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In Canada—Knows, that the **HEALTH** underwear is the **Best-finished** and **most comfortable** made.

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Have passed into stock **3000** pieces Job Victoria Lawns. No such value to be had in regular goods.

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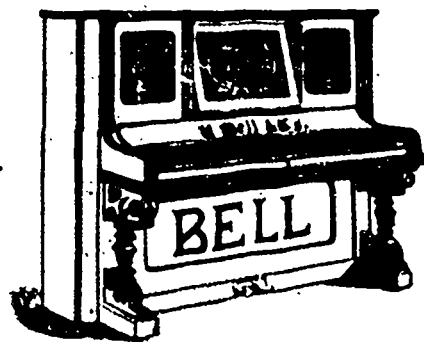
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# THE CANADIAN DRY GOODS REVIEW

Vol. II.

TORONTO, JUNE, 1892.

No. 6.

## THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps and Furs, Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,

Toronto.

J. B. McLEAN,  
President.

H. C. McLEAN,  
Manager.

HEAD OFFICE: 10 Front St. E.

MONTREAL OFFICE: 146 St. James St.

E. Desbarats, Manager.

NEW YORK OFFICE: Room 41, Times Building.

Roy V. Somerville, Manager.

EUROPEAN BRANCH:

Canadian Government Offices, 17 Victoria St., London, S.W.  
R. Hargreaves, Manager.

### COMMERCIAL TRAVELLERS AND ADVERTISING.

**T**IS an indispensable fact that travellers in many cases do not do justice to the samples they carry. It has often been remarked that a traveller will sell a great deal of one or two lines and only small quantities of other lines which ought to sell fully as well or perhaps better. The reason is close to hand. The traveller has such a multiplicity of samples that he cannot be expected to give fair and equal attention to all departments and lines. He cannot spread his affections so widely, and to sell goods properly a man must be deeply interested in the goods he handles. The consequence is that he has favorite lines and he pushes them, to the neglect of other lines. Travellers are a necessity, and a good traveller is a valuable adjunct to a business and an almost indispensable part. Of course there are businesses where travellers can be dispensed with, but this is only where there is one house with an almost monopoly of the line carried and where this line of goods is necessary to, or very strongly desired by the consumers. Where these two conditions meet; the house can do without travellers and rely entirely on advertising.

But this is not the case with the dry goods trade. Travellers are necessary, and this necessity increases as competition increases. Then the question arises, how are the evils of one man selling a large number of lines of varied classes of goods to persons who are anxious to do their buying in as little time as possible, to be reme-

died? They cannot be eradicated entirely without a very great change in our distributive system. But they can be modified and lessened by judicious advertising. This must be done by placing carefully written advertisements in trade papers and newspapers which reach all the consumers. By this means lines of goods which travellers are found to neglect may have the attention of the trade drawn to them. This of course implies that the advertisements must have specific, not general statements, a fact which is too often overlooked. If special lines are pushed in this way, there is less danger of a wholesale house being left with a class of goods which would have sold readily, if special attention had been directed to them; and the retailer will be immensely benefitted by having his attention drawn to articles and lines which he might otherwise have not heard of, or hearing of not been drawn to think sufficiently of their suitability to his needs. The traveller will be relieved, because his customers will ask for these goods, and thus he will be relieved from the fear of neglecting them. He will be relieved in another way. Besides having less talking to do, the orders will often be sent to the house direct and thus relieve him. This may lessen his orders, but not necessarily, because he is able to devote his energy and his customer's interest to other classes of goods, and by the increased vigor he can put into his display of these goods, he can sell as great an amount in the total.

The advertising will be expensive, but all good plans are expensive, and it is better to spend a little and both increase the volume of the sales and prevent a loss by the aggregation in the warehouse of unsold goods. But the great benefit will be to the over-burdened, much-sampled salesman. Another difficulty which will be avoided will be the stocking up of all merchants in a town with the same class of goods due to the preference of the traveller for that class. This loading up of all the customers in one town with the same kind of goods has been a great evil in the past. By some method it should and must be avoided in the general interest of the trade. The cheapness of postage and printer's ink are the levers by which to remove this burden, and immense benefit will accrue to the traveller, the consumer and the wholesaler by a judicious use of them.

### WOOLLEN GOODS.

Woollen goods, such as underwear and blankets, are being sold at prices which will benefit the fall purchaser. Prices are extremely easy, due mainly to the low price of wool, which is from 1½ to 2c. cheaper than last season. All-wool blankets which sold at the mills last year at 42½c. can be bought in equal quality at 37½ to 40c. This should mean that woollen goods will sell well next winter, because every indication points to the fact of low prices. Knit woollen underwear is about 25 cents per dozen cheaper than last season, averaging more than 25 cents in plain goods. Southdown wool blankets are selling at 55 to 60c. this season, whereas the same quality would have cost 60 to 65c. last season. The variety of underwear this season is a huge improvement on last season in point of softness and also in regard to finish, this is especially marked in the goods made by the Canadian mills.

## EDITORIAL NOTES.

THE United States congress has been considering a bill to make the postage on merchandise one cent for two ounces. The Chicago Dry Goods Reporter commenting on this, says it will go a long way towards diverting a certain class of trade from the retail stores in the country to the great retail establishments in the cities. This is a point the retailers of Canada should remember. We have not this danger from the huge retail houses yet, in any great degree, but it is coming surely and the start has been made. It is an oft repeated saying that the consumer in a rural district would sooner pay money to a city house and get his goods there, than buy from his suffering dealer whom he only pays once a year and perhaps not that often. The consumer knows no gratitude and if the Canadian rate of postage was changed from one cent per oz. on 5th class matter to one cent for two ounces, there is no telling what consumers would do to help the big city stores.

\* \* \*

Here is a very suggestive story :

Tailor—You had your suit cleaned and pressed the other day. The bill was \$3.50, and I would like to collect it.

Stubber—But I haven't paid for the suit yet.

Tailor—That's all right, but the cleaning is done outside, and we have to pay cash for it.

Our scissors found it some where and it suggested some thoughts, as to who was losing the interest on the money which "Stubber" had not paid. It brought forward again, the old trouble of dating ahead, and long credits. Even when it is crushing them, dry goods men go on with the long credits and there is no improvement, no change for the better. Will they ever wake up?

\* \* \*

The employees of the Toronto Street Railway Co. are donning new uniforms. These blue, brass-buttoned suits are quite neat, but the charge seems extravagant. Three and a half yards at one dollar a yard would be the cost of the cloth if one may judge by appearances, and \$7.50 for making and trimming would seem a good price for such a large quantity, thus bringing the cost to \$11, while the suit costs the men \$15. Some one is making money and it has been hinted that it is the company, but it is difficult to believe that the company would exploit its men for the purpose of making a few dollars in that way, and hence we conclude that the tailor must be reaping the gain.

\* \* \*

Our best writers and thinkers are criticising very severely the by-law which the city council passed exempting plant, tools and machinery used in manufacture for a period of ten years from January 1st, 1893. The Montreal council is seeking to acquire authority to levy taxes on merchandise, bank shares, etc. Surely there is need of a study of municipal taxation to explain the incongruity witnessed in the plans of the two cities. Business men should look carefully into the exemption plan and be prepared to meet it fairly and learnedly. The question is: "Are exemptions ever justifiable?" Our opinion is that they are dangerous, because unfair. Montreal wholesale men have long had a boon which Toronto wholesalers have not had, in the fact that their merchandise was exempt from municipal taxation, but under financial stress this will probably be taxed in Montreal, but it will only be temporarily.

\* \* \*

Clark's M. E. Q. spool cotton, 200 yds., 6 cord has dropped in price from \$3.80 to \$3.55. This is due to the arrangements made by the manufacturers on the establishment of the central agency. When the sales of a certain line of cotton thread falls below the par line of sales, the manufacturer has the privilege of reducing the price, so as to allow the increased sales to bring the output up again to the par line of sales. This is what has happened with the M. E. Q., and some dealers maintain that this thread has not been up to the proper

standard of quality, hence the lessening of the output as experienced by the manufacturers. It is sold very little in Canada.

\* \* \*

It is exceedingly gratifying to notice how careful dry goods merchants are to provide their clerks with all the time for recreation during the hot months, that can conveniently be given to them. In Hamilton Messrs. Pratt and Watkins and Messrs. A. Murray & Co. have decided to give their employes a half holiday on Saturday afternoon during July and August. These firms should be benefitted in two ways; firstly in the increased carefulness and good will of their employes, and secondly in increased public favor. This consideration of employes has been observed in Toronto by many of the wholesale and retail houses for some time. But some of them have not reached it yet. In fact some of the retail dry goods stores have not yet learned that their sales would be just as great in volume, if they closed at six o'clock Saturday evening instead of ten o'clock. But then there always were people in the world who were about twenty-five years behind the times, and we shall always have them with us. Reformation is one of the slowest of movements.

\* \* \*

A suit between John J. Eaton and J. H. New, referred to in another column, has been settled out of court. Mr. Eaton and Mr. New were formerly partners, the firm being engaged in business as manufacturers' agents. They separated, and this spring Mr. Eaton sued Mr. New for over \$4,000, and applied for an immediate judgment, saying there was no defence. But he did not secure the judgment, as a plea was entered by the defendant New. Since the court decided that the case must be tried on its merits at the Assizes, Mr. Eaton has settled for less than \$3,000. Their business, while working as partners, was not very successful, and Mr. Eaton seems to have tried to save himself by putting in an extra claim for wages, but he has been unsuccessful in supporting his claim.

## OUR MONTREAL LETTER.

THE business outlook in dry goods during the immediate two weeks has wonderfully improved. It is true that in the early part of the month the indications were far from satisfactory. The weather was disagreeable and far from seasonable, with the result that the retailers did little or nothing, and their dullness, in the natural course of events, reacted on the wholesalers. Now, however, matters have brightened up. In wholesale circles the tone is not only hopeful, but present trade is brisk, all through the lower provinces and the west, according to one big house. The conservative policy pursued by the retailer has changed to an extent positively unexpected. In point of fact, the dull winter compelled country dealers to practically starve their stocks, and those who could afford to buy only bought the smallest possible quantities. This naturally resulted in a depletion of staple goods, which retailers all over the country urged on, not only by the bright weather, but by the extremely encouraging crop reports, are eager to fill. Your correspondent has interviewed four of Montreal's leading wholesale dry goods firms, and each and everyone are feeling good over the improved state of affairs.

Another point worthy of note, and one which shows the prosperous trend of trade is the fact that the number of failures reported during the past few months is much less than for the same period in previous years.

It is a fact that payments might have been better during the first three weeks of the month, but even this has improved. Contrary to general expectation prints are obtaining a large share of business. It was thought that they would be a drug on the market, but instead of this they are in good demand, and the houses which are fortunate enough to be well stocked in this line of goods are proportionately elated.

A curious circumstance in connection with the wholesale houses, and perhaps not pleasant news for the travellers, has been becoming very manifest of late years. Several wholesale men have told me,

# KNOX, MORGAN & CO.,

## Wholesale Dry Goods Importers,

### HAMILTON, = = ONTARIO.

Our samples for Fall will be completed next week, when our travellers will start out with a full range of Domestic and Imported Goods.

We would call the attention of the Western trade to the following suitable lines:

**Black Pantings, Black Worsted, Blue and Black Serges,  
Dress Goods, large Range Tweed Effects,  
Cashmeres, at old prices, Velveteens, Sealettes,  
Towlings, large range.**

#### FOR SORTING AND IMMEDIATE DELIVERY:

**Cotton Hosiery and Kid Gloves, Art Muslins from 5 cents up,  
Damasks and Towels, great variety.**

and I have confirmed it by personal inquiry, that the retailers are gradually adopting the practice of visiting the wholesale houses themselves, and making their own selection instead of buying from the drummer. Dealers as far west as Peterborough are known to make this a regular duty twice every year, and if the custom grows, the dry goods traveller must look out for his laurels.

Black cashmeres and small stock are selling well, and in order to keep abreast of the times, all the houses find they have to keep well stocked up, particularly in the latter lines.

As with the wholesale so with the retail business. In the latter branch of the Guild, trade is decidedly satisfactory, at least in the city of Montreal. This is from personal observation, and I believe that the country dealers are all feeling the effect of the improved times. Among the special lines which seem to find favor with the public, are challies, Pongee silks, sourah, and other light summer silks. Several of the larger houses are making a big cut in these goods as a kind of drawing card for general custom. One firm has imported an extensive line of German goods, silk and wool mixed. The combination has a pretty effect, and has already found favor with the feminine sex.

There seems to be a growing disposition among the larger retailers to step outside of regular channels, and invade the special lines covered by other trades. One house has got sick of touching up the boot and shoe business and has thrown this aside. Nothing daunted another house has taken it up, and in addition is selling a large line of lamps, silverware, etc.

To sum up the retail dry goods situation in Montreal, it may be said that business is decidedly good.

#### THE DRY GOODS REVIEW.

HEAD OFFICE—10 Front Street East, Toronto.

MONTREAL OFFICE—115 St. Francois Xavier Street—A. J. Ritchie, manager.

NEW YORK OFFICE—Room 105, Times Building—Roy V. Somerville, manager.

EUROPEAN BRANCH—Canadian Government offices, 17 Victoria Street, London, S. W.—R. Hargreaves, manager.

#### TRADE POINTERS.

**D**URING the month of June which is a sort of between-season month in the dry goods trade as far as the wholesaler is concerned, each retail dry goods merchant should have his eye open for trade pointers. About this time every house has a few drives, some tag ends of lines which have sold well which they would like to clear out no matter what the price. It is here where the retailer can secure what is technically and vulgarly known as snaps. Any dealer who can possibly make it convenient should take a twenty-four hour run to the city, pick up a few of these bargains, glance at the new goods and go back home and advertise his bargains. The man who secures these little pick-ups can use them to great advantage in getting ahead of his more tardy competitors and he can more than repay himself for the outlay he has contracted by his visit to the city, by the increased profit on such lines. Besides the merchant who visits the city often goes back with new ideas, a warmer interest in his business, and a pair of wider-opened eyes. But to take proper advantage of such a visit the merchant must be shrewd and quick. If he is too slow, his visit may be a dead loss.

#### DYEING STRAW BRAID.

The following recipe is given by the Textile Colorist, of Philadelphia, for dyeing navy blue on straw braid, 100 pounds braid:

Lay down over night in a bath at boiling temperature containing 2 oz. sal soda per gallon of water, next morning lift and rinse. Prepare a fresh bath strongly acidulated with sulphuric acid. Enter braid at boiling temperature and boil one hour, drain, and prepare a dyebath containing 7 oz. acid green O 15, 5 oz. violet 5BX. Enter braid at 160°F., turn well, raise temperature to a boil and boil one hour, lift and enter a fresh bath cold containing  $\frac{1}{4}$  oz. copperas per gallon of water, turn well, let lay four or more hours, lift, wash and dry.

### TROUBLE IN THE CHURCH.

WRITTEN FOR THE REVIEW.

THE pretty little white frame church at Cowslip Valley is closed. It was a union church used by several denominations. The trouble arose in a very peculiar way. The farmers around Cowslip Valley nearly all belong to the Patrons of Industry. They have all bound themselves to purchase everything from the little one-horse Patron store at Cowslip Valley. As the stock of dry goods does not amount to more than about a hundred dollars, it can well be imagined that there is very little choice—in fact we may say the variety is extremely limited. Deacon Wiley (who is a wealthy farmer) positively refused his wife and three daughters—who are rather stylish girls, the privilege of buying a cent's worth of dry goods outside the Cowslip Valley emporium. Church-warden Culley, another well-to-do farmer and patron, also compelled his family to trade exclusively at the "little monopoly store." Messrs. Dalley and Doolittle, also Quibell and Quirk, all wealthy farmers, insisted that not one copper's worth of goods should be bought outside the Patrons store. The display of new spring dress goods at the Patrons' emporium consisted of three pieces of print and one piece of checked gingham. From this "array of novelties," the girls had to pick and choose or "go dry." Now the community around Cowslip Valley like everywhere else, comprises different classes of people. For instance, there's old Jimmy Croaker, who chores around wherever he can pick up a job; also old Bob Scrimmage, who spends most of his time around the village tavern, and several others who are more or less "looked down on" by the better class of farmers as "ne'er-do-weels." The Croaker and Scrimmage families are not connected with the Patrons of Industry, and consequently they buy where they please. The first fine warm Sunday this spring, Deacon Patron Wiley's daughters appeared in a livery of red and white chintz cotton dresses, twenty-five cent straw hats, and striped stockings. The Misses Culley wore terra-cotta and white stripes, thirty cent brown straw hats, stockings and gloves to match. The Misses Dalley and Doolittle, Quibell and Quirk's were also dressed in all the cheap finery that the Patrons store could supply. You may well imagine how indignant these farmers' daughters were, when they saw the girls of common labouring men prettily dressed in cheap fashionable costumes, while they were arrayed in all the colors of forty rainbows, like so many young squaws from the Thunder Bay or some other barbarous district. What has brought about the trouble in the "meetin house" is that the daughters of every farmer who is a patron is "on strike," and positively refuse to "go to meetin," arrayed like so many scarecrows. The farmers wives sympathize with the girls. They consider it an outrage that a whole township of intelligent, hard-working, industrious daughters of farmers should be treated in such a barbarous way. We do not know what the result will be, but we think before two weeks goes over, the Patron store will be closed and the church reopened—in fact several of the farmers have quit the Patrons already. They see it is another "hay fork deal." Anyway, the girls in Cowslip Valley at present "hold the fort."

TOM SWALWELL.

### HOW TO WAIT ON TWO CUSTOMERS.

A WESTERN exchange is authority for the following rule of "How to Wait on Two Customers:" "It is always in order to impress on the first customer, if a lady, that you wish to show her everything, and fully satisfy her, and while you are doing same, the question to waiting customer, "What would you like, please?" will give you the chance to make No. 2 feel she has been recognized, and will receive attention soon. You must always return to No. 1, and if anything is wanted which you have not already shown, when you go to shelves for that, you have a good chance also to take out the box containing something for No. 2 to be looked over.

"Now, having both interested, you have a chance to settle mat-

ters with No. 1, and while making her check, speak a word of explanation of stock already shown to No. 2, and others you will show at once. Thus it is the fitting in of every move that counts.

"After No. 1 is served and waiting for change or package, always say: 'Excuse me.' The delicate touch of politeness and no show of peevishness will make your contact with 1, 2, and 3 satisfactory to all, and be fruitful of gaining time and promptly attending to all customers. It is rarely safe to go by a fellow-clerk to wait on No. 2, as it will have too much of the appearance of inattention and haste to be rid of me.

"Always bear in mind No. 1 has the strongest claim to your best service, and you only notice No. 2 to keep her from being nervous about having time to get all her things."

### TENNIS COSTUMES.

OUTING suits of all kinds have undergone a most remarkable change since last summer, says a New York writer. The effort this year is to combine use with ornament, and as a result the man of fashion, when he is arrayed in all his summer glory, will look comfortable to say the least. A year ago a tennis court presented a very picturesque appearance with its loud blazers and amazingly long sashes; but, thanks to some one with progressive ideas, the time for loud and warm-looking clothes has passed. The blazer of 1892 is a neat, unobtrusive affair, and the leather belt has supplanted the sash. The blazer is cut single-breasted, closing with four buttons. The material is serge, sateen or flannel. White is the preferred color, and it is shown either plain or as a ground on which thin, hair-like stripes of another color are woven. Trousers are of white flannel, and are made loose and comfortable, and long enough to afford ample material for a turn up at the bottom. Fine duck trousers are worn this season for all outdoor sports, although flannel will continue to hold its own on the tennis court. The leather belt is in a variety of colors and leathers. The styles show the solid broad band and the narrow divided belt with rings. The buckles and trimmings are in nickel, or are covered with leather to match the belt. The tennis shirt is the neglige for hot work, and the laundried neglige for play when ladies are in the court.

The get-up of the tournament champion and that of the ordinary fashionable player are entirely different, for the former enters the field for work, the latter for recreation. Therefore, it is not necessary to ape the style of the big players. It would manifestly be the height of bad taste to step into the court with the sleeves rolled up and the costume showing the marks of rough usage. Outside of the partial formality to be observed wherever ladies are present, summer dress is based primarily upon the rules of comfort. For general everyday wear in the country there has been introduced a flannel suit, with trousers to match the coat. The suit is generally white, the stripes being small and neat.

The favorite neckwear for the tennis field and general country wear will be the bow or four-in-hand. The former, as well as the latter, should be tied by hand. These scarfs are made up in twills and other light silken and washing fabrics. The tie should always be in tone with the color of the suit.

As to headgear, the straw hat—that with low crown and wide brim—will be worn almost all the time, except upon the yacht. The fad, which was so common last year, of wearing yachting caps upon all occasions, is passed. It was never good form, and was mainly indulged in by that great mass of men who follow the dictates of popular custom rather than of good taste. Yachting caps will hereafter stay in their proper field. The shapes are set by the prominent clubs, and are generally determined by the bill of dress, rather than by any set fashion.

For wear about the yacht club, and about the yacht, the well-dressed gentleman is generally attired in such garments as the regulations of his club command. The sash has been dropped by the upper ten, but it finds favor with the masses. So far this season there is considerable demand for it, but that demand cannot be construed to mean anything with the well-dressed man, who has taken up the belt with an avidity that bespeaks its favor with fashionables for a season at least.—Chicago Age and Gazette.

WILLIAMSON RUBBER COMP'Y,  
 MANUFACTURERS OF  
**HIGHEST GRADE OF LADIES DRESS SHIELDS**  
**THESE GOODS**

Handled by wide awake dealers everywhere. No stock complete without them. Ask for them; take no substitute.

ALL OUR GOODS  
 ARE STAMPED  
 WITH OUR



REGISTERED  
 TRADE MARK  
 AND NAMES.

Which are our exclusive property. Sales to jobbing trade only.

**WYLD, GRASETT & DARLING.**

**New Goods for Assorting Season.**

Challies, Printed Delaines, Cashmere, Black and Coloured Surahs, Black and Coloured Failles, Coloured Sateens, Black Peau de Soie, Fancy Tinsel Silks, Victoria Lawns, Lencs, Ladies' Cashmere Hosiery, Fast Black Cotton Hosiery, Ribbed Cotton Vests, Lisle, Taffeta, and Silk Gloves, Ladies' Circulars.

MEN'S FURNISHINGS Novelties in Derby and Four-in-Hand Scarfs; full range of Black Scarfs. English Collars in various heights. Summer Vests and Coats. Waterproof Coats, Umbrellas.

MERCHANT TAILORS' STOCK constantly replenished with new goods.

**WYLD, GRASETT & DARLING.**

**SALEABLE and RELIABLE**

You can safely recommend the **V** make. We manufacture a full line of Men's and Boys' **Suspenders, Shoulder Braces**, etc., using a fine line of Web, which is handled by no other maker in Canada. Also **Ladies' Belts, Hose Supporters and Garters**, and we sell the famous Duplex Spiral Spring Ventilated Garters and Armlets.

Try our goods once and you will want them again.

**C. N. VROOM,**  
 ST. STEPHEN, N. B.





## GENERAL TRADE NOTES.

A GREAT many of the houses have begun to receive shipments of goods for fall delivery, such as woollen underwear and flannels, consequently the houses present a busy scene to the onlooker.

Wyld, Grasset & Darling are having a great demand for serges and light fancy worsteds.

John Macdonald & Co. have just received a large shipment of towels and towellings, which are of extra value.

Gordon McKay & Co. have made a large purchase of ladies Windsor ties and are offering exceptional value in this line.

Cashmere vests for gentlemen promise to be very fashionable this summer, and are shown in numerous styles and patterns.

Wyld, Grasset & Darling report a very fair lot of orders for fall delivery, but do not expect anything unusual in regard to the fall trade.

The travellers of A. A. Allan & Co. are out with samples of fall and winter goods. Their range of stiff hats, gloves and furs is very large.

John Macdonald & Co., have just received a large consignment of men's neckwear for immediate delivery. Their stock is unexcelled in point of variety.

The wide Windsors which ladies are wearing with blouses are having a very extensive sale. John Macdonald & Co. have had a very large trade in these.

A fresh lot of net veilings in black, cream and fawns are being shown by W. R. Brock & Co. They are also showing some beautiful lines of boating shawls and evening wraps.

Some very pretty novelties are being shown in French veilings by John Macdonald & Co. The latest novelties are composition spot veilings and crepon-garuffie in the newest colors.

W. R. Brock & Co. are selling Hermsdorf's stainless hosiery and gloves in increasingly large quantities. They are exceptionally fine goods and are being sold at special prices. Each article bears a stamped guarantee.

Judging from its demand, the untearable silk glove sold by Caldecott, Burton and Spence, is becoming a universal favorite with the ladies for summer wear. Caldecott, Burton and Spence have a large stock of the famous Sonnette corsets.

Some people are complaining of the advance in colored cottons, and this in the face of a reduction of the duty on raw produce. But it is doubtful whether the Syndicate can be condemned on that score as the reduction on raw material was really trifling.

Orders are coming in for October dating, and are quite encouraging and becoming increasingly so. They will continue good, if warm weather is experienced in order to allow the retailer time and opportunity to work off his present stock.

Some people are complaining of the advance in colored cottons and this in the face of a reduction of the duty on the raw produce. But it is doubtful whether the Syndicate can be condemned on that score, as the reduction on raw material was really trifling.

A prominent dry goods man maintains that in spite of the advance in cotton goods on account of the combination of the manufacturers, the goods being placed on the market from Canadian mills can compare favorably as regards price with the American cottons, quality and pattern considered.

Some special lines of Derby and Knot scarfs are being shown by Wyld, Grasset & Darling at \$2.25 and \$4 per dozen. They are also receiving some very large orders for fall delivery in umbrellas. There are many new novelties in handles this season, mostly in natural woods, the oxidized and horn handles have been retired from active demand.

John Macdonald & Co. have had a great sale for a line of Nottingham lace curtains, imitation of Swiss goods, which they were showing this season. They were of especial value and the demand

has been so active that they ordered and expect another shipment in a few days. Their stock of Swiss lace curtains has also attracted numerous buyers, and these hand-made patterns have had an extensive sale. This firm has also introduced a new line of tapestry table covers. These are French goods and very attractive.

A large shipment of English collars in various styles, has just been received by Wyld, Grasset & Darling. The height varies from one and a half inches to three inches. Their shape is exceedingly good as regards their adaptability to fit the neck of the wearer and for this reason this class of collars is in strong demand.

We notice John Macdonald & Co. show a new and improved rubber carriage rug. The improvement consists of the rubber proofing being turned over about 12 inches on the inside of the bottom of the rug, thus saving the bottom from the destruction which the feet and the wet have hitherto caused. They deal extensively in rugs of every description.

Reports from the different mills engaged in manufacturing knit underwear, such as the Granite Mills, The Beaver Mills and Riverdale Mills show that these mills are running overtime in the attempt to fill their orders for woollen underwear, and the retailer who places his orders first for this class of goods is surest of having them filled, as the demand in September will undoubtedly be heavy.

An extensive shipment of muslin and cambric flouncing embroideries has arrived this week for John Macdonald & Co. In the narrow widths the patterns are good and the variety large, while in forty and forty-five inch flouncings they have some very beautiful goods. This shipment includes also children's flouncings in various widths.

## THE DRUMMER'S WIFE.

Come, boys, fill your goblets again with red wine!

I have joined in your toasts, now join me in mine!

Yes, join in this health, as I rise to a theme—

'Tis as inspiring as love and as bright as a dream!

With a cup of devotion, the vintage of life,

I drink to that angel—the trav'ling man's wife.

Yes, I drink to that creature whose lot is to wait

For the sound of a footfall, the latch on the gate;

Who welcomes the traveler home from his trips,

With joy in her heart and love on her lips;

Who nestles beside him and sweetly beguiles

His care-burdened thoughts with caresses and smiles.

Who fervently prays as she kneels down to pack,

With tear-brimming eyelids, the drummer's gripsack,

That the Lord may watch over the wandering feet;

Then bids him goodbye with a face bravely sweet;

And when through the shadows his form disappears

Gives way to her sorrows in pitiful tears.

Who turns from the door to her boy, it may be,

Who joins in her weeping, and climbs to her knee;

And kisses him fondly and tucks him to bed

When his feet have been bathed and his prayers said;

Then follows the slumber that's troubled with dreams

Of a wreck and a death by the rain-swollen streams.

Anxiety, born of a sweet, loyal life,

Gives a careworn look to the traveling man's wife;

But her voice grows softer along with the years,

Her soul grows bright with baptism of tears;

And the woman is dearer by far to his heart

Than the maiden who faltered "Till death do us part."

They tell of a court in a country of light,

Where the wrongs of this world are at length set aright,

May the women whose smile is the light of our hearth

Receive there the peace that she knows not on earth!

This, this is my toast, and the prayer of a life

That forever is pledged to a traveling man's wife.

WILL S. SANFORD.

W. R. BROCK. ANDREW CRAWFORD. T. J. JERMYN.

# W.R. BROCK & CO.

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

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

**W. R. BROCK & CO.,  
TORONTO.**

# JOHN F. POWER,

Freight and Forwarding Agent,

20 and 33 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

Goods examined, packed, shipped, etc., at the lowest possible rates, and which will be found to be considerably below those now charged by other firms. Large packing floors, hydraulic machinery, telephones to all Depots and Docks, also to Northern towns.

CABLE ADDRESS: **Mehalah, London.**

TELEPHONES: **London 58, 58 P;  
Birmingham, 322.**

AGENCY IN CANADA:

**L. Trotter, 13 St. John Street, Montreal.**

## We Please Them All.

We deduct from prices the cost of travelling men, and all allowances for bad debts. We sell Shears, Scissors, Pocket and Table Cutlery, Silver Plated Flat and Hollow Ware, Gold Pens, Watches, Clocks, Jewelry, and a great variety of Show Case Goods. Send for Catalogue.

THE SUPPLY CO., Niagara Falls, Ontario.

### Toronto Fringe and Tassel Company

Manufacturers of

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

19 Front St. West, TORONTO.

### P. CORRIDI,

Accountant, Auditor, Receiver, Etc.,

EXPERT AUDITING AND ACCOUNTANCY A SPECIALTY.

Partnership Accounts Adjusted, Books Opened, Balance Sheets Prepared.

Office, 139 Yonge St., TORONTO.

NO LAUNDRY BILLS NECESSARY.

### A. B. MITCHELL'S

Rubberine - Waterproof - Collars - and - Cuffs

Are the most reliable goods of the kind in the market Specially adapted for Travellers, Sportsmen and Mechanics. For sale by all wholesale houses.

Factory and Office, 89 Richmond St. West, TORONTO.

## THE GALT KNITTING COMPANY LIMITED, GALT, ONTARIO.

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

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

WHOLESALE ONLY.

### GENERAL STOREKEEPERS.

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

Send for Sample Copies to

10 FRONT ST., EAST, TORONTO.

## THE C. TURNBULL CO., Ltd. OF GALT, ONT.,

MANUFACTURERS OF

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

**SEND FOR PRICE LIST.**

### ABOUT PRICE MARKS.

**W**HEN new goods are received into the store, after the invoice is checked off to see that they are all there, each article should at once have a price-tag securely affixed to it. It is better that tags specially designed for this purpose be used. Some dealers mark prices on the size tickets of their clothing, but the better way is to have a special ticket for the purpose. As to whether the cost of the article shall be put in characters and the selling price in the same, or in plain figures, each dealer must decide for himself, but let every individual coat, vest, pair of trousers, overcoat, or whatever the garment may be, have the price mark fastened to it. The same should be done in furnishing goods, especially on all goods sold from boxes, notably hosiery, gloves and handkerchiefs. It not only insures the salesman against perplexity as to the price, but is an absolute guaranty against mistakes in naming prices to the customer; besides, the latter can, when goods are marked in plain figures, know the price without asking it. Another and most important advantage over the old way of marking prices only on the boxes in which the goods are kept, is that when they are to be replaced in the boxes, the latter having marks on them corresponding with those on the goods taken out of them, there can be no trouble or embarrassment to the salesman in returning each article to its proper receptacle.

Of course, there is considerable labor necessary to tag every individual pair of hose, gloves, handkerchief or other article, but it saves all trouble thereafter, and is a plan that no dealer should fail to adopt and strictly adhere to.

Individual marking can be applied to every article of men's apparel, and we believe is in vogue in all the best regulated retail stores. We only know of one exception to the rule of marking each article, and that is in collars and cuffs. These are sold from boxes labeled to correspond with the name and size of the goods themselves, and the prices on the boxes are considered sufficient without marking each collar or pair of cuffs, as the case may be.—Chicago Apparel Gazette.

### LACE CURTAINS.

**I**N spite of all the progress in interior household decoration, nothing has ever taken the place of lace curtains. They are to be seen everywhere, from the modest suburban home or the humble tenement to the stately mansion on the fashionable avenues.

There has been also a wonderful advance in the manufacture as well as use of lace curtains during the past 15 years. Formerly there was nothing made in Nottingham lace with a single border, and the use of them was not known outside the great Eastern cities. There were very few of them sold by the pair, almost all of them being sold by the yard. To-day merchants who formerly bought a few pieces to sell by the yard are now the heaviest buyers by the pair. While formerly only made with a straight edge, they now have the finished tape edge, with a single border, and in design are exact imitations of the best Brussels.

Notwithstanding the large amount of machine-made lace curtains, each season witnesses a larger amount of hand-made ones. Among the lowest priced at present are the Renaissance (Irish point); next in favor comes Tambour, and then Brussels. The Tambour is the oldest in style and very durable. The Brussels come in all prices, from \$10 and \$12 up to hundreds.

The modern style of decorating windows uses from three or four sets each. There is the lace shade, the sash, the half-sash and the long inside curtain. Sash curtains are now being brought out in all grades, and some of the finest are made by hand, of all- linen thread, and sell as high as \$100 a set. Lace curtains that were once sold exclusively by upholsterers and carpet dealers are now found in every large, well-equipped dry goods establishment.—Dry Goods Economist.

### HOSIERY STOCK IN RETAIL STORES.

**T**HE much abused stock in many stores is the hosiery department; the idea that "nobody can sell stockings," or that any kind of an inexperienced man or thoughtless girl will do to manage the department is a great mistake, a fatal mistake, fatal to the success of one of the most important lines of merchandise to be found in a retail store. The department of hosiery, if properly handled, will rival any department in the house when it comes to a showing of comparative profits; and it can be made a source of constant gratification to the dealer who will give it the attention it deserves.

It is hardly necessary to state that the goods should be carefully bought, but it is right here that we have to consider the relative merits of men and women as hosiery buyers, says the Hosiery and Knit Goods Journal. Allowing that, in ordinary business qualifications, the woman is the peer of the man, it may be said that she never masters thoroughly the minute details that are of so much importance to the successful hosiery buyer, nor can she have the acquaintance with the manufacturers and importers, nor familiarity with the methods of producing the goods. We will suppose that the goods have been purchased to the best advantage and are stored in the shipping room; before they are placed in stock every box should be marked with the cost and retail price, and every pair should be ticketed with the size and the selling price.

The department should be situated as near the entrance to the store as possible, and a liberal display should be made of the goods on the counters with an attractive "trim" overhead. Price cards in large, distinct figures should be used in abundance. The day has gone by for selling hosiery from the boxes or shelves. A tasty window display will help wonderfully to sell the goods.

We are strong advocates of the bargain counter for odd pairs and broken lines. It can certainly be made a source of revenue, in itself, aside from proving a drawing card, or bait, to bring customers to your store.

Carelessness in handling hosiery trade will bring quick penalty in the loss of custom.

Customers want to feel entire confidence in the statements of the salesman, and he should be able to answer intelligently, and at a moment's notice, any question about the goods. Another point of importance is in helping the customer to secure the proper size in all instances. A lady will avoid a house where the sales-people do not interest themselves in these little details; and the fit of a pair of hose is of no small moment to the one who must wear them. The stock should be watched constantly, and the line of sizes kept full.—Fancy Goods Graphic.

### GET RID OF YOUR OLD STOCK.

**O**NE of the most successful merchants we have known used to say that he always kept his old stock in a place where it was handy to get it, says the Hatter and Furrier. Everything that "hung fire," as he expressed, was brought out in plain sight, so it should not be forgotten. He worked on this principle, and taught his clerks to do the same. He said it was easy enough to sell new goods, but it required an effort to dispose of those that had been in the store for some time. Working on this principle his stock was in excellent condition, and there was very little of it that could be called old. Perhaps the above should be qualified; for no wise merchant would put something old and out of style on to a customer where it would work harm. There are, however, always enough buyers who are just as well pleased with the old as the new. The new goods are always apt to please the clerks so well that they forget the old and use all their energies on the new. The result of such a method is to be left at the end of the season with an unsaleable stock. Stock decreases in value constantly. The wise merchant will have an eye on those goods that do not move lively, and he will offer every incentive for disposing of them.

# BROPHY, CAINS & CO.,

DRY GOODS, FANCY GOODS and SMALL WARES,

**WHOLESALE,**

196 McGill Street, = Montreal.

FALL 1892.

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

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

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

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

Please see our Samples and call when in the city.

## BUSINESS CHANGES.

### ONTARIO.

**D** SCHWAITZER, manufacturer hats and caps, London, a. stock sold.

Geo Rooke, tailor, Ottawa, assigned.

Miss E. Meeklat, millinery, Galt, has sold out.

A. J. McMahon, dry goods, Deseronto, burnt out.

Miss M. L. Simpson, millinery, Guelph, deceased.

John T. McGuire, men's furnishings, Toronto, assigned.

Austin McMahon, men's furnishings, Toronto, assigned.

Sterling, Macredie & Co., wholesale furs, Toronto, have gone into liquidation.

Ed. O'Donohue, dry goods and men's furnishings, Midland, burnt out.

Powell & Co., dry goods and millinery, London, have sold to Peddie & Co.

McDonald Bros., men's furnishings, Ottawa have been burnt out.

Deitch & Co., dry goods, Toronto, have assigned and the stock has been sold.

Jacklen & Work, merchant tailors, Toronto, dissolved. T. H. Work continues.

O'Brien & Howland, clothing merchants, Kingston have dissolved. J. P. Howland continues.

Powell & Co., dry goods, London, are offering to compromise.

John Camelford, carpet manufacturer, Paris, has made an assignment for the benefit of his creditors in favor of Joseph Bullock. A meeting of creditors is called for June 23.

### QUEBEC.

Drolet & Frere, dry goods, Montreal, assigned.

A. H. Oumet, dry goods, Montreal, assigned.

Miss E. Charland, Waterloo, millinery, assigned.

F. & J. Prieur, men's furnishings, St. Henri, have dissolved.

Mrs. M. A. Houllahan, millinery, Sherbrooke, financial difficulty.

McKinnon & Liddell, commission merchants, Montreal have dissolved.

Wm. Lesprance & Co., wholesale dry goods, Montreal, have changed to Liddell, Lesprance & Co.

### MARATIME PROVINCES

Robert fair, dry goods, Fairville, N.B., burnt out.

St. Clair, H. Ruggles, tailor, Halifax, burnt out.

### MANITOBA AND THE WEST.

T. L. Brown & Co., men's furnishings, Nanaimo, B.C., assigned.

Marymontand Smidt, men's furnishings, Victoria, B.C., dissolved.

The stock of Thomas Brownlow, dry goods, Winnipeg was sold on the 11th.

## THE CARPET TRADE.

In the early part of the season there was a slight advance in the cost of making the lower class of tapestries owing to the high price of jute. But this advance affected only slightly the carpet trade in Toronto as few of the wholesale houses advanced their prices. Just now tapestries are steady in price with no prospect of an advance. In the United States some classes of Brussels have advanced about five per cent. but the price of Brussels here shows no variation. Kidderminsters also are steady in price, and some very nice patterns are shown for the fall trade.

The orders for fall delivery have been very good and dealers are well satisfied with the volume of the orders received from the travelers. The stocks are arriving and the wholesale houses will commence shipping at once. The prospects of the fall and winter trade are very good, as the retailers report a good month's sales. Oilcloths and linoleums have had a very fair sale and the demand is still active but only for fall delivery.

## FOREIGN CORRESPONDENCE.

Letters translated from or written in any foreign language.

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

## A SUCCESSFUL RETAILER.

**T**HE successful dry goods man is he, who not only has a general policy of his own for the management of his business, but who is ever on the alert for new ideas, who is always willing to listen to suggestions, who reads with interest the story of the successes and failures of his contemporaries and profits thereby, who keeps a watchful eye on the movements of competitors, ever ready to grasp the meaning and foresee the result of an innovation introduced by them, so that he may take immediate steps to forestall them.

I have some suggestions to make concerning the management of a retail dry goods store which I think will prove of interest to progressive merchants. Within the limits of this article it will be impossible to enter into minute details. It is to be regretted, moreover, that each branch of business requires special instructions. The following suggestions and directions will apply especially to the conduct of an ordinary-sized department store, but the methods and rules that it is proposed to adopt are sufficiently elastic for almost general application in business.

A clean, bright-looking store should be insisted on at all times. Well-dressed windows, good, substantial fixtures and nicely-arranged stocks have an effect which must be considered. And it is important that there should be good accommodations for the employees. Rules should not be too strenuous; the men and women working for the house ought not to be made to feel that their employers are their enemies, but rather that the firm have a friendly interest in their welfare, and will treat them justly at all times.

\* \* \* \* \*

The engagement of employees, the regulation of salaries and the advertising might be attended to by the third member of the firm. In engaging hands, the main object to be kept in view should be their efficiency. And in order to get the best results it is necessary to pay living salaries. It is impossible for a person to maintain such an appearance as is required in our great retail establishments on a mere pittance of four dollars a week. Employers should bear in mind that when their hands receive such meagre recompense for their labor, it is necessary for them to supplement their regular wages by money earned in some other way, and that other way is not always an honest one. The responsibility of forcing an employee to dishonesty by ill pay is one that few men will knowingly undertake. Besides, by paying reasonable salaries the business is advertised and the store becomes more popular because the public admires liberality, and because shoppers like to have their wants attended to by intelligent and willing salespeople.—The Cloak Journal.

## PARIS PARASOLS.

The Paris correspondent of the Dry Goods Economist thus describes the parasols of the summer season.

"Really pretty and tasty novelties have appeared this year in the line of parasols, for instance, those in white lace and stretched white tulle or light pink crepe, which are, of course, only intended for use while riding in elegant equipages and with very fine toilettes. On the other hand, parasols in shot silk can be carried very well while walking out in a plain costume, and are also very fashionable. They suit the toilette easily, as they are made up in colors of all possible combinations, dark blue, white or light gray, are considered the most fashionable.

As an ornament, a border pattern of black velvet is sometimes attached to these shot color parasols, or else they are decorated by attaching flowers in black or white lace, with a flounce of gauze lace around the border. Most frequently, however, they are trimmed all around the border and at the top with a densely woven ruching of the same material as that of the parasol; this style is both pleasing and attractive. The sticks are of medium length, with very thick, heavy handles of wood, something like those well-known dudish cane heads. They are decorated with either silk ruching similar to that used for trimming the parasol, or bows of ribbon.

## MONTREAL TRADE CHAT.

**H** SCHEYER, of The Dominion Waterproof Clothing Co., is back from his European trip.

M. Fisher, Sons & Co's. new store, corner of Victoria Square and Craig St., is nearing completion and will be soon ready for occupancy. The old store was formerly occupied by Mills & McDougall, and was burnt down last fall. The new building is laid out differently and looks better in every way.

Mr. Robert Mackay, of Mackay Bros., and Mr. George Sumner, of Hodgson, Sumner & Co., who have been absent for about a month visiting the American Southwest, Colorado and Utah, returned home on Tuesday evening.

The Waterloo Knitting company has added a new set of machinery at an expense of several thousand dollars, making a capital investment altogether of \$13,000. Forty-five hands are employed.

Osiat Ornstein and Jacob Manolson have commenced the manufacture of braces and importing of fancy goods, under the name of Ornstein and Manolson.

Henry & N. E. Hamilton have opened a boot and shoe department in connection with their large dry goods establishment. Since the opening day, trade has been good and the firm are well satisfied with their new venture.

The retail trade say that the favorite glove with the people here is Perrin Frere's.

Messrs. Brophy, Cains & Co. are now thoroughly settled in their new and commodious warehouse on McGill street, which was formerly occupied by McLaughlin Bros. Business with the above firm has increased to such an extent that last spring a larger warehouse had to be taken, as the old store was too small to hold the large stock the firm are now forced to carry.

Business in the mantle department of Henry and N. E. Hamilton, has been larger the past spring than it has been for years.

Since moving into their new store Henry Morgan & Co. have been doing a large and paying trade. The location of the store is up town and the ladies find it very handy to do their shopping as Morgan keeps most everything a customer needs, and thus all the business can be done in one store.

Henry and N. E. Hamilton have started a silverware and lamp goods department in connection with their dry goods store. They are now ready to supply the people in any of the above lines.

The Montreal Silk Mills under the able management of Mr. Joseph has made rapid stride of late. Within the past month the factory staff has been increased by the addition of ten skilled workmen brought out directly from England. New machinery of the latest design and embracing the latest improvements in this branch of manufacture have been added so that to-day the concern possesses one of the best equipped silk mills on the continent. Another large flat has been added to afford the accommodation by the additions already mentioned. The output of the factory has almost doubled within the last six months. Among the many new departures, the Montreal Silk Mills Co. is now manufacturing some fine lines of ladies silk drawers, which they are pushing for all they are worth. Mr. Joseph told your correspondent that up to date trade has been far in excess of the same period last year. It was true that present orders were small but that was to be expected; dealers in this particular line of goods will not place the bulk of their orders until later in the season.

Harry Harman makes a grand offer in his advertisement in this issue, and window dressers should take advantage of it. He is now located at Chicago.

A flood does not often cause destruction in Toronto, but Sunday, the 19th, will be remembered by many dry goods merchants by the way in which the rain caused floods in the basements of the stores, destroying much valuable merchandise. Eaton, McKendry, Sutcliffe and others are heavy losers and some law suits may result.

## LOOSE ENDS.

**M**ACNEE & Minnes have been awarded the contract for supplying clothing to the Kingston penitentiary for the ensuing year.

John Cameron left last Tuesday morning for all points of Western Ontario, where he purposes for the next two months to push his canvas for THE DRY GOODS REVIEW, of Toronto, with his usual energy. Already he has met with the most gratifying success, and so rapidly has the circulation increased, that the firm has it under their consideration to send him across the continent to British Columbia to represent their interest there. We wish Mr. Cameron every success in his work.—Durham Review.

The Royal Carpet Co., of Guelph, finding they are unable to keep pace with their orders, have been running their factory until 10 o'clock each night for the past two weeks, and will continue to do so throughout the summer. They have a number of large orders in for the Ontario and North-west trade.

J. F. M. McFarlane, late of McFarlane McKinley & Co., has formed a joint stock company with a capital of \$100,000 for the manufacture of window shades, curtain poles and brass goods. A large brick factory is in course of erection in Toronto and by July the firm will be manufacturing. The McFarlane Shade Co. will undoubtedly receive a share of the Canadian trade.

Mr. C. S. and Mrs. Botsford and family, of Toronto, sailed last week, on the steamer Germanic for England. Mrs. Botsford and the children will spend the summer at Brighton, and in September will go to Germany, where the boys will pursue their studies. Mr. Botsford proposes to visit all the large cities, selecting new novelties in dress materials, etc., for the fall and winter. He intends to buy largely, as his business has rapidly increased during the past year.

Henry Found, a well-known tailor, of Hamilton, died last week after a short illness. He was 78 years of age.

The Port Huron Times says: The Patrons of Industry, of Grant Township, held their last meeting on Saturday night. They voted to abandon the cause, and appointed a committee to divide up the money and property of the order between the twenty members in good standing at that date. A short time ago this lodge numbered over two hundred members. The question was asked, 'Has the order benefited the members financially or morally?' And the answer was, 'No.' To they voted to let it pass into history as a thing of the past.

In compliance with a petition signed by a large majority of the business firms of Lindsay, Ont., dealing in dry goods, clothing, millinery and fancy goods, and duly presented to the town council, that body as directed by statute has passed the necessary by-law making it compulsory to close all establishments engaged in the above business at six o'clock in the evening, except on Saturdays and the day immediately preceding any public holiday. The by-law is now in force.

## THE BRITISH CALICO PRINTERS' SYNDICATE.

An effort is being made to revive the project for forming a syndicate of calico printers. Both in Manchester and in Glasgow the friends of the movement have been busily engaged during the past few weeks. Thus far there appears to be no ground for believing that there has been any appreciable change in the views of those connected with the trade since the unsuccessful attempt to form a union about twelve months since. That there are firms willing to sell their business to a syndicate is certain; that there are others, large and wealthy, who will do nothing of the kind is equally beyond dispute. It does not seem probable, therefore, that all the firms in the trade will be united under one control. It is admitted, however, that there is a need for more common working in connection with many important matters affecting the trade. Many of the better class firms have ceased the indiscriminate "cutting" for shippers' orders which was prevalent some time ago.—Manchester Guardian.

## THE COTTON CROP.

**R**EGARDING the prospect in the States the Commercial Bulletin has the following:—"The fact is, that there is some degree of probability that the aggregate loss from all sources may amount to as much as 20 per cent. or 1,800,000 bales. It is further possible that causes yet in the future, or further information regarding the condition of the crop, may justify belief that the loss will reach 2,200,000 bales. In that event the crop of this year would be not far from 6,800,000 bales. Now it is necessary to bear in mind the fact hitherto repeatedly shown that the stock carried over from the present crop year, in excess of the normal stock carried over, is likely to be 1,400,000 to 1,500,000 bales. Hence the supply available for the coming crop year, on the basis of a yield as low as 6,800,000 bales, would nevertheless be from 8,200,000 to 8,300,000 bales. But the world has never yet consumed of American cotton as much as 8,000,000 bales in a single year."

But in so calculating the writer does not seem to have taken much into account the decrease in acreage this year. The unsatisfactory state of the trade during the past year has not conducted to a great acreage, and one of the best authorities places the decrease in acreage at 11.88 per cent. Whether this will have any effect on bringing about higher prices it is hard to say, but it may confidently be asserted that the cotton market will not be glutted after the crop is marketed, and prices will be at least firm and stable in comparison with what has been experienced since the last crop was marketed.

## FAILURE OF M. LAMONT &amp; CO.

The immunity from financial distress which Toronto has so enjoyed this season was varied this week by the assignment of Malcolm Lamont & Co., wholesale milliners, carrying on business at 8 Wellington street east. Rumor has been busy for some weeks past with the name of this firm, in consequence of the accruing judgments which have been issued against it, and which rendered its financial survival almost an impossibility. Heavy trade competition, unfavorable weather for millinery fashions, and insufficient capital are the principal reasons that have occasioned the present trouble. No exact idea has yet been formed of the firm's total indebtedness, but a statement is being prepared by Sherman E. Townsend, of Townsend & Stephens, to whom the assignment was made, and will be submitted by him to the meeting of creditors convened for an early date. The creditors are principally in the old country and in New York, but for a wholesale house the total business carried was by no means large, and the liabilities will not exceed \$10,000. It is probable that an offer will be made by Mr. Lamont, though it is doubtful if it will be found acceptable to the general body of creditors, who will in all probability direct the estate to be wound up, as the available assets are understood to be in an unsatisfactory state. Mr. Lamont was formerly engaged as traveller with S. F. McKinnon & Co., but left their service to engage in the wholesale trade on his own account on Yonge street. After encountering difficulty in his opening venture he subsequently removed to his present place of business, but has been handicapped right along by want of sufficient capital.

## WHITING CASH AND PARCEL CARRIER.

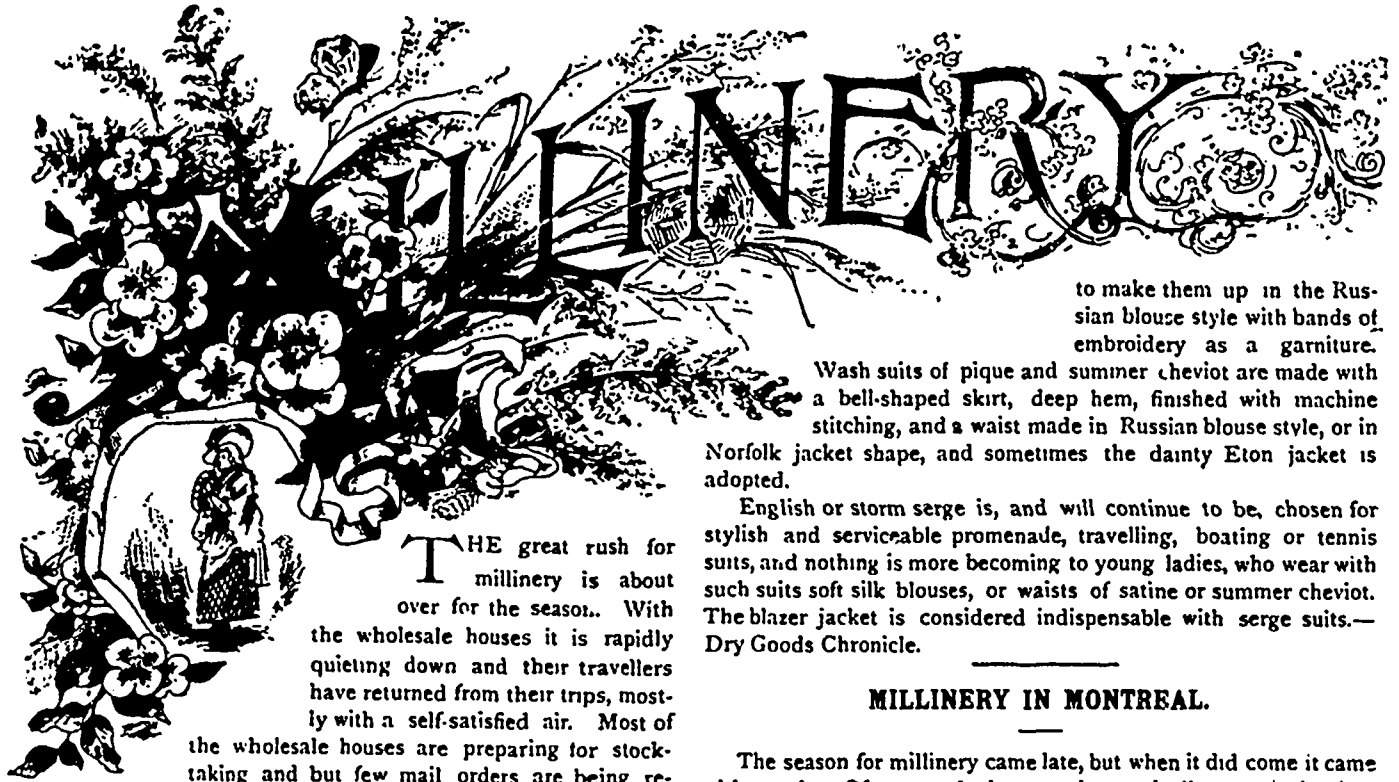
The greatest success of the present age. No cords or springs to get out of order; recalls as well as despatches the car from either end. Can be leased or bought outright. See what is said by those who are using it:—

WINNIPEG, Jan. 16th, 1891.

W. H. E. WHITING:

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

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



THE great rush for millinery is about over for the season. With the wholesale houses it is rapidly quieting down and their travellers have returned from their trips, mostly with a self-satisfied air. Most of the wholesale houses are preparing for stock-taking and but few mail orders are being received. The retail trade have had a good run, especially during the past two weeks. Taking the season altogether, the trade has only been fair, on account of the dull weather in the fore part of the season. But the beautiful weather now experienced will aid the retailers to work off their stock and prepare them for receiving their fall shipments. The failure of Malcolm, Lamont & Co. cannot be taken to indicate that the wholesale milliners have had a bad season. The trade has been very good, but nothing extra, but while an extra good season might have helped this firm to tide over their difficulties for a time, they were sorely handicapped by lack of capital.

Flowers have not been so abundantly used as the opening of the season would indicate. Those that have been used are quiet in color and mostly in small effects. Gauzy trimmings, low or small crowns, and streamers have been the prominent features. The streamers are worn pinned low down, as the bow tie beneath or at the side of the chin seems to have fallen into disfavor.

#### REMARKS ON FASHIONS.

From now on to September but few if any important changes in fashion will take place. There will be some slight modifications here and there, but the "bell," "umbrella" and "Watteau" skirts will undoubtedly remain in vogue during the summer.

The guipure, point de Gene, Chantilly and point d'Irlande laces will be the trimmings most often selected for the garniture of light summer silks, be they changeable effects, surah, India or China silks, French organdies, mousseline de l'Inde or the simple but lovely flowered or dotted Swiss muslins. As the season advances elaborate lace capes and mantles are more frequently seen, in many instances lavishly embellished with jet and falling loops of ribbon; there are also some light-weight cloth mantles that look cool and graceful.

In millinery the styles, or rather the shapes, are so varied that no one style is now, nor is likely, to predominate. Beautiful Leg-horns are fancifully trimmed either with plumes, flowers, gauze or tulle, and they are daintily caught up in a coquettish manner, and will be worn at Newport, Saratoga, Lenox and all the fashionable summer resorts.

Blouse waists of wash silk or light-weight surah, cotton cheviot or changeable silk grow daily more popular, and there is a tendency

to make them up in the Russian blouse style with bands of embroidery as a garniture.

Wash suits of pique and summer cheviot are made with a bell-shaped skirt, deep hem, finished with machine stitching, and a waist made in Russian blouse style, or in Norfolk jacket shape, and sometimes the dainty Eton jacket is adopted.

English or storm serge is, and will continue to be, chosen for stylish and serviceable promenade, travelling, boating or tennis suits, and nothing is more becoming to young ladies, who wear with such suits soft silk blouses, or waists of satine or summer cheviot. The blazer jacket is considered indispensable with serge suits.—Dry Goods Chronicle.

#### MILLINERY IN MONTREAL.

The season for millinery came late, but when it did come it came with a rush. Of course, the business is practically over for the time being, but a lot of it was crowded into the two months just past. Travellers are now out sorting up, and from their reports it is gathered that the retailers have not been kept idle. They will start out with fall samples about the end of June or middle of next month. There will be a lot of new styles out, but what they are will have to be reserved for the next time. The city papers have started to publish fashion plates, and this has done not a little to help trade along. The ladies study the latest styles a la Paris, and within a week from the publication of some of the more startling triumphs of Worth, one is bound to meet them on the street.

Ribbons are becoming quite a favorite trimming for dresses, and in consequence there is a large run on this staple. The trade are promised some very new and tasty designs in this line for the fall. It may be added that payments have improved and are now very fair.

#### CURRENT FASHIONS IN MILLINERY.

As the season advances not many new attractions are added to the already complete and varied stocks which have been before described. The present styles differ greatly from last season if we except the sailor hats, which are a trifle higher in the crown.

Some of the newest hats are perfectly flat, but are trimmed with deep lace laid on the top, closely pleated and then gathered, so that just above the face the lace almost forms a box-pleat. On this rest loops of ribbon, and a fan-shaped erection of the same lace, quite five inches high, is placed at the back, supported by bows and encircled by roses; some seem to spring from a small wreath. Many of the sailor hats are trimmed with large bows, placed sideways and intermixed with flowers resting under the brim. Then the boat shape has a low crown, very small in circumference, encircled by a twisted rouleau of ribbon, a large bow upstanding at the back; in fact, one can hardly have too many bows or too many flowers, but they require to be placed in a certain way, and it is always well to have a good illustration to copy.

Misses and children wear the pretty sailor hats in domestic Panama, which come in black, white, brown and navy, trimmed with heavy gros grain ribbon-band, or more dressy styles.

The "Forester" is a charming hat for misses in black or ecru, the crowns made of point d'Irlande lace fluted and rimmed into pretty effects.—Dry Goods Chronicle.

## DESCRIPTION OF MILLINERY ILLUSTRATIONS.

No. 1 illustrates one of the platenu or saucer-shaped hats, which are perfectly flat and arranged with a head band by the milliner. This one in question is trimmed with a shirring of lace and has on the left side of the brim a frilling of lace edging. As illustrated a narrow edge of velvet trims the outer brim both inside and out. Se-



veral loops of moire ribbon are arranged at the back with a bunch of flowers. The head band is twined with the same ribbon fastening with a rosette on either side and carried over the back of the hair where it is held by two rosettes, and then drawn under the chin holding it there with a third rosette of ribbon.



No. 2 shows a neat round hat of Milan with a slightly rolled brim, narrow back and Tam o' Shanter crown. Ribbon loops of No. 30 moire stand erect, with lower loops of No. 9, of which width the ties are also made. A bunch of grasses and flowers ornament the left side of the front.



No. 3 illustrates an "Empire" bonnet of Leghorn, chip or fancy straw bent fantastically to become the wearer. Inside of the brim a small half wreath of flowers rests upon the hair, with a second wreath around the crown mingling with erect sprays and loops of velvet ribbon, the latter corresponding with the ties.



No. 4 illustrates a hat suitable for dressy or plain wear, depending entirely upon the materials, as the shape is universally becoming and appropriate for all occasions. The subject of illustration is made of white chip, with a band of gold and silver embroidery around the low crown; at the back a bunch of white aigrettes and short ostrich tips, with a large bow of white bengaline on the left. This was intended for a bridemaid's hat; hence this style of trimming.—Dry Goods Economist.

The popularity of the ribbon streamers is already on the wane. A woman does not like anything that makes her appear ridiculous, and a high wind and a yard or more of ribbon in harmony can do this most effectively. But they will be worn by many through the season, then they will vanish.





The wholesale houses had a quiet season during the last few days in May and the first days of June, but since the warm weather has arrived, the sorting up trade has been very good. Straw goods which had been very backward began to move freely, and dealers are now satisfied with the state of trade. The reed hats have been having a good sale, in fact all kinds of straws are selling well. Fall orders are about up to the average, although retailers are still wary and expectant without being too decisive. The orders for winter goods are above the average, and the prospects are very good for an extensive trade in fur and heavier goods. Military fur capes for ladies are selling well, and if the orders are a criterion, these will be the proper caper this winter. These are mostly 20 to 22 in. in depth. The prospects are that collars will be more popular than ever. In men's fur caps the styles will be the same, nothing new being shown. In men's fall hats, the most popular colors are seals, coffees and moles, both in stiff hats and Fedoras. But the tendency to lower crowns and broader rims still continues, although the retailers complain that the buying public are slow to adopt these new styles. Altogether the feeling among the trade is good and prospects are bright.

#### HAT TRADE IN MONTREAL.

Trade in this line has been good, and the prospects for fall trade is also fair. Straws do not seem to meet with much favor, the general demand being for fawns, browns, and drabs. The Fedora style is still in the lead, and there are quite a number worn. The helmet is completely out of fashion, scarcely one being seen on the street. Travellers report good business in the West, and North-west, and the Lower Provinces, but payments might be better.

#### NEW YORK HATS AND FURNISHING NOTES.

The Sartorial Art Journal says:—The Pancake wide-brim sailors will be by all odds the popular straw hat of the season. As a rule they are made of English split and Sennet braids; but to those who prefer the fancy variety the same shape is shown in the Yeddo braid.

The golden brown "tourist" in soft hats is having an exceptional run, and is of a peculiarly attractive color. The same shade is shown in Derbys, and at present writing this color seems to be coming into great favor.

The high pearl cassimere hat will be but little called for, though it is unquestionably the dressiest head-gear produced for summer wear.

In shoes the latest thing is the white duck yachting shape with rubber soles, and it is safe to predict that they will be great favorites with sojourners at the seashore, possessing the double advantage of being odd and at the same time insuring the dryness of the feet on the beach.

The negligé shirt, as we have before stated—which statement, by the way, has been adversely commented on by certain "ready-made" journals—will not be popular with good dressers, its place

being taken by the percale shirt in new and extreme effects. Some of these, aside from the popular heliotrope coloring, are of almost solid Turkey-red, only being relieved by a slight configuration in black; while the same pattern is shown in dark blue and other colorings equally approaching the solid.

In neck-dressing the four-in-hand holds its own in such an unquestionable way that there is no gainsaying the fact that it is the scarf of the season.

Band-bows, which started in with such a flourish, are already "petering" out, and should only be worn with the wide and high turn-down collars. The self-tiers, however, are in demand, and promise to be much worn.

In standing collars the Ogeechee is meeting with marked favor. It has a wide opening, with liberal points gracefully though slightly curved and turned squarely down. Another shape represents the other extreme, almost meeting in front, being rather high, with the points slightly hand-turned or, rather, rolled over the finger,

#### FURS.

Sealskins, sable, mink and Astrakhan are the fashionable furs this season. Sealskin retains the preference for large garments, though many are also made of mink, of Astrakhan, and of the black Persian lamb.

New sealskin jackets are mostly of three-quarter length, reaching nearly to the knee. Among the smartest looking is the basque jacket, fitted as smoothly and closely as a basque, says a writer in Harper's Bazar. It is single-breasted, with a long revers collar, and also a high standing collar. Large pocket flaps are set on the hips. The sleeves are ample at the top, and tapered below. This basque comes entirely of sealskin.

Curled black Persian lamb fur is less costly than sealskin and will be much used this winter, not only by ladies wearing mourning, but by those dressing in colors.

Fur capes that reach almost to the knee rival fur coats and jackets as the one wrap necessary for the coldest weather, and are preferred by many because they are so easily put on and off. The Henri Deux cape, with medium high shoulders, belted back, and straight fronts, takes its name from its very high collar rolled over in front in square corners. This is very fashionable in three-quarter length when made entirely of mink or entirely of sealskin.

A fur cravatte and a large muff constitute what used to be called "a set of fur," to wear with various wraps of cloth, velvet, etc. The cravatte is the whole skin of the animal, with head, tail and legs complete, arranged to fasten around the neck. Stylish women wear cravattes of mink or sable, Astrakhan or Persian lamb, or else of fitch, stone marten, or gray krimmer. Muffs continue to increase in size.

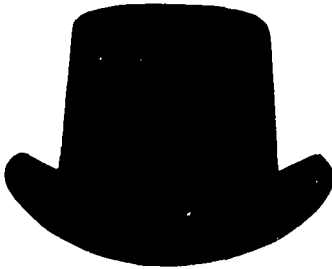
Fur trimmings for dresses and wraps will be more used than they have been at any previous season. They are no longer confined to out-of-door dresses, but are worn on house dresses, wrappers, tea gowns, and also on reception and ball dresses—the latter of the thinnest fabrics.

POPULAR HATS.

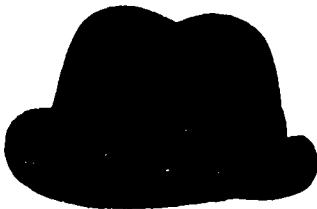
The accompanying cuts show three new styles whic Messrs. A. A. Allan & Co. are showing.



The I. N. L. is a felt hat with a flat dented crown, a broadband, raw edge and a curl rim.



The New Alpine has a high, slightly tapering crown with a fidora brim and a broad band.



The Vamoose is a natty hat for young men, well made and serviceable. All these hats are shown in blacks, browns, and russets.

LONDON JUNE FUR SALES.

Messrs. C. M. Lampson & Co. offered the following quantities of furs on the dates given :

Monday, June 13 : Bear, 3,000; Russian sable, 5,000; chinchilla bastard, 4,000; Australian opossum, 18,000; Japanese fox, 27,000; wallaby, 3,000; wombat, 11,000; and 1,200 hair seals.

Tuesday, June 14 : Raccoon, 55,000; marten, 8,000; red fox, 13,000; white fox, 1,800; gray fox, 1,500; otter, 1,300; beaver, 250; dry seal, 200; wolf, 700.

Wednesday, June 15 : mink, 70,000; skunk, 170,000.

No salted fur seals were offered at this sale.

The following facts regarding the sale are gleaned from the cable reports to Thos. Dunnett & Co. Bears declined 15 to 20 per cent.; Russian sable declined 20 to 25 per cent., the greater part being withdrawn; wombats, Japanese foxes and Australian opossum brought March prices, raccoons advanced 20 per cent.; Martens, Muskrats, American otters, and American opossums sold at unaltered prices; beavers brought the same prices as in January; red foxes and white foxes declined 15 per cent.; dark mink declined 25 to 30 per cent., while other minks brought March prices; prime black skunk declined 15 per cent., while others brought March prices.

Thus we see that the most noticeable feature of the sale has been the decline in bears, Russian sable, foxes and minks. The decline in minks is just, as the prices were ridiculous. Raccoons have advanced.

OUR PROGRESS.

THE following extracts are from Census Bulletin No. 8, just issued by the Dominion Government :—

In the manufacture of textile fabrics and dress, including cotton and woollen mills, boot and shoe factories, tailors and clothiers, dressmakers, etc., in 1891 there were 17,650 establishments and 80,662 employees. In 1881 there were 10,163 establishments and 60,617 employees. Here again will be noticed the greater increase in establishments in comparison with the increase in number of employees, the increase in establishments being 73 per cent. and in employees 33 per cent.

The development of occupations for women in Canada, as in other countries, has been one of the marked features of the past ten years. The proportion of men, women, boys and girls in every 100 wage-earners employed in our factories and workshops is as follows :—

	1881.	1891.
Men .....	76.07	73.67
Women .....	16.29	19.12
Boys .....	5.56	5.28
Girls .....	2.08	1.93
	100.00	100.00

It will be seen by this table that the male workers have by far the larger proportion of the work of the industrial establishments to do. Relatively, women, while they have enlarged their field of work, are still far behind the other sex.

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

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

Lincoln, Bennett & Co.,  
Wilkinson & Co.,  
and J. E. Mills,

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

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

**B. Levin & Co.**  
491 and 493 ST. PAUL STREET,  
MONTREAL, P. Q.

## TRADE CHAT.

**M**ISS E. MURPHY of Wingham has sold out her millinery and mantle business to Miss Minnie Kelly of Guelph. Miss Murphy was quite successful in her business and one who appreciated THE REVIEW.

A wincey mill is to be opened in Brantford at an early date.

It is said the umbrella manufacturers of the United States have combined with a capital of \$8,000,000.

Benjamin R. Heaslip, dry goods merchant, Port Hope, has assigned to Charles Langley, of this city.

The Kastigouche Spool Company, operating at Jacquet River, N.B., has assigned to Messrs. W. G. Jones and W. A. Mott.

Among the successful tenderers for supplies for the Indian Department the W. E. Sanford Manufacturing Company, Hamilton, has a place.

Mr. Robert Clark, the clothier on Carrol street, Vancouver, B.C., was married on Monday, the 23rd ult., to Miss Frankie Gilmore, late of Chicago.

Isaac C. Gilmor, a very old resident of Toronto, who as early as 1850 had a large dry goods house on Yonge street, is very ill at his residence, 324 Jarvis Street.

The Port Elgin Woollen mills began operations again at the first of this month. William Read has been absent in the States purchasing machinery for the new mill.

The dry goods stock of J. S. Earle & Co., of Watford, was disposed of at auction to Dr. McLeay, of Watford, at 60c. on the dollar. The stock was valued at \$6,800.

Mr. T. H. Pratt has retired from the firm of McAulay, Pratt & Co., and will now be able to give more time to municipal matters, in which he takes a lively interest.

Thompson & Vahey's tailoring and gents' furnishing store, Sarnia, Ont., was damaged by fire on 22nd ult. The loss will probably run \$2,000, fully covered by insurance.

On the 22nd ult. a large fire occurred in Kingsmill's dry goods establishment, London. The loss from smoke and water amongst the millinery and fine goods is about \$30,000. Well insured.

On John J. Eaton's suit against J. H. New & Co., for judgment for \$4,062, Mr. Winchester on 7th inst., reserved judgment. It is probable that the case will have to go to the Assizes to settle the question of partnership.

The American House of Representatives has passed the Freewool Bill, the Cotton Ties Bill, and the Tariff Bill, which places on the free list bagging and machinery for its manufacture. These bills will give the manufacturers a chance to secure cheaper raw products.

Henry Barber, the Front street assignee, has been appointed by the court receiver in the estate of J. H. Multy, dry goods merchant, of Trenton. The debtor died the other day, and his widow made a composition offer of 30c. on the dollar, which was refused by the creditors. The business will now be wound up.

H. O. Bennett, of E. R. C. Clarkson's actuarial firm, announced on May 30th, that all the difficulties surrounding the administration of Ed. McKeown's insolvent estate had been satisfactorily straightened out, and being now ready for closing, the dividends would at once be paid to the general creditors. The employes of Edward McKeown have issued a writ against the assignees of the estate for wages due at the time of the failure.

A dry goods store in New York last summer tried the experiment of giving soda water to its patrons free. An enormous fountain well equipped for service, was placed in the back part of the store, and on each hot day half a dozen attendants were kept busy serving a clamorous, thirsty, and never-diminishing crowd. One day upward of seven thousand glasses of soda water were drawn from that free fountain. This year the firm charges three cents a glass for its soda water, and as a result the patronage has fallen off to a remarkable

extent. On the two very hot days a fortnight ago, although the large store was well filled with customers, the soda fountain at no time was overworked.

On the evening of May 25th a brisk and dangerous fire started in the show windows of the dry goods store of Messrs. Hebert & Bazinet, 1064 Ontario street, Montreal, and in a few seconds the whole front of the store was a mass of flame. The loss will be about \$3,000, covered by insurance, and would have been far larger only for the quick work of No. 2 salvage corps, who spread 22 covers over part of the stock, thus saving it from damage by water.

The employees of James A. Ogilvy & Sons, of Montreal, have presented Mr. John Ogilvy, the junior member of the firm, with an address and a very handsome and costly silver tea service as a token of their esteem and best wishes on the occasion of his approaching marriage. Mr. Ogilvy, though taken quite aback, replied in very suitable terms, after which the enjoyable process of "bouncing" was gone through and singing "For He's a Jolly Good Fellow."

At the time of his death Mr. W. A. Murray, Toronto, had a \$10,000 policy in the Connecticut Mutual Life Insurance Company. This amount he willed in the policy to his first wife, Mrs. Jane Murray, or, in the event of her death, to her children. One of these, Isabella Murray, was the first wife of Mr. Hugh J. Macdonald. She died leaving children, and a friendly suit has been entered in the courts to decide whether or not her children are entitled to any share of the policy.

Mr. E. Havelock Walsh, of Millichamp, Coyle & Co., was presented with a testimonial in the shape of a very handsome case of fruit knives and forks on the occasion of his severing his connection with that firm. Mr. Walsh has been with the firm for the past two years, and during that time his genial disposition has won for him the esteem and good will of his fellow employes, and with his exceptional energy and general ability has done much to further the interests of his late employers, and to cause by his departure their sincere regret.

A destructive fire took place on the 7th inst. on the premises occupied by Miss N. Tousignant, millinery and dress goods, and Joseph Lafond, tailor, corner of Mignonne and St. Lawrences main street, Montreal. The inflammable nature of the materials gave the fire a good start of the firemen, and the entire first and second floors of the building, which extend back about 130 feet, were soon a mass of blaze. The building was gutted front to rear. The fire originated by the igniting of a curtain. One of the employees, Miss Lefebvre, in trying to put out the blaze, had both her hands badly burned. The value of the stock was \$35,000, insured in the Commercial Union and the London Globe for \$15,000.

The dry goods section of the Toronto Board of Trade met last Thursday in the council-room of the Board of Trade. Mr. Stapleton Caldecott, president of the section, occupied the chair. After routine matters had been discussed Mr. Patteson, postmaster, was introduced, and held a long conference with the section about a fast mail service to New York. The dry goods section have been complaining lately of the bad service, as a letter must be posted on Monday at 10 p.m. to reach New York in time, to catch the English mail on Wednesday. Mr. Patteson explained that the delay could not be placed at the door of the postal authorities. The trouble was altogether with the railway companies, as the trains carrying the mails do not make the proper connections. He suggested that an effort should be made to arrange a direct service to New York. The section proceeded to pass a hearty vote of thanks to Sir Oliver Mowat for some much needed legislation on the chattel mortgage law introduced and passed last session. The section then adjourned till the second week of September.

## CORRESPONDENCE.

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

## WINDOW DRESSING.

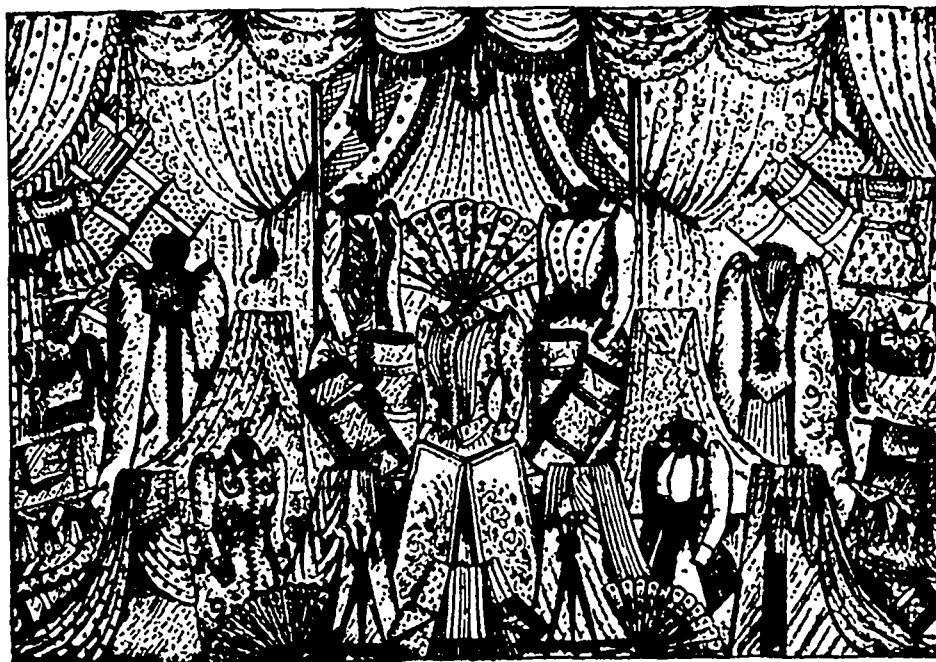
## SUSPENSION BRIDGE WINDOW DESIGN.

IN speaking of the window exhibits of linens, etc., in the stores of Belfast, Ireland, the Irish Journal describes a suspension bridge design made as follows:—

"The piers are cuffs; the floor is four five-platted shirts, which must be supported by a piece of heavy pasteboard or two slats; umbrellas or canes can be put in the cuffs (or piers) for a finish; the suspending wires are narrow black ties; the diagonal stays are narrow white ties: the cables are red or white silk pongee handkerchiefs slightly basted together and then rolled; the railing is carded cuff buttons; the shore ends are cuff boxes. Some blue silk handkerchiefs underneath would make a good finish, while other features could be introduced as might be suggested by your stock."

## FOREIGN WINDOW DRESSING.

From Berlin we have received some illustrations of foreign window dressing, the accompanying illustration being characteristic of the mode of window dressing prevailing in Germany. Fans, parasols and light summery dress goods are features in these arrange-



ments which show a more heterogenous mixture than Americans are wont to use. At this season fans, parasols and gloves may be tastefully placed in the window with dress goods, underwear, etc., but care and thought should be given to the placing of colors; harmony of color rather than uniformity being best.—Dry Goods Review.

## PATRIOTIC WINDOW-DISPLAYS.

Canada's anniversary of her birthday is at hand, and merchants' can take advantage of this to make a window display suitable to the occasion. The maple bough or leaf must form a leading decoration, while a beaver would be a beautiful centre piece, if procurable. A very interesting window can be made by introducing volunteer dummies in the red-coat uniform of Canada's infantry. These surrounded by bunting and national flags make a very attractive centre piece. If the window is small these are all that will be necessary, and the other window can be dressed so as to receive the benefit of the attractiveness of its mate by simply being filled with attractive goods.

If the windows are large some such patriotic display can be used as a centre piece, or bunting and flags as a background, while the remainder of the window can be used to display goods.

Window dressing can be excellent this season, as the goods have bright effects which can be taken in at a glance. But window dressing is not always to display goods, but should be used on special oc-

casions to advertise the firm-name and to attract strangers to the place of business of a firm which they know perhaps, but are not accustomed to visit. A startling window display patriotic or otherwise causes conversation and social remarks which are very effective as an advertising process.

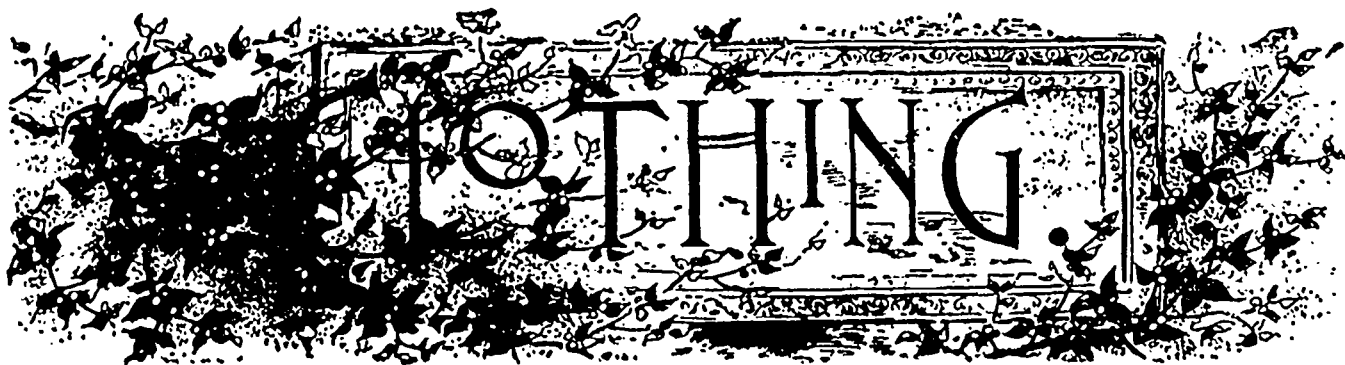
## ENGLISH WINDOW DISPLAYS.

The "toy" windows of some of the big London and provincial drapers at Christmas are instances in point, but these may be compared with the efforts of some of the enterprising dry goods stores in the United States. In one American window a great ball of dress goods, draped and clustered at the top and bottom, was made, which filled the window. The different patterns of goods were divided by dress trimmings, beaded gimps, feathers, cache points and cantille ornaments, which made pretty combinations with the fabrics. The ball appeared to rest on a cone like an inverted funnel, and revolved slowly, so that the spectators could examine the display without becoming dizzy.

In the millinery window of another establishment a flight of birds was represented flying round a tree, in and out among the productions of the modiste—a wonderfully effective scene only marred by the uniform arrangement of the flying birds. This was a fault, however, that might have been partially remedied by having

the birds fastened at irregular intervals along the wires.

What is described by an authority as perhaps one of the most effective moving window displays designed, was shown in a Boston establishment. A large window was cleared of everything. A green felt was laid with milliners' moss here and there, so that a very good representation of a field was made. At one end of the window a wooden cannon, or rather the mouth of a cannon, was placed. This warlike instrument was built so that it looked very real. At the end furthest from the cannon a frame was placed, which was covered with thin boards painted to represent armor plate. In the centre of this imitation steel plate and directly opposite the mouth of the cannon, but some distance removed, the boards were cleanly cut to represent a fracture. These cut pieces were fastened on the back by wires and a slight spring, so that when no force was applied they were closed, and to the observer there appeared to be no opening. A placard read: "Nothing can stand before our bargains. Nothing can prevent our going to and through any opposition." A boy behind the cannon and out of the sight of the public placed belts of ribbon in the breech of the cannon, and pulling the spring which held the plug, sent them across the window and through the armor plate. The ribbon was unwound about a half yard, and the effect was very pretty and novel. The window was a great success, and cost but a small sum, therein differing from the majority of mechanical displays, in which clockwork necessarily forms an important part, and generally needs the attention of a skilled hand. However, the attractiveness to the public should act as a counter-balance to the expense incurred, and the custom obtained more than repays the venture.—London Draper's Journal.



Fall orders are coming in fairly strong, and buyers seem to have more confidence now than a month ago. Ready-made clothing is not selling very well on account of the accumulated stock in retailers' stores, and on account of the great competition, especially in the cities. Lawn tennis goods and light materials have been enjoying nearly all the trade. But the backwardness of the season has prevented the full demand for these from being felt as yet. Most of the wholesale houses have been getting in their stock of worsteds, and the range this season is very extensive. Fancy summer vests in drilled goods and cashmeres are the taking thing for summer wear, and are being sold very extensively. These are quite dressy, and being also comfortable during the warm season, the strong demand is not surprising. They are shown in great variety, stripes and checks predominating. There is one point in the trade that cannot be overlooked, and that is the continued strong demand for medium and lower-grade of woollens. These tweeds are having strong repeat orders from the wholesalers to the factories, and the sale for them is quite good.

#### CLOTHING IN MONTREAL.

The clothing trade is much the same as it was last month, and the boom will not take place till next month. Travellers are out sorting up and sending in fair reports. The trade on the whole now is out of its season. The factories are all working hard on fall and winter goods, but very few firms in the retail trade buy so far ahead. The prospects however for a good fall trade look bright as trade all round has been good so far.

#### BOYS' AND CHILDRENS' CLOTHING.

Very few journals, says the Economist, pay any attention to children's clothing, and very seldom mention their styles, while ladies' and men's attire is never missed. Every season brings fresh styles and materials for the young, both boys and girls. New shades, new bindings, trimmings, etc., all these things go to make the children look pretty and feel comfortable. The market was never so full of new and original styles and designs as now. Little fellows of from two to three years can now be breeched in very pretty garments. Others with long dresses, skirts and kilts. A very striking costume is the Russian one-piece dress, which buttons down the left side, and with cords to match. The Zouave is another wonderfully boyish looking garment, although not one of the latest, it is strikingly pretty. Gingham frocks with rolled collars have been much worn, while cotton and Bedford cords have had great demand throughout the country. Just now many jacket suits of cloth are seen of pique, flannel, gingham, etc., with a round or square cut jacket, box pleated or gathered skirt, and a loose blouse shirt waist of cambric, etc. Many of these are worn by children from two to three years, and sailor waists and suits. Great allowance is now made in dressing little ones, as their age and size do not always agree, and it is noticed by many that boys are not so long in kilt suits as heretofore. There is a greater variety in kilts now than ever, and to carry a full line of these goods means an immense stock.

#### CHEVIOTS, GOOD AND BAD.

It is seldom that the clothing trade has developed such a craze for any particular fabric as has been seen this year for cheviots. These goods have in a large measure supplanted the demand for worsteds, and have placed the woollen industry in a worse condition than it has known for many years. The demand at first seemed legitimate enough, for the public required a winter suit that would wear well and retail at from \$12 to \$15. The worthlessness of certain lines of cotton-backed worsteds had proved the inability of these goods to fill the requirement, and cheviots were the only goods that would supply the need. An immense demand sprung up, and some genuine and wearable goods were sold, but imitations followed, and the very composition of the cheviot cloth opened out a very wide field for the lowering of the standard without much risk of detection. All acquainted with the nature of cheviots know their peculiarity. Production is almost as unlimited as the facilities for adulteration. Woollen yarn may be made of any description of wool and its compounds.

The condition of the market to-day reflects these features. Some original grades have been lowered by the greed of the manufacturer, and a large number of cancellations has been the result. Imitations have been put on the market that possess no intrinsic value where wearing qualities are concerned, and some of these in cotton warps are selling at less than 4 cents per ounce of their weight, and in all-wool at less than 5 cents per ounce. Anyone with the best knowledge of the trade knows of what such goods can alone be composed. They look well and appear a marvel of cheapness, but an examination shows their weight to have been increased by the addition of flocking, and while professing to offer 22 ounces of warp and filling, practically contain only 16 ounces, and the other six ounces is nothing but loading. Apparently they seem strong, but a sudden pressure on any part will cause a rent, while the face will be off in a week's wear and the poverty of the goods shown.

Such a cloth has really no intrinsic value, and cannot fail to damage the reputation of every grade. The public demand cheap clothing, but they demand value as well, and the value of cheviots depends more on construction than on their appearance, as few can discern from the latter the character of the former. This paudering to cheapness is a serious danger which should be no longer disregarded by either manufacturers or cutters of cheviot cloth.—Dry Goods Economist.

#### HOW THE NICK IN THE LAPEL OF THE COAT CAME INTO USE.

The following ingenious explanation has been offered: When Napoleon I first felt the sway of ambition he tried to implicate General Moreau in Pichegru's conspiracy. Moreau had been Bonaparte's superior and was very popular, but under the circumstances, with the "man of mystery" in power, it was not safe to express publicly and sympathy with Moreau; so his admirers and supporters quietly agreed to nick their coat lapels to show their fellowship. The outlines of the coat form an M, like this,  $\Xi$ . Moreau was exiled by Napoleon and lived in Morrisville, Pa., for some years.

**FIREPROOF AND WATERPROOF.**

It is apparently a question of only a short time when all our garments will not only be fireproof, also. It was about a year ago that one of our great eastern manufacturers placed fireproof curtains on the market, and these goods are now becoming staple. Indeed, it is only a question of time when none other than fireproof curtains will be found in our homes. It is well known that within the last year or two most of the theatres submit their scenery to a fireproofing process, and in our opinion the law should compel every theatre to do so. If a method of fireproofing shall be devised, as now seems probable, which shall be applicable to every kind of fabric, the danger from fires in the house will be reduced in a wonderful degree.

The waterproofing of every class of fabric seems now to be an established fact. We have examined a large number of samples of dress goods of the better class which have undergone the Melissa process, and we must say that it appears to be a complete and practical solution of the problem of waterproofing, and no one can detect that there has been anything done to the fabric. Without altering the character, color, appearance, porousness or odor of the goods, the treatment enables the fabric to resist any rain or prevent its absorption.

When these two great processes shall have become of universal adoption, it will almost work a revolution in the modern dry goods business. The enormous insurance rates now paid by dry goods houses will be reduced to a minimum. Losses of life and property by fire will be greatly reduced in hotels, theatres and private dwellings. At the same time the sickness and death resulting from exposure to rain and snow should be greatly lessened. For children and persons whose duties call them near open fires, a fireproof garment would be invaluable.

There is no reason why the waterproofing process should not immediately be applied to outing garments, etc., while every woman who is searching for curtains or household goods should now give her preference to those which she knows will not be responsible for a conflagration in her house.—Chicago Dry Goods Reporter.

**A SEEMING GRIEVANCE.**

ONE of the members of the dry goods section of the Board of Trade has given notice of a motion that will incite considerable discussion when it is considered at the next meeting of the section, which takes place on the second week in September. The question that will be discussed is: Are the mercantile agencies treating fairly the merchants who furnish them with information by selling this information to certain foreign jobbers who come into Canada to sell goods? The dry goods men seem to think that these agencies should keep this information for the use only of Canadian men who alone are concerned in its compilation. That foreign jobbers have no right to this information on any easier terms than are given to Canadian jobbers. Equality of advantage is what they desire, and they claim that this does not exist at present, as merchants paying no municipal, provincial or federal taxes are enjoying equal advantages with them in obtaining information regarding the best retailers. In fact they claim that at present these foreign jobbers are getting this information at a cost which is much less than that paid by Canadian dealers. No doubt when the matter is discussed in the fall everything regarding this matter will be satisfactorily settled.

**WINDOW DRESSING SUPPLIES.** SPECIAL PREMIUM offer for June, FOR \$1.75 I will send post paid to any address, "300 WAYS TO DRESS WINDOWS," a book of 250 pages and 150 illustrations devoted to every line of business. A NICKLE PLATED HAMMER. A 30 PAGE illustrated Pamphlet containing new ideas on Window Dressing. A COMBINED KNIFE AND PENCIL, total \$2.90 catalogue prices. Take advantage of this offer as I will fill no order after June. (Refer CANADIAN REVIEW). Harry Harman, Window Dressing Supplies, Room 1204, The Temple, Chicago, Ill.

**DRESS GOODS AND TRIMMINGS.**

THE trade in these goods during the latter half of May was quiet but the first half of June has been better. Most of the retailers had bought heavily, but nevertheless with the warm weather came fairly good sorting up orders. All classes have sold well and no exceptionally great run was experienced on any one line. Regatta prints and delaines have had a good demand owing to the prevalence of the fashionable blouse with its accompanying Windsor tie. Drabs and grays continue to be in greatest favor for colors. The prospect is that the retailer will dispose of his summer fabrics fairly well and be ready for a good fall stock.

**NOTES.**

The trimmings for fall will consist mainly of silk braids, silk cords and heavy military braid. The varieties are numerous and stylish.

Drab is the prevailing color this season. Fickle fashion has made her choice and the word has gone forth.

Regatta prints in numerous patterns are being sold in very large quantities by John McDonald & Co. They are mostly used for ladies' blouses, which promise to be strongly in fashion this season.

The "Chic" dress lifter, which has been adopted by Royalty and by the best houses in Europe is a new device for ladies, which the modern fashion of semi-train and bell skirts has necessitated. It is a device for lifting and holding the back of the skirt. The retail price is about 45 or 50c. John McDonald & Co. have the sole agency.

During the past week a number of travellers for American trimming manufacturers, have been in the city and showing some very fine novelties in trimmings, which are equal in originality of design to any produced in France and Germany.

John Macdonald & Co. have placed their prints with light grounds for sale at clearing prices. They have just received a shipment of flannelettes, art muslins and cretons.

John Macdonald & Co. are showing a beautiful line of new American crepe challies in sateen patterns, with light and dark grounds.

Among the coming lines for full trimmings are gimps and French trimming braids. Caldecott, Burton & Spence are showing some beautiful lines in these. They have also an extensive line of jet trimmings which are being so widely used at present.

In cream brown challies, all wool printed delaines and black and colored henriettes, Wyld, Grasett & Darling are having a strong demand. They have the newest patterns and their stock is excellent.

W. R. Brock & Co. report a large demand for navy dress serges and also for cravenettes, their waterproof dress goods.

Gordon Mackay & Co. are clearing desirable lines of hot weather goods, yard wide challies, delaines, embroidered flouncings, etc., at heavy discounts.

John Macdonald & Co. are showing a very large line of men's fancy drill vests of the best English makes. These are very stylish goods.

W. R. Brock & Co. are showing some fine lines of lawn tennis flannels in spots, checks and plains, also a new worsted fabric for summer suitings which is quite taking.

Gordon, Mackay & Co. have passed into stock ten cases of their famous black worsteds, with a full range of prices.

Perhaps the finest stock of black worsted trousersings ever offered to the trade is now carried by W. R. Brock & Co. They have these goods at twelve different prices, and are showing a number of patterns at each price. The range is very extensive and the value is good.

**THE ADVANCE IN LININGS.**

There has been an advance on skirt and waist linings and silcias. It came somewhat unexpectedly on the jobbers and the stocks were quite light. The advance varies from one-eighth to one half cent, and was due to the Cotton Syndicate going out of the manufacture of this class of goods, and thus leaving the Montreal Cotton Co. in undisputed possession of the manufacturing field. Hence the advance. Prices are now firm at the advanced rates.



The fancy goods trade is fairly good, although not so active as some would seem to wish. The travellers are sending in orders which are very fair, but the import orders are not so bulky with most houses as they were last season.

Silver photograph frames which represent a wreath of flowers tied with a bow of delicately cut ribbon are among the latest novelties.

Handsome black satin shopping bags or reticules, hand painted, and well finished, are finding a ready sale. Copp, Clark & Co. are handling them.

Dealers requiring fans should try the Hemming Bros. Co. They have a splendid assortment and claim to be making a specialty of fans from all countries.

The Methodist Book Room expect the sale of their art calendars to run over twenty thousand. They sell some very beautiful lines, and as a souvenir they are superior to almost anything in point of price and usefulness.

Celluloid Novelties are going to be the rage this year. They deserve a degree of popularity, for they are decorative as well as useful. They are taking the place of the more expensive lines of Christmas cards which used to sell so largely.

Horn goods are also holding their own. Samples we have seen lately are better put together than last year's goods, and the polish is quite creditable. Comparing the horns in the rough with the polished ornaments one wonders how much an evolution can take place.

Fancy plush box-cards for the Christmas season are still abundant, but their sale this year will not be very extensive, despite the strenuous efforts put forth by the manufacturers and wholesalers, to keep them in fashion. Many new varieties are seen, different novelties being introduced to help their attractiveness. The flat cards are having a greater sale and they seem likely to hold their old position in public favor.

Last year Copp, Clark & Co. placed a new line of handkerchief and glove sachets on the market. These were their own manufacture. This year they have improved these and introduced some new features and are now offering several very attractive lines which are meeting with the ready appreciation of the retail trade. They are mostly satin, hand-painted and perfumed, but their attractiveness is much strengthened by the variety of beautiful shapes introduced.

A reputation for truthfulness is indispensable to permanent and satisfying success.

Credit is often too cheap and overbuying far too common. Don't be guilty of the one, and don't abuse the other.

### ADVERTISING AS IT IS.

A person who picks up any Canadian local weekly will find in it a variety of methods of advertising. The man who begins his advertisement with "The Great Railroad Strike is now over, but this has not prevented us getting in two more carloads of that sugar," has not ceased to exist. He still lives. He changes his advertisement regularly twice a year, once in the Christmas season and once during some other season when he seems to have a new idea. When he sits down to write an advertisement he must first have some words about something that is happening or has happened, but which has no connection with his trade. War is a favorite topic with him. He is in the same weary class as the man who is always "selling below cost," or "at slaughter prices." The firm that always claims to be "the cheapest house on earth" still survives. Such talk must cause a loss of confidence in traders among their customers. In a certain local weekly in Western Ontario may be seen an advertisement of a photographing firm, which was dissolved some five or six years ago, but the advertisement still remains like an Egyptian obelisk as a memento of the past. Truly the editor must not read his own paper. Editors who would allow such a state of affairs in their paper cannot realize the duty they owe to their readers and their advertisers to always have all their advertisements fresh and crisp. In the issue of an Ontario weekly, dated May 27, the most conspicuous advertisement on the local page was that of a grocer whose carelessness in changing his advertisement was well marked by his latest production bearing the date February 25th.

But these are only relics of the barbarous past. Advertising has been making real advancement in the points of variety and excellence. Display advertisements are still predominant, and much ingenuity and taste are displayed both by printers and advertisers. But another kind of advertising is rapidly winning its way into favor among merchants. This is an advertisement one column wide, one-third or one-half column in length, the body of which is set up in pica type, with an appropriate display heading and firm-name. The wording for such an advertisement is generally conversational in its character, that is, it talks to the reader in a straightforward, but often natty, conversational way. The dealer speaks through it directly and pointedly to his customers. Very little bombast, very few rash assertions, but sound common sense and solid phrases, which are the opposite of meaningless—these are its characteristics. This kind of advertising was made popular by the Wanamaker firm, and now the leading retail dealers in Toronto and other Canadian cities use it either exclusively or for the greater part of their newspaper advertising. It is slowly percolating to the rural dealers, and it would seem that this is to be the future advertisement. It appeals to a matter-of-fact people, to those people who read advertisements because they are accustomed to get there for information. A great many who adopt this method embellish their advertisements with small artistic cuts, which the saving in space enables them to use without any greater outlay than in using a larger display advertisement.

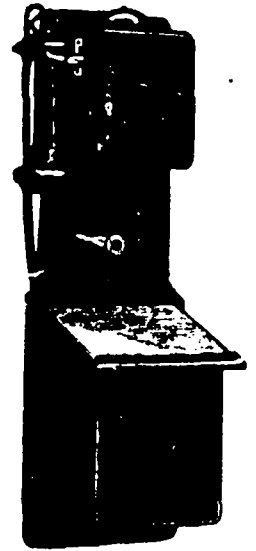
To write a suitable advertisement for this method requires a certain amount of care, thought and brains. A good plan for a retail dealer would be to have a scrap book, and from the leading dailies to clip the best

advertisements each day and paste them into this book, not for imitation, though this would not be wrong in itself, but as models or ideals, and for the purpose of suggesting like or other ideas to the advertiser. Then when an advertisement is to be written in a hurry the book suggests ready-made ideas. Some of the men who write these advertisements for leading houses are men who have long studied advertising, and their writings are worthy of study and imitation. To advertise properly, a man must know his stock thoroughly, and he must be always ready to advertise some article particularly. Advertisements are often too general; they do not speak pointedly to the reader. A good advertisement must be brisk, conversational, thoughtful, pointed and particular.

## OFFICE TELEPHONE

For Offices, Warerooms and Factories.

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



## C. A. MARTIN & CO.

Designers and Manufacturers of Electrical Switches, Telephones, Call Bells and all other Electrical apparatus and supplies, 785 Craig street, Montreal.

## BEAVER LINE STEAMSHIPS.

SAILING WEEKLY between Montreal and Liverpool Direct. Will be despatched as follows.

From Liverpool	Steamships.	From Montreal.
Sat'y. April 16	Lake Huron	Wed'y. May 4
" " 23	Lake Superior..	" " 11
" " 30	Lake Winnipeg	" " 18
" May 7	Lake Ontario...	" " 25
" " 14	Lake Nipigon..	" June 1
" " 21	Lake Huron	" " 8

Superior accommodation for Saloon, Intermediate and Steerage Passengers.

The Saloon Staterooms are Roomy and all outside, admitting of perfect ventilation.

Each steamer carries a duly qualified surgeon and experienced stewardess.

Rates of Passage, Montreal to Liverpool. SALOON, \$40 and \$50 } According to Accommodation. ROUND TRIP, \$80 and \$90 } The \$40 and \$50 rates are per Lake Nipigon only.

INTERMEDIATE, \$30. STEERAGE, \$20.

Passages and Berths can be secured on Application to the Montreal Office or any local Agent.

For further information apply to H. E. MURRAY, Gen. Manager, 4 Custom House Square, Montreal.

## DRY GOODS STORE FOR SALE.

I desire to sell my one-half interest in a Dry Goods Store, in live and growing county seat of 10,000 population. One of the cleanest stocks in Northern Ohio. Nothing but legitimate competition. Invoices \$32,500. Gross business \$60,000 annually. Net business \$16,000. Wish to retire on account of age. Address, MERCHANT, P. O. Box 351, Toledo, O.

# J. T. B. LEE,

Manufacturers' Agent,

60 Yonge Street, = Toronto,

REPRESENTING THE FOLLOWING WELL-KNOWN MANUFACTURERS:

M. Heminway & Sons Silk Co.,

Spool, Knitting, Crochet and Art Needlework Silks.

Sacks & Bro.,

Dress Trimmings, Etc.

C. E. Bentley,

Fancy Goods, Novelties, Etc.

The Butler Hard Rubber Co.,

Combs, Stationer's and Druggist's Sundries, Etc.

The Arlington Manufacturing Co.,

Pyralin Goods, Sheeting, Specialties, Novelties, Etc.

Vanderbilt & Reynolds,

Enamelled Goods, Novelties, Specialties.

Peters & Price,

Perfumeries.

W. T. Mersereau & Co.,

Brass Goods.

The Castle Braid Co.,

Braids, Buttons, Novelties, Etc.

August Moll Manufacturing Co.,

Ribbons, Braids, Braidene, Etc.

John Erskine & Co.,

Elbisrever Scarfs.

A. H. Rice,

Finest Braid for Tailoring Trade.

I beg to notify the Trade that I have also been appointed the Canadian Agent of the celebrated firm of Messrs. Cheney Brothers, of South Manchester, Conn. and New York City, the largest silk manufacturers in the world, as well as two manufacturers in other lines, and am prepared to show the most elegant lines shown by any firm in Canada. The designs are new and are pronounced the best they have seen by those who have examined them. Among the lines which I am showing are the following:—

WASH SURAHS,  
CHANGEABLE SURAHS,  
PRINTED CHANGEABLE SURAHS,  
FAILLE FRANCAISE,  
PRINTED TAFFETAS,  
ARMURES,  
PRINTED ARMURES,  
CREPE DE CHINES,  
CHINA PONGEE,  
PRINTED CHINA PONGEE,  
GRENADINES,

CURTAINS,  
VELOURS,  
BROCHES,  
BROCATELLES,  
SICILLIENNES,  
LOUISINES,  
SATINS,  
TWILLS,  
RIBBONS,  
VELVETS,

TIE SILKS,  
DRAPERY SILKS,  
DECORATIVE BROCHES,  
SATIN DAMASK,  
ARMURE LININGS,  
SEAL PLUSHES,  
UPHOLSTERERS' PLUSHES,  
PRINTED TWILLS,  
PRINTED CREPES,  
SLEEVE LININGS,

All the above goods are manufactured in full and attractive assortments, and when in town it will be to your advantage to call and inspect my samples which I shall deem it a great pleasure to show you and quote prices.

By placing your order with me you are dealing direct with the manufacturer and saving the middle man's profit.

J. T. B. LEE.



# SUMMER GOODS !                      SUMMER GOODS !

**W**E have in stock a magnificent assortment of goods suitable for the warm weather trade. We mention a few of the most prominent lines :

**MUSLINS**—White Victoria Lawns, Nainsooks, Indias, Tarlatans, Swiss Books, Apron, Hemstitched Lawns, Fancy Stripes and Checks, Lace and Satin Checks, Open Work and Nainsook Checks, Lining Books, Wigans and Crinolines.

**MUSLIN EMBROIDERIES**—Narrow Widths in good patterns and large variety, 40 to 45 inch Flouncings in Hemstitched, Tucked and Fancy Edges (new designs). Children's Flouncings in 20, 22, 24, 27 inch in Muslin and Cambric. Allover Embroideries in Swiss and Cambric.

**CHALLIES**—The New American Crepe in Sateen patterns, dark and light grounds.

**TIES**—New Clifton and Surah Ties, Embroidered Ends, in Cream, Pink, Sky, Yellow and Cardinal.

**VEILING**—A new shipment just received from Paris and Lyons in Composition Spots. These are the very latest in Black, Brown and New Colors.

**LINENS**—Tablings, Towelings, Towels, Hollands and Table Napkins.

**PRINTS** Light Grounds at Clearing prices, Regattas, special lines suitable for Ladies' Blouses. Also Gingham, Flannelettes, Art Muslins and Cretonnes.

**HOUSE FURNISHINGS** Lace and Cheneille Curtains, in late designs, White and Colored Quilts a large assortment, Kensington Squares in Union and All wool, Table Cloths, Floor Oil Cloths, Linoleums, Mats and Rugs. Our stock of Carpets is fully assorted.

**WOOLLENS**—Fine Imported Pantings, Coatings and Suitings, special Lines. Canadian and Imported Serges, Suitings, Black and Colored Italian Cloths and Fancy Silesias. Also many odd lines at Clearing Prices.

**GENTS' FURNISHINGS**—Fancy Drill Vests, a special line in Best English make, Stylish Goods. Cotton Neckwear in all the leading shapes, Gents' Linen Collars in various qualities, all new styles, Celluloid and Rubberine Goods, Rubber Garments, Braces and Belts, Silk, Linnen and Cotton Handkerchiefs, Linen and Momic Embroidered Carriage Dusters, Traveling Rugs, Trunks and Bags.

**HABERDASHERY**—We are constantly adding Novelties in Trimmings, Buttons, Braids, Tailors' Trimmings, Dressmakers' Supplies, Corsets, Belts, Mirrors, Soaps and Perfumes.

## JOHN MACDONALD & CO., WELLINGTON & FRONT STREETS EAST, TORONTO.

**PERRIN FRERES et CIE.**

**PERRIN'S GLOVES**

7 Victoria Square, Corner St. James St.,  
**MONTREAL.**

ARE THE BEST.  
ARE THE CHEAPEST.  
ARE PERFECTION.

Trade Mark "UNION MAKE"

**THE UNION SUSPENDER CO., LTD.**

55 and 57 Yonge Street, TORONTO.

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

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

Travellers are now out with full lines of Fall Samples.

Letter Orders solicited, which will have prompt attention.

**THE LEE SPOOL**

—TOOK THE—

- Gold Medal at the Jamaica Exhibition -

—AS THE—

Best Sewing Cotton for Hand or Machine Work.

**CALDECOTT, BURTON & SPENCE,**

Wholesale Selling Agents,  
46 and 48 Bay St.,                      -                      Toronto.