offered in this market.

We will shortly call upon the trade
with a complete line of **Kid Gloves**

INCLUDING

English, Belgian, German and Austrian
. . . Manufactures . . .

SORTING BUSINESS.

GENERAL reports made to THE DRY GOODS REVIEW in Montreal agree that the aggregate sorting business during the past month has been satisfactory. In fact one or two leading houses class their April and May sorting trade as equal to, if not better than, that for the same period in any previous year in the history of their business. These, however, are the exceptions.

A DROP IN COTTONS.

A circular dated May 27, from the Merchants Manufacturing Co. reduced prices of grey cottons, drills, and pillow cotton 5 per cent. Certain lines of bleached sheetings were dropped 7½ per cent. The other mills have not yet met the cut. Some of the trade, seen as THE REVIEW went to press, expressed surprise at the drop and could see no reason for it at this juncture. Said one staple buyer: "Even with this new drop cotton prices are still 10 per cent. higher than when purchases were made last August for the spring trade." In the United States the prices both of raw cotton and manufactured goods are tending downward.

PARASOLS AND SUNSHADES.

In fancy parasols and plain sunshades W. R. Brock & Co. appear to have had an unusually large trade this season. Their "testing value" lines to retail at 50, 75c. and \$1 command attention and have proved "trade attractors."

PERSIAN LAMB AND ASTRACHAN.

The Canadian Manufacture of Furs, of Quebec, have just received a large and selected assortment of raw Persian lamb

and astrachan skins. They also have an important shipment of raw G. L. seal skins, which is expected in a few days. These skins have all been bought at the right sources, and, being dyed and dressed in their premises, they can be offered to the trade of Canada at reasonable figures.

OFF FOR JAPAN.

Mr. Togou, of R. Ishikawa & Co., leaves early this month for Japan to buy new goods and to look after some Canadian orders already placed. On his way to Vancouver to catch the Empress he will stop at Winnipeg and several other places in the west.

SMALLWARES DEPARTMENT.

S. Greenshields, Son & Co. have on hand a full assortment of misses' and ladies' mitts, gloves, and cotton and cashmere hosiery for June trade.

S. Greenshields, Son & Co. have a complete stock of black and colored satin faille and gros-grain ribbons in all widths and qualities. They have also a full assortment of new valenciennes laces in white and beurre color.

CAUTIOUS ABOUT FALL GOODS.

The cautious feeling that was noted and advised some time ago in these columns in regard to ordering for fall account it is satisfactory to note is being closely adhered to at Montreal. Jobbers in this respect complain that orders for fall goods, though they are coming in, are in the main difficult to secure, as buyers prefer to be more certain as to the outlook of the crops and other matters before ordering heavily so far ahead.

SEND FOR SAMPLES

.. OF OUR ..

**Windsor
Ties**

To retail at 15c. and 25c.

SPECIAL— Summer Silks at a big reduction.**K. ISHIKAWA & CO.**

24 Wellington St. West Toronto

Pewny's**GLOVES**Full Stock on Hand of
Standard Lines in**Lined and Unlined.****EMIL PEWNY & CO.**

Sun Life Building

Montreal.

THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES
OF . . .

- | | |
|-----------------------------|---------------------------|
| Flexible and Mohair Buttons | Ivory and Buffalo Buttons |
| Strap and Brace Buttons | Vest and Trouser Buckles |
| Livery and Official Buttons | Galter and Anchor Buckles |
| Fancy Metal Buttons | Mantle Hooks and Eyes |
| Anchor Buttons | Trouser Hooks and Eyes |
| Fancy Vest Buttons | Cap Ornaments, Etc. |
| Linen Buttons | |
| Jet Buttons | |

WALKER BROS.

Manufacturers' Agents

Carry full stock of staple lines.
Samples supplied to the Wholesale Trade. Montreal

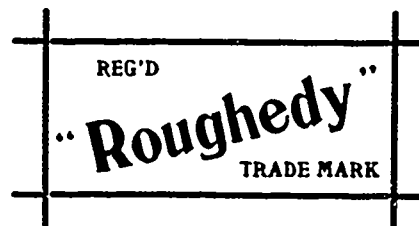
McDougall, Barrett & Co.

168 MCGILL STREET

. . . MONTREAL

This season we are introducing our new

GENUINE IRISH SERGE



COLORS GUARANTEED. This cloth will be a favorite with the public, and will gain their confidence and merit it. Registered in Canada and the United States. Stamped with registered trade mark every $7\frac{1}{2}$ yards.

McDOUGALL, BARRETT & CO.

Sole Proprietors

H. J. CAULFEILD & CO.

Three Special Drives for June Trade

- No. 1.—Regatta and Neglige Shirts, including the balance of our own make at clearing prices.
- No. 2.—Vests, in Fancy and White Duck, White Drill, Fancy Cashmeres and Silks. Several special lines can be sold for 75c. The latest in a Fawn Shade Cord, with detachable buttons, to retail for \$1.
- No. 3.—Canadian Underwear and Half-Hose. Mill's ends and overmakes at special prices, the balance of our own stock included.

JUST RECEIVED—Windsor Ties, with hemstitched ends, also Tartans.
Repeats of Belts in popular numbers.

H. J. CAULFEILD & Co.

Letter Orders Receive
Special Attention

Wholesale Men's Furnishers.

17 Front Street West
TORONTO

EXTENDING THEIR WAREHOUSE.

AN increase in warehouse accommodation is a certain sign of an expanding business. S. Greenshields, Son & Co., Montreal, have twice before extended their premises on Victoria square, and are now about to do so for the third time. They have leased the premises at 15 Victoria square, which were formerly utilized as office apartments. This will give the firm the complete square, extending from McIntyre & Sons' premises to Craig street, the whole forming one of the most extensive premises devoted to dry goods in Canada. The first flat of the new annex will have the general counting room and private office of the senior partner, the remainder of the flat and the old premises as well being utilized for the firm's extensive stock of the heavier lines of goods of all descriptions. The warehouse now takes in the following numbers: 15, 17, 19 and 21 Victoria square, and 730, 732, 734 and 736 Craig street.

BICYCLE SKIRT WEIGHTS.

Macdonald Bros., Montreal, are agents for Royal bicycle skirt weights. They are used for keeping the skirt down when a lady is riding fast in the wind. They are put up one gross in a box and sold at \$1 a box. They have been found indispensable in the States, where nearly all ladies use them. This is the first of the kind brought on the Canadian market.

A NEW APPOINTMENT.

Mr. G. S. Page, of the late firm of B. Levin & Co., is now interested in the Canadian Manufacture of Furs, of Quebec. This firm is adding the hat and cap line to their fur department. Mr. Page will superintend the Montreal branch. He left last week for

Europe to buy the hats and caps for next season. Being well-known by the Canadian trade, and having had such a long experience in the buying of hats, he will surely meet with success.

FANCY WAISTS.

The latest fancy waists are a pleasant change from the shirt waist; they are cool and dainty. Brophy, Cains & Co. have the goods to make them from—gossamer muslin effects fine as a spider web.

A GOOD SHOWING.

Wm. Agnew & Co. report that during May and April their cash sales increased 50 per cent., while the movement of goods direct from warehouse with them is 100 per cent. larger than it was for the same period in 1895.

STAPLE COTTONS.

Business in staple cottons has ruled on the quiet side, the demand being dull and readily met in most grades at prevailing prices, which show no material change.

TAILORS' TRIMMINGS.

To keep a stock in tailors' trimmings and linings to satisfy all the demands of the trade at the present time means that it must be large and varied. Such has always been, and is to-day, the aim of W. R. Brock & Co., and they claim to have lines bought in big quantities and marked especially close, which wholesale clothiers can and do buy from them to advantage and which they are selling very largely to merchant tailors who have heretofore been importing direct.

The Celluloid Company

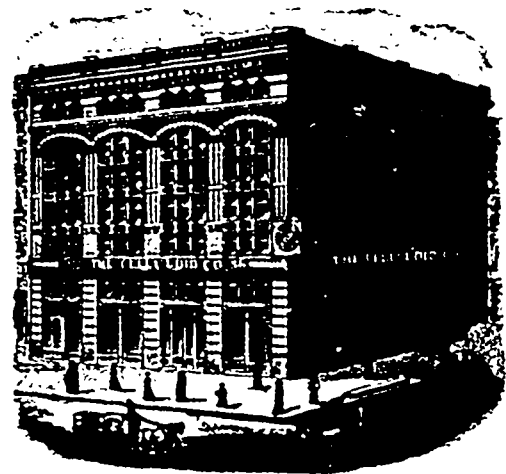
REMOVED TO THEIR NEW BUILDING

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" INTERLINED WATERPROOF
COLLARS AND CUFFS



ALL GOODS MANUFACTURED BY US ARE STAMPED AS FOLLOWS:

Absolutely No



Others Genuine

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."

THE CELLULOID COMPANY

HEALTH

HEALTH



New Fabrics — "FALL '96"

Solid Silk Face, Fleece-Lined
 "Random"—Silk and Wool, woven
 together "Fairy Web."

For MEN

FOR LADIES AND CHILDREN

New Fabrics and Styles, too
 numerous to mention in limited
 space here.

OUR TRAVELLERS ARE OUT

Place no orders till you see what we
 can show you.

TORONTO LITHOGRAPHING CO.

HEALTH

HEALTH

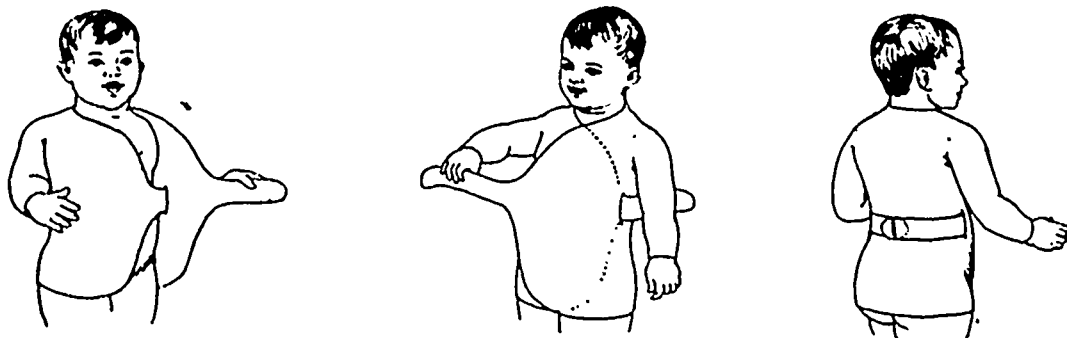


HEALTH



HEALTH

These cuts show **The Rubens Health Vest.** No buttons, double-breasted, no trouble. Same price as ordinary. Largest sale in United States.



“RANDOM”

is the **NEWEST** fabric for “Men’s Underwear.”
Made in the most beautiful shades.

A great feature of London and New York best gents’ furnishing houses this season.

SOLID SILK-FACED UNDERWEAR

Lined with Wool. Gives all the advantages of **Pure Wool** with the **beauty of Silk.** Another **New Fabric** for Men’s Underwear.

For Ladies and Children

New shades in plain woven fabrics, “Shaped Goods.”

New styles in **Regular Health** goods.

Wait to see our Samples before placing any orders.

TRAVELERS ON THE ROAD.

THE travelers of the Canadian Manufacture of Furs, of Quebec, are on the road with a complete range of samples of fur skins, manufactured furs, cloth caps, gloves, mitts and moccasins. In regard to finish, fit and tasteful selection of materials and designs, their lines are surely unsurpassable.

The dressing and dyeing departments of the Canadian Manufacture of Furs, of Quebec, as well as their manufacturing department, are now in full operation.

HAVE YOU DECIDED?

If you have not already made your arrangements for your stock of down quilts, pillows, etc., for next season, it will certainly pay you well to examine the goods shown by the Toronto Feather & Down Co. Judging by the statement made, they appear to have knocked the bottom out of prices for down quilts. In their new "Snowflake" they claim to have a quilt which almost equals "down filling," and which for price is ahead of anything so far shown on this market. Boulter & Stewart are the selling agents.

SOMETHING NEW.

Woolen goods, such as hoods, booties, jackets, tams, etc., (made entirely by hand) are a line which until very recently has been hard to obtain. The trouble, it is said, has been on account of the length of time required to produce them. They are so much daintier than machine-made goods, that there is hardly a lady who does crocheting or knitting but appreciates the hand-made goods. Boulter & Stewart make this a special

department of their business, and since increasing their premises, now have them made under their personal supervision.

NEW LACES, ETC.

McMaster & Co. are just in receipt of a full range of new laces—black silk mechlins and nine-inch tulle in all shades. Very stylish goods these, and ready sellers. This firm report a great sale for Wakefield leather dress binding; it is a very durable, serviceable article, at a reasonable price, and deserves its popularity.

SUMMER TIES.

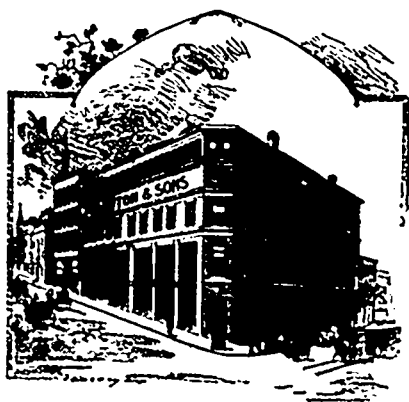
W. R. Brock & Co. have closed a large purchase of summer washing Derby ties. Samples are in the hands of their travelers. They can be retailed at 10c. each or three for 25c., and are a rattling line to attract trade; put up 3-doz. in a box; the number of the line is 300.

JAPANESE MANUFACTURES.

McMaster & Co. are showing several excellent lines of hair brushes, tooth brushes and nail brushes of Japanese manufacture, put up in the quaint straw ornamented boxes which are so popular with the public. These goods are finding a ready sale and will be continued as one of the lines in the fancy goods department. In dressing and ornamental combs are to be found several patterns in vulcanite, horn and tortoise-shell.

LINEN DEPARTMENT.

S. Greenshields, Son & Co. report a large job line in honey-comb quilts, 10-4, 11-4 and 12-4, at special close prices.



Ready-Made Clothing

We have the most complete clothing factory in the Dominion.

Samples and prices on application.

Clayton & Sons
Halifax, Nova Scotia

Our Specialty

Men's Ready-Made

PANTS.....

and Boys'

KNICKERS

The G. A. Thorpe Mfg. Co.

25 MELINDA STREET

Wholesale Manufacturers Fine Ready-Made Clothing.

TORONTO

TORONTO'S FINE NEW BUILDING.

ONE of the handsomest new buildings in Toronto is that on the corner of Melinda and Jordan streets, in the heart of the city, beside the banks, and just off King street. It is due to the enterprise of Mr. S. F. McKinnon, of S. F. McKinnon & Co. The fire which wiped out The Globe last year also practically destroyed the new McKinnon building then about completed, but Mr. McKinnon wasted no time in vain regrets. With the energy and enterprise which have always characterised his business career he set to work to repair the destructive work of the flames, and the result is a structure creditable to its owner and to Toronto. In preparing the plans of the original building provision was made for the occupation of the upper storeys by S. F. McKinnon & Co.'s millinery business, but when the fire had destroyed the building it became necessary for the firm to seek new quarters. These were found in the substantial warehouse now occupied by McKinnon & Co. at 61 Bay street. Before the plans for the second building were prepared Mr. McKinnon decided that the structure should be exclusively devoted to office and light commercial purposes, and on that basis the architect proceeded with his arrangements. S. F. McKinnon & Co. will remain where they are for the present, and the whole of the new building will be available for tenants. It is finished in the finest style, modern decorations, quick elevators, well lighted, and in all respects up to date. In the basement is a new feature—a storage room for 50 bicycles—so that the staffs of the various companies in the building may store their wheels during business hours. The third floor is luxuriously fitted up for the Manufacturers' Insurance Co.

BICYCLES AND LACES.

Complaints are heard that the rage for bicycling is adversely affecting the home demands for lace. Veils, indeed, are in request for the riders, but the severity of costume appropriate to the exercise forbids the frivolity of lace trimmings. On the other hand, cyclone hosiery for men is keeping many workers busy, and woolen vests are in demand much more since cycling became a craze. There is also an increased sale for woolen and merino stockings in black and tan color, as firmness of texture is required for pedalling. Undyed black stockings, made from the wool of black sheep, and consequently not needing dye, are being put forward as excellent from a hygienic point of view. Textile Mercury.

A PERFECT IMITATION.

THE Celluloid Co., New York, are now making what may be called a perfect imitation in celluloid of the English finish on linen shirt fronts, collars, and cuffs. The result is that gentlemen who hitherto refused to wear these goods are now adopting them. They have made quite a hit among military men. They have got out a special design, following one of the most popular English patterns worn by officers of the staff. It is impossible to distinguish it from real linen, when worn. For all officers in mess, these warm nights, at dances and after entertainments, they are much to be preferred, because they will not wilt when on, if the wearer should perspire freely. There should be a good sale for them at this time of the year for tourists, campers, and residents at summer resorts, who cannot conveniently carry much baggage.

There are several imitations on the market which have not as good an appearance and will not wear as well. Enquirers

should send direct to the New York office for an illustrated list and samples. The New York concern hold a copyright on the word "celluloid," which originated with them. In the face of this, one Canadian concern, however, is actually using the name.

ASSORTED IN HOSIERY AND GLOVES.

W. R. Brock & Co. announced to THE REVIEW that their stock of hosiery and gloves in any size, any price, and any style was in splendid shape for the June trade, they having placed large contracts on account of the advancing prices, in order to be in a position to supply their customers at old prices all through the season. During May they received between 30 and 40 cases of their celebrated "Leader" hose; also a large shipment of their well-known German lines "Magnet," D26 and D10.

HANBURY A. BUDDEN

Attorney and Solicitor

Office for *Patents, Trade Marks, Etc., Montreal.*

NOW PUBLISHED
Lovell's Business and Professional Directory
FOR 1896-97

Of every City, Town and Banking Village in the Dominion. A volume of nearly 2,000 pages. Price to Subscribers, \$5.00; Non-subscribers, \$7.50. Orders received during the next 10 days will be filled at the subscription price of \$5.00.

A large sum of money and great care has been expended upon the work, and the publishers believe it cannot be anything else than satisfactory to anyone using it.

JOHN LOVELL & SON,

Montreal, May 15th, 1896.

PUBLISHERS.

CANADA FEATHERBONE CO.

London, Ont.

Manufacturers of
 high grade . . .

CORSETS
LEATHER BINDING
SKIRT BONE
SLEEVE EXTENDERS

Our lines are the best **Corsets, Skirt Protectors, Skirt Extenders, Sleeve Extenders** in the Dominion to-day

B. LEVIN & CO.

Importers and
 Manufacturers of . . .

Fine Furs and Caps

491 and 493 St. Paul Street,

MONTREAL.

Re-dyers and Finishers

OF DRY GOODS IN THE PIECE
ALSO MILLINERY GOODS
OSTRIH FEATHERS DYED,
CLEANED AND CURLED

AN HONEST CLAIM

That we have by far the largest and best-equipped General Dye Works in the Dominion; that we have the best technical Dyers and Finishers in our employ; and that our work is far superior to that of any other dyers in the Dominion.
Customers can prove this claim by comparing our work; other dyers can test it when they like, work for work, in any place.

BRITISH AMERICAN DYEING CO., - Gold Medallist Dyers

Principal Offices:

221 McGill St., Montreal
90 King St. East, Toronto
123 Bank St., Ottawa
47 John St., Quebec
JOSEPH ALLEN, Managing Partner.
W. R. ALLEN, Technical Chemical Dyer, and Medallist City and Guilds of London Inst., Eng., in charge of Works.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

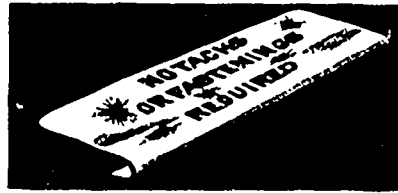
AND

STAIR PADS

HAMILTON, ONT.

OFFICE.—

24 Catharine St. North.



CANADIAN COLORED COTTON MILLS CO. FALL 1896

Ginghams, Zephyrs, Cheviot Suitings, Flannelottes, Dress Goods, Skirtings, Oxfords, Shirtings, Cottonades, Awnings, Tickings, Etc., Etc.

— NOW READY —

See Samples in Wholesale Houses. D. MORRICE, SONS & CO. AGENTS MONTREAL and TORONTO

Gilmour, Scholfield & Co.

384 St. Paul Street

MONTREAL

Domestic and Foreign . . .

DRY GOODS JOBBERS

Established to protect the cash buyer and the man who has brains enough to buy at the cheapest house. We have purchased the entire output of a large Nottingham Lace House and are selling them at 33 1/3 per cent. discount off regular prices. Manufacturers are invited to send us samples of any lines they wish to clear out.

GILMOUR, SCHOLFIELD & CO.



Men's and Boys' Underwear

FALL AND WINTER, 1896-97.

WE make a specialty of sizes

34 TO 44 INCHES

in all our standard lines. These goods are kept on hand, and dealers can thereby assort their stocks at any time.

Our representatives are now on the road with a full line of medium and fine underwear.

The GALT KNITTING CO., Ltd.

GALT, ONT.

THE . . .

C. Turnbull Co.

ESTABLISHED 1859

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

ALLOW THE HELP TO SIT DOWN.

THERE seems no good reason why saleswomen who are employed in a cloak department should not be permitted to sit down when not showing goods. It is noted that in many departments there is a strong objection to their taking this form of rest; rather they are expected to stand about the room or at certain spots designated as their section while awaiting a call.

If a saleswoman were allowed to sit during the interval after each customer she would be much refreshed and better enabled to handle the following one. "What a worn look that saleswoman has!" and again, "I'm sure I can't ask her to serve me when I'm only looking," are the frequent thoughts of refined and considerate customers. Often a possible purchaser is turned aside by the sight of a saleswoman's jaded look.

There are women in the large cities who have banded themselves into clubs for the express purpose of working in unison against this heartless rule, which is prevalent in so many of the stores, positively refusing to trade there and using their influence to bear upon their friends to the same end.

Let the stock be put into order early in the morning, and if there be garments in need of repair let the saleswomen sit and do this work, which will consume a part of the morning; the latter part and the afternoon are sure to furnish sufficient employment.

Don't restrict the saleswoman to sitting before 9 and after 5; it is the few moments between waiting on customers that do them good.

Taboo flippant conversation or so-called visiting. If there be any of the latter let it be upon business. Place the chairs sufficiently apart to avoid this. But don't, on that account,

refuse them the moments of rest which their physical natures imperatively demand. The milk of human kindness wins every time.—D. G. Economist.

SUMMER SUITINGS.

McMaster & Co. are offering many special lines for summer wear in tennis flannels and serges of neat patterns. Also a special import just opened up of twill worsteds, cheviots and vicunas; of these it would be well to get samples, which are to be had for the asking. They are showing a special line of light weight Canadian job tweeds, which will be found a snap for summer requirements.

DRESDEN PRINTS.

Brophy, Cains & Co. are showing a range of patterns that will make handsome morning wrappers, fancy waists, etc.

Darro dimity and batist brodie are light summer goods, just the thing for cool, dainty, fancy waists. Brophy, Cains & Co. are showing some very pretty designs.

GOOD MEN.

Messrs. Baker & Brown, who have opened an office in Montreal as manufacturers' agents, are pretty well known amongst the trade throughout the Dominion. Mr. Baker was the active member of the late firm of Baker, Taylor & Hasket of this city, and anyone who has had business transactions with him can only say, "he's all right." "Tom" Brown, has been covering the ground, looking after the interests of Lamb, Findley & Co., of New York, and has filled the position for over six years. THE REVIEW wishes them every success.

Distinguishing Merits of Serviceable . . .

COTTON BATTING

Always appreciated by the consumer

Long Staple Stock

Cloth-like Strength

Cleanliness

THESE QUALITIES ARE
ALL OBTAINED

WHEN YOU BUY .

North Star, Crescent or Pearl

Even in the lowest grades.

These are Old Brands, but always in
Front Rank.

ANY WHOLESALE HOUSE

WHY IS IT ?

All your customers want the
under-mentioned goods. . . .

BECAUSE THEY ARE THE BEST

Be sure you get them.

Victoria Crochet Thread

Morse & Kaley Knitting Cotton

*M. & K. Turkey Red Embroidery
Cotton*

*M. & K. Fast Black (Black Card
Registered), Darning*

Put up in 1 gross Handsome Wood Cabinets
or 1/4 gross boxes

*M. & K. Ball Mending—Black,
Tan, Light Tan, Dark Tan*

Chadwick's Spool Cotton

Chadwick's Mending Wools

Dunbar McMaster's Linen Thread

Star, Crescent and Pearl Batting

A, B, XX and X Wadding

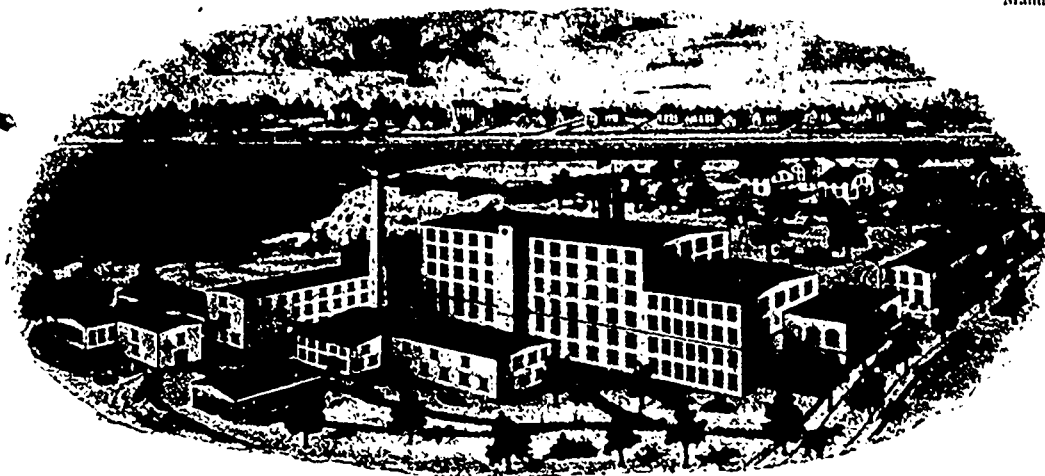
Ask for the above goods and be sure you get them. If your
jobber does not keep them write for names of those who do.

R. HENDERSON & CO. 323 St. James Street **MONTREAL**
Agents for Canada.

Rosamond Woolen Co. — ALMONTE, ONTARIO.

ESTABLISHED 1857

Manufacturers of



Suitings
And
Coatings
Trouserings

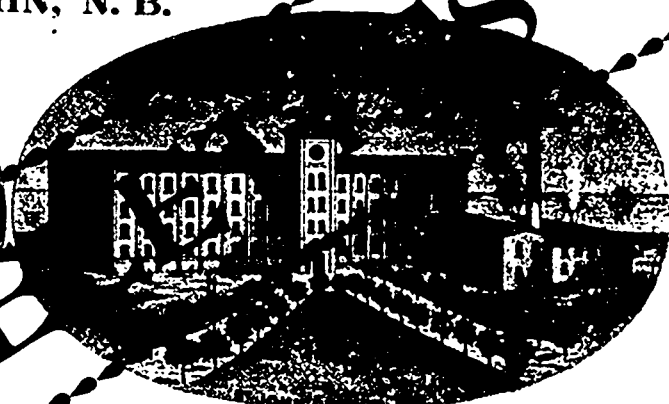
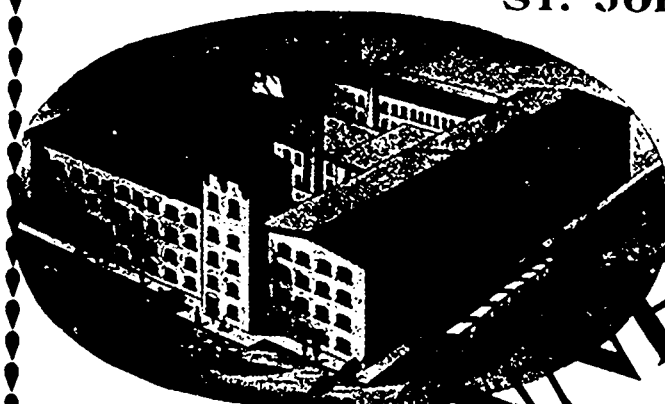
In WOOLEN
and WORSTED

OUR manufactures of Woolen and Worsted Cloths, *besides being cheaper*, are equal in point of style, colorings and quality to anything imported. Canadians, as a people, should frown down the existing prejudice—for it is only prejudice—in favor of the imported article. To the *general purchasing public* we would say, try the goods made by this Company, and be convinced of their merits.

To the *Retail Trade* we would say, carry a proper selection of our goods in stock, and we have no doubt your sales will increase. Ask any of the leading wholesale houses to see samples of our productions.

WM. PARKS & SON, Ltd.

ST. JOHN, N. B.



Cotton Spinners,
Bleachers, Dyers
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

AGENTS

J. SPROUL SMITH, 24 Wellington Street West, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 54 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

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

— ST. JOHN, N.B.

FALL NECKWEAR.

LOOK through the new styles shown for fall by E. & S. Currie shows the perfection to which the dyers' and weavers' art of the present day has been brought. All the blending of colors, and in many cases the actual designing of the weave patterns, is done by this firm themselves, with an eye solely to the wants of the Canadian trade. The richness and the tasteful blending of the colors certainly show the subject to have been most carefully thought out. Here the new gold is seen side by side with all the colors with which it will live in harmony. The correct shades of green, which are still the largest sellers in New York and London, are shown in some silks, as are also the new reds and purples in the most bewildering combinations and patterns. The neat small effects are not forgotten, nor the pin spot designs for the tasty dresser.

E. & S. Currie say they have just now decided on, and got ready, their new shapes for fall, which they presume will be much later in style than those purchased in Europe last February and March. Their travelers are now going out with a full range, and no wide-awake furnisher can afford to give less than a thorough examination of this most carefully selected assortment for men's neckties.

BICYCLE COSTUME POINTER.

"Tell your lady customers," say Brophy, Cairns & Co., "to have their bicycle costume and undershirts for the summer made of alpaca or mohair. We have the goods in brown, navy, cream and black. Have the skirts made a little shorter than ordinary walking skirts. Costumes made of these goods allow free action of the limbs; they do not cling to the cycle like woolen goods, hence less exertion is necessary, and a shake of the skirts frees them from dust."

LADIES' BLOUSE SETS.

McMaster & Co. have imported largely in ladies' belt buckles and blouse sets, and are showing both in silver and gilt in very attractive patterns. They also show steel and enamelled belt buckles in equally desirable designs. Ladies' narrow leather belts seem to have caught the popular fancy, and McMaster & Co. are certainly prepared to meet it with an unusually fine assortment of styles in these serviceable goods.

GLOVES.

Messrs. Perrin, Freres & Cie report a very good business in fall orders for their well-known gloves. Most of their old friends whom they had been forced to neglect during the last two seasons are coming back to them. Mr. H. Laurencelle, the Canadian representative, will sail on the 20th June, by the ss. Labrador, for the European markets. While in Grenoble he will look after the Canadian orders.

JUNE AND JULY FABRICS.

W. R. Brock & Co. are making a large display of summer wash muslins at popular prices, including a number of odd lots which they are offering at greatly reduced prices to clear. The productions of factories in Switzerland, Scotland, Manchester, Canada and America are to be seen in the selection.

TRADE WITH NEW ZEALAND.

SS. Warrmoo arrived in Vancouver, B.C., on May 23, having broken the record from Sydney as well as from Honolulu. Mr. Max Koemig, partner of Koenig & Stuffman, was a passen-

ger from New Zealand. This firm, it will be remembered, are not only agents for the P.D. corsets for Canada, but they control the New Zealand trade as well. Mr. Koenig reports very satisfactory sales in New Zealand; in fact, they do the bulk of the corset trade in that country. Koenig & Stuffman are the only merchants in Canada who do an extensive trade with New Zealand.

A HEALTHY SIGN.

THE REVIEW notices an ad. in the local papers for one hundred more hands for the "Rooster Brand" factory. This speaks for itself. There can be no lack of orders for this popular brand.

LONDON, PARIS, HAMBURG

From all points we can save expense to direct importers of small shipments. The co-operative system does it.

Write For Particulars.

BLAIKLOCK BROS. - Montreal.

BEATTY, BLACKSTOCK, NESBITT, CHADWICK & RIDDELL

Barristers, Solicitors, Notaries, Etc.

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

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

MILLER BROS. & CO. MONTREAL

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

COLLARS Comet, Opera, Haulan '76, Oro and Marquis.
MOZART CUFFS
Angelo & Raphael Reversible Linene Collars and Cuffs.

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

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

"Glove-Fitting." Long Waisted. Trade Mark

CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

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

Successfully Launched

Advertising is moderately plain sailing. We have been constantly in charge of successful advertising expeditions for many years. Our long experience has taught us what channels lead our passengers most directly to the people they wish to reach. THE DRY GOODS REVIEW will make a Special Expedition for Fall Orders, starting July 1st. As the ship

will be taxed to its utmost we would suggest that you secure your berth at once.

Remember, this number will go into the hands of every responsible buyer, and will be studied from cover to cover, and read and re-read, for every business man knows that a single paragraph or a single advertisement may give him information absolutely necessary in the conduct of his business.

THE DRY GOODS REVIEW

MONTREAL

OR

TORONTO

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

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

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

CHARLES H. RICHES

SOLICITOR OF PATENTS

Canada Life Bldg., King St. West

Patents and Trade Marks procured in Canada and foreign countries. Handbook relating to Patents free on application.

Toronto.

J. Frank Riepert
162 St. James Street.
MONTREAL.

DIRECT IMPORTER

JAPANESE & CHINESE SILKS
AND FANCY GOODS.

BRANCHES
YOKOHAMA
SHANGHAI
LYONS

"BEEN MAKING HOMESPUNS 29 YEARS"

FOR
**Golf
Bicycle
Sporting
and
Business
Suits**

**Oxford..
Homespuns**

are the
NOBBIEST THINGS OUT

Wholesalers have them.
Have you seen them?

TRADE MARK "Tape woven across the ends of every web."

Made only by

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

Reliance Hose

SEASONABLE GOODS

Boys' Fast Black Ribs.
Gents' Fast Black Cotton Half Hose, re-tall at 10 cents per pair.
Bicycle Hose—Best in the Market.

Letter Orders promptly attended to.

THE WILLIAMS, HURLBURT CO.

of COLLINGWOOD, Limited.

Want Advertisements . .

Are inserted in this paper at the rate of two cents per word each insertion, payable strictly in advance. Advertisers may have their replies addressed in our care free of charge, but must send stamps for re-addressed letters.

The Dry Goods Review, Toronto.

**A Pension
for Life**

**DO YOU
WANT
ONE ?**

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

MANUFACTURERS' LIFE INSURANCE COMPANY

McKinnon Building, TORONTO, CANADA

WESTERN Incorporated 1851
ASSURANCE COMPANY.

**FIRE
AND
MARINE**

Head Office

**Toronto,
Ont.**

Capital Subscribed - \$2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - 2,320,000.00
Annual Income - 2,400,000.00

GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

**Central Business
College**

**TORONTO AND
STRATFORD...**

Two great business schools under one management.
Students admitted at any time. Free circulars.

SHAW & ELLIOTT - - Principals

*Louis Hermsdorf
Dye*



*Louis Hermsdorf
Dye*

These Are Hermsdorf's Fast Black. Are't They Pretty?

... WOULD 9 out of every 10 retail dry goods merchants be saying "Hermsdorf Dye" in their advertisements of fast black hosiery unless "Hermsdorf" stood way at the top — the recognized standard of fast and unalterable color in knit goods everywhere?

We will furnish any retailer of Hermsdorf Dyed Goods with suitable electros free of charge for advertising the fact.

"KEEP UP" YOUR STOCK OF
HERMSDORF-DYED
HOSIERY AND . . .
GLOVES. IT PAYS.

American Bureau of Louis Hermsdorf

78 and 80 Walker Street . . . NEW YORK

To the Trade



REPRESENTATION
DEMONSTRATION
DISTRIBUTION

These three are contributing largely to our continued success in

Dry Goods . . .
Men's Furnishings —————
Haberdashery
Woollens, Carpets

The value we show in our **Five Great Departments**; the orders we daily receive personally, through our travellers and by letter, from all parts of Canada; demonstrate the fact that we are the distributing centre, and that our goods are equal to what they are represented to be, either from sample or stock.

At present we are showing some special lines of manufacturers' overmakes in

Men's Summer Underwear
Flannelette Shirts and
Half Hose

We shall be most happy to forward you samples and quotations for these or anything that you may require for assorting your stock.

... **Filling Letter Orders a Specialty** ...

JOHN MACDONALD & CO.

Wellington and Front
Streets East

.... Toronto.