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APRIL, 1893.

THE CANADIAN

Good Goods

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"HEALTH BRAND"
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For Ladies and Children
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- Toronto Agency: 30 Wellington St. East. -

Special Lines of
Linen always
in stock

M. MOWAT

Careful buyers would
do well to inspect
our samples.

SP

DRY GOODS

Vol. III.

TORONTO, APRIL, 1893.

No. 4.

**THE J. B. McLEAN PUBLISHING CO.,
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Trade Journal Publishers,

AND

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ANOTHER CHANCE GONE.



CANADA must go another year without a national insolvency law. The Federal Government has closed another session and nothing has been done. And everybody is asking, why? The Boards of Trade of Toronto, Montreal and other cities and towns have been urging the matter steadily and persistently for five years or more. For over a year their combined wisdom has been embodied in a bill which was drawn up with the

intention of being presented in Parliament, but while it may have been shown around the Parliament buildings, in various lobbies and private offices, it has not yet been shown on the floor of the house. Mr. Speaker has not yet been officially informed of its existence, nor can he now be until some time in the opening months of 1894. A committee was appointed by the combined Boards of Trade of Toronto and Montreal to push the bill in Parliament, but apparently nothing has been done. The true reason appears to be that the Government was not sufficiently impressed with its importance to feel that they would receive public gratitude by taking it up, and would lose anything by procrastination. Whose fault is this? The committee which had charge thereof must have been lax indeed if they could not collect evidence enough to show that the merchants of this country wanted a national insolvency law. Let the Boards of Trade act promptly and energetically. If the

committee has been lax, put in new men with a backbone starched up to the proper stiffness, and let this remedy be brought about next session without fail. Surely with all the chicanery, corruption and fraud that is now being openly practised, some person can be secured who can present enough material to the Government to show them that business morality is suffering very seriously by the lack of this legislation. It is surprising to think that the Boards of Trade are so impotent as to be unable to secure the passage of a bill of this kind. There is a lack of earnestness and conscientiousness somewhere.

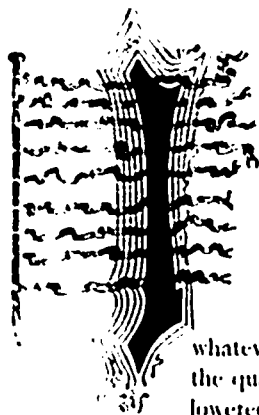
Public notice is hereby given to the dishonest merchants among our readers we doubt if there are any and those who are not our readers, that for another year they can cheat the wholesalers with impunity. Moreover, we extend our sympathy to the honest merchants in this broad Dominion in the affliction now oppressing them; in that they, by the dilatoriness of their leaders in trade, and by the laxness of the Federal Government, are to be put at a disadvantage by a continuance of the dishonesty which is rampant on account of the lack of a national insolvency law.

Ontario is badly in need of this legislation; in Quebec it is not so urgent on account of a very fair Provincial Act; the Maritime Provinces have most unjust laws regarding such matters; while a national insolvency bill is much needed in Manitoba, the Northwest Territories and British Columbia. It is said that some of the wholesale dealers in Manitoba and in some of the cities of the Maritime Provinces are against a national insolvency bill, because under the present various provincial laws, they can secure their debts, before creditors in Montreal and Toronto hear of the trouble; and being on the spot, by means of their preferences work out their claims in full. It is perhaps unjust to these merchants to repeat such a calumny, because it must be entirely untrue. We believe that, as a rule, the merchants in Canada desire to see debts paid ratably, whether the creditors live in a different province, in the United States, or in Great Britain. We believe, further, that five-sixths of the Canadian merchants, wholesale and retail, are not adverse to a national insolvency law, and at least one-half are anxious for its speedy inauguration.

A WORD TO THE READER.

This entire number will be found worthy of close study, but special attention should be given to an article headed "Drives and Jobs," and to an article on the silk situation. No reader can afford to miss these two articles. An article on the folding of dress goods will be found to be worthy of preservation. We are always pleased to receive communications and suggestions from our readers. There are many topics which the retail trade in the towns would like to see discussed, but which never reach the city dealer.

KNIT UNDERWEAR FOR 1893-4.



N underwear business is at present in one of the stages generally passed through by all lines of a similar nature: the competition between the mills running on this class of manufacture has been so keen of late, that prices have been reduced so as to leave extremely scanty margins; in fact, in some instances "leaders" have been sold without any profit whatever. As a natural consequence of this, the quality of the goods produced has been lowered to meet these exigencies and the general demand for low-priced goods. The inevitable outcome will, of course, be a reaction in favor of the higher grades, as soon as the public are awake to the state of affairs. In fact it may be said that this reaction has already set in. Take, for example, the line of heavy underwear which was mostly cotton, and sold for from \$3.50 to \$4.50 per dozen at the mill. Where a wholesaler two or three years ago used a hundred cases of these goods he now contents himself with a hundred dozens. The past winter has given cheap stuff the go-by in earnest style. Two or three years ago \$9 per dozen was the price of the best domestic underwear; now Canadian underwear of the better grades bring \$21, \$24 and \$27. This may be due to demand for better goods in part, but in part it is due to the ousting of cheap and medium grades of imported underwear. The lowest grade of imported goods several years ago was \$7.50 per dozen: now it is \$18. Why this change? Simply because our domestic manufacturers are producing lines which out foreign lines at a less price than \$18 per dozen. Under protection our manufacturers must gain in experience and power. Whether the cost of this is too high from a public standpoint is a political question, and must be settled by politicians.

The price of wool has been somewhat unsteady for considerable time and is now ruling slightly higher than a year ago. But so far this has had no appreciable effect on prices. Prices are firm, yet no advances of importance are asked. The talk of a combination to raise prices is still prevalent. The idea seems to be that one firm which now represents four mills will gain control of others and try to freeze out the smaller mills. So far nothing is apparent but talk. The scheme seems impracticable, although by no means impossible.

All the wholesale houses have placed their orders for fall delivery, and the mills are busily engaged in manufacturing the woollen underwear to be worn next season. With the exception of a very low ribbed shirt, there will be little change in weights or prices. Low lines have dropped slightly in price, but other lines are fairly firm. The mills are now bringing out imitations of goods that are destined before long to exclude all qualities of Scotch underwear. Domestic manufacturers are improving their goods with a rapidity which is astonishing, but very gratifying. The improvements this year are mostly in the finish of the goods, greater attention being given to the details of the finishing. The feel and appearance of the goods are an improvement over previous seasons. But the most notable advances are in the line of the shaping of the garment, and in the use of the ribbed skirt and cuff. The garments are being made more the shape of the body, the straight-bodied garments being a thing of the past

in the better lines. The goods are clean and stylish, and in every way equal to imported goods at similar prices. These improvements explain the extensive displacement of imported goods mentioned above. Ribbed goods are being displaced in medium grades by plain goods, and only very cheap grades of ribbed goods are in strong demand. There are two mills less on these very cheap ribs this year. Fancy stripes in plains are more numerous than in previous seasons. Pink, Shetland, sage, and light brown are the leading colors in these fancy lines.

TO THE INSURANCE COMPANIES.

NO TIME can be mentioned when a merchant is in a worse condition and more in need of kindly attention than just after he has lost a few thousand dollars by fire. Very few men carry an insurance equal to more than half their stock, and when the whole stock is destroyed they are in exceedingly straitened circumstances. The insurance seldom if ever covers the entire loss. This is such a well-recognized fact that when a retail merchant loses by fire, his creditors at once want a statement of his affairs, and immediately begin to press him for prompt payment. And it is just here that an insurance company can render him kindly aid by prompt payment of the money to which he is entitled on their policy. Old debts must be paid and new and larger ones contracted, and the merchant needs the cash and that at once. The insurance company which uses every pretext to delay payment is doing perhaps a greater injury than it imagines. A delay of serious length may mean a destruction of his business, by preventing him from holding his trade by a prompt replacement of his stock. A man's goodwill, if interrupted for two months, is much deteriorated in value, and this deficit is hard to supply or re-create. Of course the insurance company has a right to satisfy itself that no suspicious circumstances exist, and to have time to do this in. But it should hasten matters as much as possible, as their want of promptness may cause some of the evils mentioned. It is said that some insurance companies delay payments as long as possible to gain the slight interest that will thus accrue in thirty or sixty days. But a gain of this proportion to them may mean a loss of a hundred times as much to the merchant. Insurance companies should consider these facts and make payments as promptly as possible consistent with the circumstances of the case.

PROGRESS IN ACCOUNTING.

THE Institute of Chartered Accountants of Ontario is incorporated under an Ontario Act. It is instituted to improve the methods of accounting in Ontario, and to raise the standard of the profession in a general way. It has done good work and is worthy of commendation. A pamphlet containing a short address by Henry Lye, F.C.A., concerning the aims and operation of the Institute and the discussion thereon, has reached this office. It is worthy of perusal by every merchant and bookkeeper in Canada. We quote as follows from Mr. Lye's address: "There is no situation or occupation in life in which it is not at least desirable, if not absolutely necessary, to have a fair knowledge of the science and principles of accounts. The most eminent Judges pride themselves upon their attainments in this direction. Our most famous and successful lawyers are known for their proficiency in matters of accounts. The doctor in debt is the one who neglects his book-keeping. The unsuccessful merchant is the one whose accounts are badly kept, so

that he does not know how to ascertain from time to time the causes of his misadventures. The successful farmer is the one who keeps a strict account of every field and every animal on his farm --continuously cutting off bad stock and bad methods, and substituting those which demonstrate their profit in cold, calm, undisputable figures. The manufacturer who fails to keep a strict account with every class, every machine and every method of his establishment, finds at last that he has made himself rich with one finger, but has destroyed his capital, his credit and his reputation with both hands."

We also quote some sentences from the proceedings. The President said: "Our object is to benefit the monetary and commercial interests here in training up young men as good accountants; and any advice, any assistance or any hints you can give us enabling us to carry out the objects we have in view, will be most cordially received."

Mr. Paul Campbell remarked: "Speaking about book-keeping in regard to country merchants, the trouble with most of them is not bad book-keeping, but because they have no book-keeping at all. When a man comes to see our friend, Mr. Blain, and wants to compromise at ten cents on the dollar, he has no books at all; he says, 'I don't know what has become of them.' if you can teach them even bad book-keeping, you will have done something towards eventually having good book-keeping done by our friends the country store-keepers."

WHERE LIETH THE CAUSE?

SOME of our wholesale dry goods merchants are glad in their hearts that amid all the talk on the tariff question, no one proposes to raise the duties. They are glad of this, not always because they do not believe in moderate protection, but because under a high tariff there is a tendency to promote the growth of the dishonest importer class. When there is a high rate of duty, say on imported woollens for clothing manufacture, some dealer will be unscrupulous enough to try to get a shipment through with half the proper amount of duty, and if once successful he tries it again. Even if he gets caught once in four trials, he still is ahead by his scheme. The customs clerks are anxious to get their work done as quickly and as easily as possible, and this makes it easy to carry out such frauds on the customs as has been indicated. Dealers of this class will have their invoices sent over with blank duplicate already signed and certified correct, this will be then filled in and the amount will be the least the dealer thinks it is possible for such goods to be admitted at. An English manufacturer who visited this country not long ago remarked that he believed no English manufacturer could do business with United States dealers unless he sent in blank invoices. This is a grave charge to make against any set of merchants, and it seems difficult to believe that such a low state of morality exists among the importers of the United States. But this gentlemen professed to know that his assertion was true.

Assuming it to be true, where lieth the cause? Is this an inevitable consequence of a high tariff or is it rather the consequence of a low state of national and mercantile morality? As far as can be ascertained this evil is confined to the United States, or, at least, it is not practised to any extent in Canada. A few years ago some small frauds were discovered, but nothing of importance. This may be because of our smaller importations, or it may be due to greater mercantile honesty or to greater strictness among collectors and their servants, or it may be due

to a combination of these. But while it may not be a direct result of a high tariff, it seems to be an accompanying evil and hence the gratification of our honest importers, that dishonest importers will not be enabled to have any greater advantage over them than they have now, because the tariff is not likely to be materially increased.

HOW PASSEMENTERIE IS MADE.

ANNABERG, in Saxony, is a town famous as a centre for the manufacture of passementerie. Scores of trimming and passementerie manufacturers are located there. A recent visitor at one of the leading factories gives the following account of what he saw there:

Besides the designers, about one hundred and twenty girls were employed; everything is done by hand. The beads, of all colors and sizes, are procured from Coblenz and Venice, and the narrow silk jimp and the ribbons are mostly made in Anna-berg by hand-looms.

The design for a piece of beaded passementerie, say, is drawn on a thick piece of paper and given to a worker. She then sews on narrow silk cord jimp or buckram, according to what the foundation of the trimming is to be, and follows the pattern, basting this over it, through the paper, tacking the jimp or buckram firmly at different points to form the figure. When this is accomplished, the basting threads are cut, and then she has the design made of the foundation. Now comes the slow work of ornamentation by beads. Over the design she sews on with deft fingers, perhaps iridescent ruby beads in rows two or three to cover up the foundation completely. After this, she forms wheels, or fans, or crescents, or curves, in artistic designs within the open spaces of the pattern.

This last will perhaps be done with gold beads, or some other contrasting color. Or the pattern may be all jet, or all done in pearl white. This last firm has put out 17,000 different designs within the last two years --no two of them alike. In regard to values, what costs the original manufacturer a mark, or 23 cents, costs the final buyer in America \$1.

That sounds hard, but when you think of the number of people that have to make a living off this work, and the custom duties, it isn't so bad. There's the manufacturer, the importer, and the retailer, before you come to the customer. The firm had enormous books filled with finished pattern after pattern of different colors; they showed us delicate silk filigree work, the leaves of a single small spray taking hours to make, beaded ribbons of all colors and styles, and that latest fancy of fashion, those little beaded jackets that are worn over handsome dresses as garniture. The combinations of color in these were marvellous, aside from their beauty of design. Iridescent ruby and sea green and silver, shaded pink and white pearls, gold and black, electric blue and snowy white, iridescent green and bronze, old rose and copper--all the shades ever dreamed of by fairies were here. But not all this work is done in the factories; like the lace-making, much of it is made in the home of the peasants.

Mr. D. B. Jacques, who was over nine years in the employ of Messrs. John Macdonald & Co. of this city, has left to fill a representative position in Boston. Before leaving he was made the recipient of a very handsome gold chain and locket by his fellow-employees, as a souvenir of their friendship and esteem during the time of their association with him.

VALUABLE AND PRACTICAL.



N address was delivered by Mr. Paul Campbell, of John Macdonald & Co., to the students of Warmer's Business College in this city, on Friday, April 14th. Mr. Campbell took as his text, "A Few Hints on Getting Along in the World and Gaining a Competency." It is here reproduced for the readers of this journal, and it will be found to be intensely practical and valuable in many ways:

"Although money is said to be the root of all evil, the want of it is certainly very inconvenient, and although we should guard ourselves against the inordinate love of it, still it should be the duty of every honest and manly student here to aim to accumulate and safely lay aside for his old age a competency sufficient to keep himself in comfort. To deny himself in his youth and strength is his duty, so that he may accumulate, as Burns has nobly said, for the glorious purpose of being independent.

"The most of wealth personally held, especially in Europe and the older settled parts of the United States and Canada, was inherited by the accident of birth; but as all wealth is the result of labor and capital, those not so favored can by application, economy and judgment obtain more or less of it. Before proceeding to speak about gaining it, allow me at this point to mention a circumstance which has struck me very forcibly, and that is this: That many of that class who, commencing life with no adventitious aid, have by intelligence, application and economy made a fortune and have retired from the business in which they have accumulated this fortune, not feeling satisfied to invest their means safely in the many channels that are open to them, hazard it in new undertakings and schemes of which they have no expert knowledge and lose it. I have noticed that the self-made man loses his money more rapidly than the class that inherit it, as the class that inherit generally invest their money, through their solicitors, in mortgages and safe securities, having, I presume, no reliance (fortunately for themselves) in venturing it in commerce and manufacture. Whereas the self-reliant man who has made his fortune in the business he has expertly learned, though his reliance and conceit, feels assured that he can succeed as well in another line of commerce or manufacture such as changing from a retail business to a wholesale, from commerce to manufacture, and vice versa. I advise you young men, if you are fortunate in making a competency in the branch of business which you may select and learn, when you have made it once, stick to it closely, safely invest it in first mortgages (not second), in good stocks; or if in real estate, only in a large city, not in towns or villages. If you invest in real estate, pay for it out and out, have no money invested in equities, for equities in depressed times become like vanishing smoke. Buy real estate when everybody wishes to sell and sell when everybody wishes to buy.

"My text, you perceive, is gaining a competency, not making a large fortune, for large fortunes rapidly made, unless one finds a coal or a gold mine, are not generally fairly made, being the result of sin on the part of the individual or governments,

and entail loss and suffering to the many. Competency I define as a sufficiency of money which when invested will give sufficient interest to support an individual and those depending upon him in moderate comfort.

"The students of this college will, as a rule, first act as employees, and some may remain such during their lives. Let me premise further remarks by saying, although it may be a surprise and a disappointment to many present that the chances of moderate success, and of gaining ultimately a moderate competency, are probably greater to those that would be content to remain as employees, rise in that position, save and invest as much as they could honorably do year by year, than to those entering business. I saw a computation which I presume was correct, although I did not test it - that if a young man at twenty could save and invest each day one dollar at six per cent. at compound interest at seventy years of age it would amount to the enormous sum of \$500,000. A smaller amount would relatively and proportionately increase. The money spent uselessly in drink, tobacco and on other indoor expensive pleasures, by well-paid clerks and artisans, if hoarded and invested would in a series of years be the nucleus of a competency. I advise you to have recreation; it is necessary. Have plenty of it, but bookkeepers and accountants should have it in the open air. It is more healthful and costs less than indoor pleasures. In illustration of the want of success in business, notwithstanding intense application, such application as no clerk would give or be asked to give, and strict economy, never drawing more than \$400 a year, a merchant failed last week who twenty-two years ago, having saved \$2,500 as a clerk, embarked in business. Now if this man had continued in his situation he would to-day, instead of being an insolvent, have had an ample competency, with less work and more comfort during his past existence. I mention this fact not as a deterrent to any of you commencing business, but as an encouragement to those that may not like to hazard the risks of commerce and its anxieties, that by remaining as employees there is assured to each of you on certain lines comparative wealth and comfort in old age.

"I shall now advert to some of the qualifications necessary to the success of a clerk or a merchant.

"First: What knowledge you gain should be thorough, so exhaustive that you can apply it at once. Your Principal here will see that you obtain a theoretic and scientific knowledge of accounts, will teach you the broad principles of bookkeeping, but to apply it with confidence you must have practice. You should be in this position after you have left this college to say to any firm or merchant desiring your services, "I feel confident I can keep your books or superintend your office, but I am willing to accept a subordinate position and bide my time." When you have gained this subordinate position, see to it that you continue your studies and make yourself competent to fill a higher position at a moment's notice, because employers in this age never teach; they require the knowledge at once. Remember that knowledge is power. It is pleasure also. Keep well in advance of the requirements of your present position.

"The next qualification a clerk or a merchant should cultivate is manly courtesy; that courtesy which is the result of innate kindness of disposition. Time will not permit me to fully exhaust this qualification. I can assure you it will help you wonderfully through life. It is like oil to the wheel.

"Promptness and despatch are required. 'An undertaking once commenced is half done,' 'Business hurried is business ill

KNOX, MORGAN & Co.,

Wholesale
Dry Goods Importers
HAMILTON

PARASOLS

Orders for Parasols have been unusually large this season. We have repeated our **Best Selling Lines**, so as to be in a position to show a full range during March and April.

We would advise early purchases of these goods. Spring is at hand and first sales are the most profitable.

HOSIERY

Ask our traveller when he calls to show you our **Special Leader in Fast Black Hose**. We carry everything worth showing in this department. Prices reasonable.

LETTER ORDERS RECEIVE PROMPT AND CAREFUL ATTENTION

done,' 'Business despatched is business well done,' are true aphorisms.

"Character in its broadest and widest sense is as necessary to permanent success as ability.

"Accountants of all classes should study to preserve their health, as clerks in other occupations in case of temporary sickness can have their positions easily filled, but not so with a bookkeeper. His presence is always required, and his absence is a great inconvenience, and therefore will not be much tolerated. Do not throw your health away. 'Be not like the base Indian who threw away a pearl richer than his whole tribe.'

"Supposing now that you have obtained positions of trust as confidential clerks in the office of mercantile firms, or as principals, and know from your training the effect of discounts and interest of the small margin existing between profit and actual loss. I may point out to you some of the causes of failure pertaining to those that are economical, industrious, courteous and thoroughly honest, but lack common sense in conducting business. The general storekeeper carrying various kinds of stock, and especially in the dry goods trade, he invariably carries too much stock for the trade he does. Excessive stock means loss of interest and insurance, loss by deterioration of goods carried over, loss by increased charges caused by carrying stock. A good maxim where stock is carried is 'To do the largest possible trade on the smallest possible stock.' By doing so you keep down many of the charges and losses arising from the carrying of excessive stock. An excess of stock entails more loss and hurt to a business than being without needed goods. It is the worst of these two evils. A large stock does not necessarily mean a well assorted stock. It is generally the very opposite. 'Buy often

and in moderate quantities' is a good rule to abide by, as the tendency of all commodities is downwards in price. The great improvements taking place constantly in machinery has the effect to increase production and lower prices.

"In conclusion allow me to mention a circumstance in the life of the late Abraham Lincoln, President of the United States. When reverse after reverse followed his armies, surrounded by Job's comforters bemoaning their troubles and asking could anything be done and how could they win, he replied that 'he would peg away until he won.' I would say, follow his advice. Manfully peg away at any calling you may choose, and it will as a rule lead to success, and to all of you I would say, let not your lives pass as the shadow of a fleeting cloud, leaving no trace for good behind."

VELVETS AND VELVETEENS.

VELVETS and velveteens are in active demand in the Toronto market. Brown shades of golden, tabac and seals are scarce, and enquired after. Myrtle, is also a scarce color. The demand for greys and fawns is up to a year ago, but there is a falling off in the enquiry for navys. A great many velvets are worn in the new costumes seen on our streets, a favorite style being three or five graduated widths in rows round the skirt. A great many of the same shade as the dress material are seen. Others seen prefer to trim in either lighter or darker than the cloth, while some go in for contrast, for instance a golden brown velvet on a greyish blue whipcord. Blacks are used on all colorings. Velveteen is generally conceded a fall and winter article. The fall promises big for velvets, and retail merchants will do well to keep this in view in buying for autumn.



DRIVES AND BARGAINS.

43-INCH WOOL
DRESS GOODS.

JOHNS MACDONALD & Co. are running a special line of 43-inch wool dress goods in good patterns at 35 cents per yard, the original price of which was 50 cents. This is a bargain which is not often offered.

3,000 DOZEN
ECLIPSE COT-
TON HOSIERY.

WYLD, GRASSETT & DARLING are offering special lines in Black Eclipse cotton hosiery at prices varying from \$1.25 to \$3.50. These are shown also in children's sizes at various prices. Colors are also shown in these goods as well as the black.

DELAINETTE
RETAINS
AT 12½c.

DE LAINETTE is a new material which is a substitute for prints. The particular beauty of the cloth is the manner in which it drapes suitable for blouses and many other uses. The colors are fast and washable. A full range is carried by Caldecott, Burton & Spence, in spots, florals and stripes. It is about equal in price to prints, retailing at 12½ cents with a fair profit.

6c. RANGE OF
EMBROIDERED
EDGINGS FOR 4c.

ASPECIAL line of fine narrow embroidered edgings, in box lots of sixteen pieces, has been secured by Gordon, Mackay & Co., who are giving their customers the benefit of the purchase by offering goods worth in the regular way six cents for four.

TO RETAIL
THREE PAIRS
FOR 50 CENTS.

WR. BROCK & Co. early in the season, before the advance in raw cottons, made a very heavy purchase of Hermsdorf's Absolutely Stainless Black Cotton Hose, in a line called "Buster," which can be retailed with a good margin at three pairs for 50 cents. Full fashioned throughout.

23-INCH
TWEED EFFECT
DRESS GOODS,
10c.

IN order to effect a speedy clearing of a range of 23-inch tweed effect dress goods, containing 300 pieces, Gordon, Mackay & Co. have reduced the price from 18½c. to 10c. Handsome assortment of patterns, and they can be retailed for 25 cents.

THE MONTREAL MARKET.

THE cold weather that ruled during the latter part of March and during the present month has seriously interfered with the volume of trade in the various lines of dry goods. There was every indication of a good sorting-up trade until the cold spell set in; until it did, business was quite brisk, but it has fallen off sharply since, and the presumption is that dealers throughout the country have not had an opportunity of breaking into their stocks in earnest. No one is surprised therefore that the travellers who started out on their sorting up trips at the first of the month have not had much encouragement so far, and merchants feel disappointed, for although they expect to turn over as large a quantity of goods as last year, they were calculat-

ing all along on an increase, but the unfavorable atmospheric conditions have made this possibility unlikely now. Consequently the month as a whole has been a quiet one, with little out of the ordinary run of business. Visits have been received from a few out-of-town buyers from immediately adjacent districts, but the purchases in this connection have been small and the aggregate turnover unimportant.

Remittances at the close of March and for the first week in April were good, the paper falling due on the 4th of April being met much better than on March 4th. Latterly, however, they have shown a falling off, which is attributed to the prospects of a very late season which tends to make people hold on to their cash.

A feature of the month has been large purchases of hair loti on this market by American buyers, and the worst of it is that some houses have oversold. The consequence is that prices are fully 25 per cent. higher.

Silks and satins received considerable attention, which certainly does not go to show that the country is impoverished or people would not feel disposed to indulge in expensive garbs.

Light woollen dress goods have been called for to a fair extent.

The cotton position remains firm, but there have been no further advances. Indeed it is considered unlikely by the trade here that there will be any, for if there is much further appreciation values will reach a limit where American cottons can be brought in. It is a well known fact in this connection that the manufacturers across the lines are closely watching our market and would immediately rush in goods as soon as the opportunity offered. This fact makes it improbable that our manufacturers will put up prices any further. Stocks in second hands are small, in fact remarks made last month about a well cleaned up market apply more so to-day than they did then.

The demand for white grey and colored cottons was equally as good as in other lines, but fell off from causes outlined above as it did in other branches.

There has been more talk here about the proposed combine of the various woollen mills and report has it here that it will shortly be consummated, but beyond this rumor nothing definite is known about the matter. Advices from Huddersfield to English agents here state that in some lines of woollens that an advance of 7½ to 10 per cent has been established.

The millinery houses report that business is quiet and say that their travellers are having no end of sorting trips. They have been doing something in a small way on summer account in lines of cheap lots, etc., but even that has dwindled down to nothing during the last week owing to the cold cloudy weather.

At the annual meeting of the Dominion Cotton Company, held on Thursday, the 13th inst., the president read a very satisfactory annual report. It referred to the improvements on the Company's property during the year. The earnings for the year were about twenty per cent. on the capital of \$3,000,000. Out of this were paid four dividends of two per cent. each and \$100,000 carried to the contingent account, and \$200,000 to surplus, which now stands at over \$1,000,000. Mr. Gault said that although it cost lots of money the company was bound to keep its eleven mills in perfect order. The most modern machinery is employed, and even if the Government should come back to the tariff which was in force during the Mackenzie regime, the company would be in a position to compete with the whole world, not even excepting England. The statement of the year's business was highly gratifying to the shareholders present, who passed the usual votes of thanks.

ALEXANDER & ANDERSON

We have passed into stock the following seasonable and desirable lines, making our stock specially attractive for the assorting season, viz :—



Printed all Wool French D'Laines.
 English and American Challies, Prints, Sateens, etc.
 Black and Cream Nun's Veilings.
 Checked Summer Silks—small and Medium Patterns.
 Colored Surahs, Shot Surahs, Plaid Surahs, etc.
 Black Wool Grenadines—various prices.
 Cream and Cardinal Boating Serges.
 Dress Cheviots in Wood Brown, Fawn, Grey, Green and Slate.
 Navy and Black Estamines and Diagonals—at all prices.
 Full range of our Celebrated Black Wool Cashmeres.
 Black and Colored Velveteens.
 Parasols, Hosiery, Gloves, Embroideries, etc.

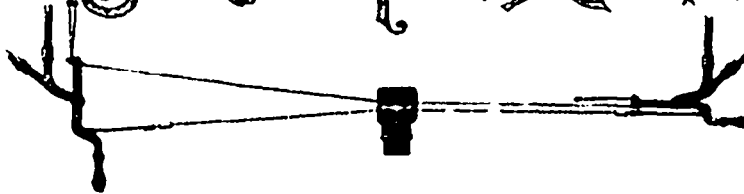
—INSPECTION RESPECTFULLY SOLICITED

ALEXANDER & ANDERSON 43 Front Street W., TORONTO.

IMPORTANT NOTICE TO MERCHANTS

The Barr Cash & Package Carrier Co.

Avoid Liability for Damages
 in Buying Cash Carriers
 Infringing Barr's Patent.



The Patent Office Decides
 in Favor of the Barr
 Patents.

Two Strong Decisions Rendered Each Unqualifiedly Awarding
 Priority of Invention to Barr.

When Purchased, if put up in store by this Company, price per line, \$35.00.

When Purchased and put up in store by purchaser, price per line \$30.00.

When put in under lease of three years, 1 line, \$15.00 per year; 2 lines, \$12.00 per year each;
 3 lines or more, \$10.00 per year each.

When under 5 years lease \$1.00 per line less.

The rent must be paid in advance for each year.

HAMILTON BRASS MANUFACTURING CO., Hamilton, Ont.,

General Agents for Canada.



WINDOW DRESSING.

IT IS granted that nothing is so successful in window dressing as the original. The object of the window dresser is to draw attention to the wares displayed, consequently the more attractive the display is made the more efficacious it is for advertising purposes. A window display must be original to be successful. A display may be very creditable and tasteful, yet be devoid of the quality of usefulness as an advertising means. As an artistic arrangement of goods, and as a piece of perfect harmony in coloring, it may be very commendable, but still may not fulfill the purposes for which it was designed.

The great danger to be avoided by the man who performs a daily round of store decoration and window dressing is the getting into a groove. Unhappily, says the Chicago Dry Goods Reporter, there is such a tendency with even the best. The danger can be obviated by any man who uses the thousand and one ideas that circumstances will suggest.

Some class of goods permit a greater scope for originality than others. Handkerchiefs and linens, for instance, possess the faculty of being readily formed into any design. Dress goods and silks are also capable of being originally treated. In fancy goods and toys, originality is shown in the manner of placing the goods. They lack a great many advantages possessed by goods which can be draped or twisted into a shape to suit a design.

To the amateur window dresser no goods contain so few features to help artistic treatment as clothing. Yet displays of such goods can be made not alone interesting, but decidedly attractive. Some among Chicago window dressers succeed in this respect. In this they are helped materially by the electric lights, which they arrange in place to follow the outline of a design.

A very attractive show of clothing was recently made by the trimmer in a State street clothing house. It was a series of graduating arches, the largest of which was nearest the window light. On the face of each arch coats and vests were artistically placed, the spaces being filled up with cheese-cloth in various colors. On the concave edges of each arch, colored electric lights were thickly placed. At night the effect of this display was a source of considerable attraction, and, no doubt, added to the receipts of the house.

The treatment of ribbons denotes the presence or absence of the harmonious sense in the window trimmer. A stock of ribbons contains such a variety of coloring that there is always present a possibility of committing a multitude of errors in using them for displays. Every fool can use ribbons in making a display, but only the real artist in the window-dressing profession can do so without offending against the laws of correct taste.

There is one unassuming man in a small store in this city who is possessed of a refined taste that is natural and admirable. This week, in the store referred to, a show of ribbons is made which contains artistic qualities that would shame some of those who deem themselves masters in the art of window-dressing. In this display but two shades in the various tones are employed.

Such is the delightful harmony displayed in the arrangement that people are forcibly attracted to stop and study. The simplicity of the show is its most admirable feature—only two horizontal rods being employed in draping. The ribbons exhibited are in all the charming variations of green and heliotrope shades which hold a prominent place in current fashions and which are thus aptly emphasized.

WHERE SOME MAKE FAILURES.

How often does it happen that we come upon a window where the decorator has selected a central point in the rear of the window and has from that point radiated out to the glass, a display of dress goods which as a whole design is a splendid representation of a gigantic candle extinguisher, but a complete failure if true window dressing means that only which is governed by the law, all details shall minister in the highest degree possible to the rapid selling of the goods displayed. If, says the Dry Goods Economist, that is the intention of window dressing, then the accentuation of every individual charm of each individual piece displayed must become the ruling object and intention of the true decorator, or, in other words, the emphasizing of the beauty of the fabric, the beauties of color and design, and the full and perfect adaptability of the article to the uses for which it was made must be the ruling desire of the true window dresser. Fancy a salesman at the dress goods counter saying: "Wait, madam, until I show you what a fantastic figure I can make up with this piece of stuff." Such a man would instantly be discharged as a lunatic, and yet to judge from the many eccentric displays made he might be hired by the next door man as a professional decorator.

Let us follow a lady and her friend who are out to buy a new spring dress. They come to X's window and they join the crowd and admire the great design of the great extinguisher. They exhaust all their feminine phrases. "How lovely! Why you would think you was looking away down a long tunnel." "It is just too cute for anything," etc. They fully noted the design, the extinguisher—but the fabrics, no! The details of the grand design were lost in the design itself. The extinguisher as an extinguisher was grand; they, however, were looking for dress goods, so they pass on.

Next door to X, Mr. B. has a store. He has not a professional window dresser. His department men dress the windows and do the best they can. They drape a piece of goods as near as possible to how it may be worn, their object being to make it as seductively charming as possible, and so, very naturally, our two lady friends stop and admire the goods displayed, and by that admiration they are induced to enter and look at Mr. B.'s stock. Mr. X. has an attractive window and a crowd on the sidewalk. Mr. B. has a modest window in which goods display their own individual beauties, and he has the crowd not on the sidewalk, but at his counters.

The object of art applied to window dressing is not to hide the materials used to produce the whole design of the window, but that each piece which enters the composition shall be there to display in the best possible manner all that it possesses of desirableness. There may be times when eccentric displays are almost necessities, as at the Christmas holidays, but there never is a time when the genius of business should be forgotten, that genus or spirit of business life is "sell;" there is no other purpose in a store. Sell, sell, sell!

The best dressed window is a failure if the glass is not clean and bright.

THE FURNISHING TRADE.



Men's wear shows no abrupt changes from previous report. The Toronto shirt makers are crowded with orders for colored cambrie shirts. These are made with an open front and attached cuffs, the whole shirt being of the one colored material. Some customers are having colored collars made also, but the fashion seems to decree white collars. Some shirts with white bodies, and colored bosoms and cuffs are shown, and have a fair demand. The trade in negliges has not opened up yet.

In neckwear bows seem to predominate at present. The extreme varieties are very, very wide, with broad stripes or large figures. The broad flowing end tie, a variation of the four-in-hand, is in favor with the best class of trade, bows with the wearers of less extreme goods. Light colored cheap ties in knots, four-in-hands and derbys are in strong demand with the wholesalers.

The tailors are busy. Quite colors predominate in suitings. Spring overcoats are very long with a roll collar. Merchant tailors will find some useful hints in the account of what the wholesalers are showing.

WHOLESALE GLEANINGS.

Venetians and whipcords are selling well for spring overcoatings. Wyld, Grasett, & Darling have found these in strong demand, so that they have been obliged to repeat several times in order to maintain their stock. Their range in all spring overcoatings is very extensive, and seems to have found favor with the bulk of buyers.

W. R. Brock & Co. have certain lines of black worsted trouserings which are always in strong demand. The weight of these lines are suitable for all seasons of the year, and scarcely a week passes but they are receiving additions to their stock. The prices are popular, and every Canadian dealer who has handled their trouserings knows that this range is unexcelled. This is a well known special feature of their woollen department.

Strap bow ties are the latest in men's neckwear, and Gordon, MacKay & Co. are showing a very handsome line in light and dark fancies, an assortment of which every merchant up to the times ought to carry.

Whipcords for suitings and overcoatings are shown in all shades in John Macdonald & Co's woollen department. The leading shades shown are grey mixtures, while fawns and browns are also in good demand. The new hop-sack suiting in serges and worsteds is in fairly good demand for spring and summer wear. Their Belwarp's serges are in constant demand and always in full stock.

Fast black cotton half hose are shown in plain and ribbed, with and without silk clock, and in various qualities, by Wyld, Grasett & Darling. They are well prepared for the summer trade in these goods. Their stock of cambrie and cashmere vests is well assorted. Their variety includes solid creams, and in all kinds of patterns. A navy cambrie vest with a white spot or figure is a new thing, and is taking exceedingly well.

One of the finest lines of men's furnishings shown by Gordon, MacKay & Co. is their large range of suspenders, which include

English, American and domestic manufactures, from the lowest prices to the best grades.

Bicycle hose in black and navy are shown by Wyld, Grasett & Darling. They claim these to be better value than the ordinary bicycle hose.

W. R. Brock & Co. are selling a nice line of light-colored trouserings in diagonals, with stripes and indistinct checks, suitable for the best trade. These are shown in Scotch tweeds and English worsteds. Worsted Bedford cord trouserings in five leading shades are shown. These are the newest thing in the market, and their effect is very pleasing indeed.

THE LATEST NEW YORK STYLES.

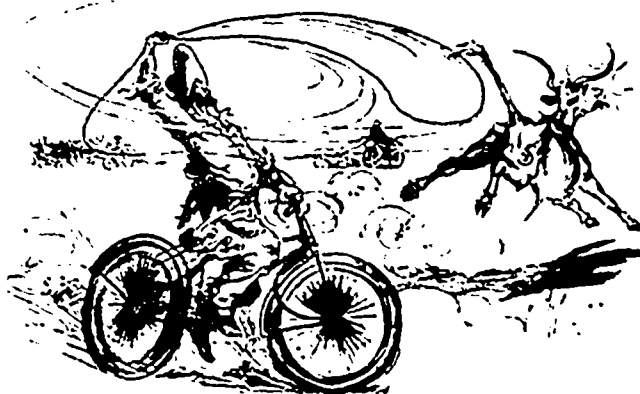
Knots with straight lined aprons are a little more desirable but those with flowing ends, the knots very small and ends very wide and liberal, are the best property in this class of scarfs, and these are really quite desirable. They should be made on the bias. De Joinvilles, says a writer in the Apparel Gazette, are daily increasing in popularity. If they are made of pure soft silk and the wearer understands how to manipulate them, they make, without exception, the dressiest necktie that can be imagined. Lately, so-called washable De Joinvilles have made their appearance. The material is cotton of so-called diminutive honeycomb and other fancy weaves. They are nearly all white ground, with delicate figures, checks and stripes, in pearl, pale and navy blue, red and black. They are said to wash well and are very pretty. A prominent London firm introduced these several years ago, and in England they are very popular.

* * *

The collar manufacturers have not introduced a new shape for a month. The best selling collar is a straight stand up, two and a quarter inches high at the back, two and five-eighths in the front, points slightly bent, and space a quarter inch. The "turned point" collars are, however, quite popular, and will undoubtedly remain so during the entire season. There is an inclination for a larger point than has been worn, and in the fall, it is thought, they will become quite the thing.

* * *

In underwear and hosiery a texture of silk and lambswool in a soft silver grey shade, which gives this underwear a peculiarly rich appearance, has been introduced by Budd and is selling well. Novelties in bath wrappers are also seen; the material is fine cotton derry, the ground a mixture of canary and white, with single and cluster stripes of satin, in shades of light and dark blue, gold and crimson; hoods are largely dispensed with and wide collars take their place.



THE MARCH OF MODERN IMPROVEMENT.
The cowboy of the near future.

— THE ONLY —
CHURCH BRAND
SEWING NEEDLES
 ARE

SEE
 THAT
 EACH
 PACKET
 HAS
 THIS
 TICKET



SEE
 THAT
 EACH
 PACKET
 HAS
 THIS
 TICKET

NONE OTHER GENUINE.

Manufactured by **HENRY MILWARD & SONS, Ltd.**



The Patented Napa Buck Glove has no equal.
 Price refunded if they do not meet our representations.
 We have the exclusive right for Canada. No others genuine.

W. H. Storey & Son,

GLOVE MANUFACTURERS,

ACTON, ONT.

MANUFACTURERS OF THE
 CELEBRATED MOCHO GLOVES.

S. Greenshields, Son & Co.

17, 19, and 21 Victoria Square, and
 730, 732, 734 and 736 Craig Street, **MONTREAL**

ARE NOW OFFERING
 LARGE LINES

Gibson Gingham

5 Cents, - - 60 Days.

St. Croix Gingham

6¼ Cents, - - 3 Months.

**CALDECOTT,
 BURTON
 AND SPENCE.**

SILK AND DRESS GOODS IMPORTERS,
 TORONTO

Draw Attention to the following

TRADE WINNERS

JAPAN SILKS DIRECT FROM JAPAN IN
 NATURAL AND DYED SHADES.

Surahs, Pongees, Bengalines, in every new shade.
 French Dress Fabrics, including the Whipcords and Bengalines now so fashionable in exquisite colorings. We also offer a range of Delainettes, with forty-six different patterns which have proved themselves to be splendid

BUSINESS BUILDERS

For the Retail Merchant.

**CALDECOTT,
 BURTON
 AND SPENCE.**

Orders will have
 Careful Attention.



THE SILK MARKET.

THE continued firmness of the raw material, with the prospects of crops very little, if any, better than the past three seasons, together with a largely increased consumption, necessarily forces the price of all silk goods upwards. When their advance will end it is not easy to estimate, but those whose business it is to watch this market are uniform in their opinion that we will see silk still higher before the end of the year. Certain it is that Dame Fashion is doing all in her power to put the market into this condition, and if, as is predicted, velvets take a run this fall, together with the styles now in vogue so largely consuming silk -- as ribbons, blouses, silk skirts, dress goods -- it is just a little difficult to predict what prices the consumer will be paying for silk in 1894.

To-day the silk market stands higher than it has for the past seventeen years. Advices from Lyons and Milan and from Yokohama and Shanghai report the markets firm and still advancing.

Large dealers and speculators are now controlling the visible supply of raw material and are forcing manufacturers and spinners to pay big advances, and in no case has the manufacturer been able to get a proportionate advance on the finished article. A much larger proportion of silk will be required than heretofore in the making of silk velvets, plush, etc., and many manufacturers in the United States are buying all they can possibly manage in the firm conviction of good prices and a certain rise.

To give a more accurate idea of the present state of prices it may be mentioned that Italian and Japanese silk, used mostly for weaving purposes, has advanced fully 50 per cent. since April, 1892. The best grades of China silk has advanced 40 per cent. and the low grades 25 per cent. Low grade Cantons have advanced only about 15 to 20 per cent.

Silks in 1876 were over a third higher than they are now but the next year they dropped to a lower point than they are now at, and have ever since been very low. They were never lower than last year, the prices obtained by silk producers being very inadequate, and the present rise will no doubt be permanent. Broad silks have advanced fully 20 per cent. and ribbons are firm at a 15 per cent. advance. Silk gloves and mitts are held at an advance of 12½ per cent. on February prices. It will thus be seen that manufactured goods have not advanced nearly so much as the raw material. But the advance in these will be gradual and steady for some time. Buyers now in Europe report a rising market to buy in.

The situation is about this: The wholesale stocks held in Toronto are not large, with perhaps two or three exceptions. It is very doubtful if houses here will continue to buy as their wants arise, or whether they will stop buying, preferring to sell what they are holding and staying out. From what we have gathered this latter course will be pursued, and if this is the case the stocks will be run very small. We do not recommend retailers to load, but when silk can be bought at old figures no mistakes will come of it.

W. H. STOREY & SON'S GLOVE WORKS, ACTON.

A REPRESENTATIVE of THE DRY GOODS REVIEW having an hour at his disposal while at the pretty town of Acton, Ont., recently spent it in looking through W. H. Storey & Son's glove factory. This important Canadian industry is the pioneer in its line, and the age and experience have been gained necessary to the production of as fine goods as can be found at home or abroad. That this fact is recognized is shown by the market that has been secured throughout the Dominion. Fully 200 busy hands find employment, and the "Storey" interests constitute a most important factor in the town's prosperity.

In company with Mr. W. H. Storey the different departments were visited and there were evidences at every step of energy, perfect system and order. In reply to the query as to whether any recent changes had been effected, Mr. S. replied by directing attention to a new 25 h.p. Wheelock engine, made by Goldie & McCulloch of Galt, which had just been placed in position. The power is applied to relieve scores of men and women from the labor of running the long tiers of sewing machines in use. This enables the operator to devote his or her entire attention to the work in hand, and the speed is under perfect control.

The stock rooms were especially interesting, for here were the coverings of animals so rare as to be almost extinct, and which have been gathered from our fields and forests or foreign lands. Much of the stock is of Canadian manufacture, but in order to furnish goods to suit every taste, European and other foreign countries have been laid under tribute. One great advantage, and which enables the firm to successfully meet close competition, is that a well-equipped skin-dressing establishment is under the same control in Acton. This is devoted to the preparation of fine grades of heavy leathers, such as buck, elk, antelope and mocha goods. This latter material is specially adapted for glove purposes, it being capable of receiving a fine finish, and so durable as to give any amount of wear. It is safe to predict that mocha will, without doubt, be the most popular thing in the market. The mocha is a South American and African animal, a cross between the sheep and goat. As to the quality of the output as a whole, this is so well known that no eulogy is necessary. The designs are obtained from the best skill at home or abroad, but in fact nearly all the firm's own conception. Thus nothing old is retained longer than the demands of fashion render changes expedient. All this implies that only the best workmen are employed, irrespective of cost.

Mention should also be made of the line of moccasins for adults and children. The latter are especially tasty and neat, and are, therefore, both ornamental and useful. Those of our readers who visit Acton should by all means call at the glove factory and see a most interesting and instructive establishment.

THE NECESSITY FOR ADVERTISING.

Oh, merchant, in thine hour of e e e,
 If on this paper you should e e e,
 Take our advice, and now be y y y.
 Go straightway out and advert i i i.
 You'll find the project of some u u u,
 Neglect can offer no ex q q q.
 Be wise at once, prolong your d a a a,
 A silent business soon d k k k.

London Tit-Bits.



SPRING

1893

RIBBONS

SPECIAL DESIGNS FOR
THE DRY GOODS AND
MILLINERY TRADES . .

••

Reid, Taylor & Bayne

TORONTO

WE show a magnificent Range of **DOUBLE
FACED SATIN RIBBONS** in beautiful
Shades, all Widths.

Fancy Ribbons in Immense Variety.

Veilings A Heavy Stock of all the
latest productions in Black and Colored
newest shades including Violet.

Flourning Goods A Special feature
with us.

Flowers Our Stock is unequalled.

Ostrich Feathers,

Ostrich Mounts,

Straw Goods, Leghorn Hats,

Special Values.

. LACES .

Beautiful Designs in
Black and Colored
Silk Laces,
New Bourdon Laces,
Irish Point Laces

SUMMER MILLINERY.

EVERY milliner is asking for plaques. From every customer is coming up the cry, plaques, plaques. Strange it is that such a run should be experienced on so insignificant a looking shape as the flat, pancake plaque. But their flatness and pliability seem to be their taking features, because each milliner can thus mould it into any shape she desires. No two hats need be made exactly alike.

Other numerous shapes are taking well. These are smaller than the wide plaques, and most of them possess an apology for



FIG. 1.

a crown. When trimmed with the newest shades of ribbons such as the Chicago, Violette, Eveque, Russe, Bagateile, or Ophelia with feathers and velvets to match and some of the gay flowers so abundantly worn, the shape becomes insignificant compared with its decorations.

The summer openings in Toronto are on April 24th, and the displays will be worth seeing. Leading American, French and English novelties of all kinds will be displayed in profusion.

Ostrich mounts and feathers are increasing in demand. In Paris they are running strong at present.

SUMMER HATS.

The accompanying illustrations are from photographs of four



FIG. 2.

beautiful French pattern hats as shown by Messrs. J. D. Ivey & Co., at their showrooms at 53 Yonge street, in this city.

No. 1 is a black lace hat studded with jewels, and trimmed

with Persian chiffon trimming and Nacte roses.

No. 2 is a large eminence purple clip hat, crown cut and bent into this shape, trimmed with ribbons and roses to match. Short bow and roses under brim at back.

No. 3 is an amethyst rustic straw, trimmed with fluted black lace, amethyst pins, black velvet ribbons and ties, and shaded green and amethyst Prince of Wales feathers.

No. 4 is a large flat hat made of Nile green ribbon-straw, Doctor of Music crown, trimmed with fluted net and ostrich tips.

WHAT THE WHOLESALERS WILL SHOW.

D. McCall & Co. have received a large shipment of check surahs, so much in demand at present.



FIG. 3.

J. D. Ivey & Co. are making great preparations for the assorting season, and will show next week new lines of the very latest productions in hats and plaques. They will also show a full range of new laces, flowers, ribbons and fancy novelties. When questioned, Mr. Ivey expressed the opinion that there would be a very large trade in ostrich feathers and mounts during this summer season. These trimmings are very becoming to the present style of hat shapes, as the new method of mount-



FIG. 4.

ing the feathers and ornaments makes a very striking appearance. Moreover, all their latest importations of French and English patterns are largely trimmed with ostrich goods, thus showing that they are taking well in Paris and London. Mr.

Wyld, Grasett & Darling.

••••

OUR ASSORTMENT FOR THE

SPRING ^A_N^D SUMMER

TRADE WILL BE MAINTAINED
IN EVERY DEPARTMENT—WITH
WEEKLY SUPPLIES OF

GLEAM, . . NEW, ATTRACTIVE GOODS

TRAVELLERS' AND LETTER ORDERS
RECEIVE PROMPT ATTENTION.

••

WYLD, GRASETT & DARLING
WHOLESALE DRY GOODS AND WOOLLENS
TORONTO.

W. R. Brock & Co.

WHOLESALE

Woollen and General Dry Goods Merchants

Received this month special lines in Worsted Goatings, Spring Overcoatings and Trousers, also a very complete range of Tailors' Trimmings.

Dress Goods.—Just passed into stock latest novelties in Shot Diagonals, Silk Mixtures, Bengalines, Shot Epinglines and Jacquards, Crepons, Cheviot Beiges, Nuns Veiling, Etc.

Letter Orders receive careful and prompt attention.

W. R. BROCK

ANDREW CRAWFORD

T. J. JERMYN

COR. BAY AND
WELLINGTON STS. TORONTO

NEW SPRING HATS

A. A. ALLAN & CO.,

51 BAY STREET, TORONTO

HEADQUARTERS FOR

TOURIST HATS, CRUSH HATS, SELF-CONFORMING STIFF HATS

In all the Leading Styles and Fashionable Colors.

SOLE AGENTS FOR

WAKEFIELD'S LONDON
LESLIE & CO. LONDON

English Silk AND
Felt Hats . . .

CORRECT STYLES IN STRAW GOODS

An Immense Stock of Men's, Boy's and Children's
in Split Straw, Rustic, Sennit, Mackinaw, Etc.
Men's and Boys Harvest Hats in Large Variety.

Novelties for Children.

Novelties for Boys.

LADIES AND MISSES

FINE SPRING MANTLES
AND CAPES.

PARASOLS,
UMBRELLAS,
AND SUNSHADES.

STRAW, LEGHORN AND
CHIP HATS.

Placques in
every quality.

ORDERS RECEIVE
CAREFUL ATTENTION

••

D. McCALL & CO'Y

WHOLESALE
IMPORTERS

TORONTO AND MONTREAL

Ivey declared that ostrich mounts and feathers would be good stock during the whole of the coming season.

D. McCall & Co. are showing an immense range of plaques in every color and quality; this is a perfectly flat hat, but make into every imaginable shape by the milliner. There has been a strong call for these during the past two weeks, they were not shown in as great range at the Spring Openings. Now they are shown in all colors, and in plain fancy and combination braids. Another line of hats which they are pushing is a coarse straw in mixed colors; called the "Rough and Ready" hat. Some shapes are almost like the plaques, only slightly turned up in one or two places and with a triangular opening in the rising back; these have a small half circle for a crown. Walking hats, and hats with a sugar loaf crown are also shown in this rough straw. The house will make an excellent display on the 24th of new novelties just out from England, in shapes, flowers, feathers and other ornaments. Some very extreme things in flowers are shown suitable for ornamenting the flat shapes that are now shown. Small bunches or small sized flowers are being much used. Bright colors predominate.

Reid, Taylor & Bayne will make an elegant display in their spacious warerooms on the 24th and following days. Mr. Taylor has just returned from London and while there personally selected the latest summer hats and trimmings. Among the newest bonnets and hats shown by them are the "Daisy" bonnet, "Dutch" bonnet, "Willow" bonnet, "Breton" hat, "Coif" bonnet, "Horseshoe" hat, and "Sappho" hat. In untrimmed hats they show the latest shapes from the English, French and American markets. They show an excellent range of plaques, although these are scarce goods. In feathers they show the latest novelties in shaded goods which are so fashionable now. They also show feathers, ribbons and velvets to match in all the new shades, such as Eveque, Bagatelle, Russe, etc. This house has two leading specialties. The first is mourning goods, and at present they are showing some very new things in trimmed hats and bonnets, as well as a full range of mourning's goods of various descriptions. Their other specialty is their line of children's white lace hats. This line is most extensive and always receives a great deal of attention. In both of these special departments they will make an extra display for the coming millinery openings. Every visitor to the market next week should call at this house, and they will be assured of courteous attention.

TWO FANCY GOODS FIRMS.

The Boyd, Bower & Brummell Co., 3 Wellington west, were unfortunate enough to have a disastrous fire in their third flat last week, which consumed fancy goods to the extent of about \$3,000. Happily the other flats were comparatively uninjured, and there will be almost no delay in filling orders. The burnt stock will be replaced at once, and the range will be as large as ever in a few days. They have secured some striking novelties for the present fancy goods trade, but owing to the fire it was impossible to secure a description of these for this issue.

The Joy & Seliger Co.'s Canadian branch, in this city, contains some excellent lines of fancy goods in aluminum, plush and oxidized varieties. Albums, dressing cases, photo frames, and many other novelties are shown in a variety and with a freshness of design which should cause their line to be appreciated by every live dealer. The full line of samples is not yet

opened up; but will be ready for inspection very shortly. Aluminum novelties promise to be the rage this year, and no firm shows a greater range than the Joy & Seliger Co.

LATEST JOTTINGS.

Winnipeg wholesale merchants have just organized a strong jobbers' union, with James H. Ashdown as president.

Comfortable and extremely neat in appearance is what the new building of the St. John, N.B., Board of Trade is reported to be.

It is said that Henry Morgan & Co., the Montreal dry goods firm, have given the sum of \$10,000 in bonuses to their employes.

Burns & Lewis, is the name of an enterprising clothing firm in London, Ont. Especially in juvenile clothing, they show special lines.

Sutcliffe & Sons, dry goods merchants on Yonge street, in this city, are pushing strongly for trade. Besides their entrance on Yonge street, they have now secured one on Queen, which will no doubt secure extra trade, at the same time giving them extra room.

On April 25th two dry goods stocks will be sold in Toronto at Suckling's auction rooms. That of Patterson & Co. of Lindsay is inventoried at \$6,075; that of Howson & Co. of Walkerton at \$7,812. The cash required in the latter is \$3,000, in the former one-quarter of the price paid. Both are desirable stocks in live towns.

Journeymen tailors have not the reputation of being very energetic, but they can at least be stubborn. In London, Ont., they have increased their pay from 18 to 20 cents per hour, having come down on their employers in the busy season. The consumer will pay the extra wages no doubt. In Winnipeg the tailors also created considerable trouble recently, which was settled by mutual concessions. Labor organizations are gradually increasing in strength.

ADVERTISING POINTERS.

How times have changed! In "the good old times" advertising was the last thing a merchant thought of. In these days, which our grandfathers love to tell us are degenerate and given over unto all manner of abominations, advertising is the first thing thought of by the shrewd seller of anything and everything, from pills to fly-paper, from silks to threshing machines.

Once on a time the man who began to talk about advertising would be shut up as forcibly as a jack-knife, and with as little ceremony, says the New York World. To-day men who talk of nothing else but advertising draw salaries equal to those of learned judges on the bench and of United States senators, and are listened to quite as attentively. If the man who talks about advertising really has anything worth talking about, the big advertisers of the country accord him an audience, not alone willingly, but eagerly. Indeed, many a man now-a-days, laying the foundations for a broad prosperity, studies most carefully the question of what kind and how much advertising will be necessary to make his venture a success. He does this before he begins building business. His sarsaparilla may be just the thing for "that tired feeling," his ribbons "fair and square," his facial soap may drive away all wrinkles at the rate of three cakes for \$1, and his hair-cloth lining may give "that graceful flare" never seen over hoops, but none would make fortunes without liberal-advertising.

FIRES AND BUSINESS CHANGES.

ONTARIO.

GARLAND, ELLIOTT & CO., clothing, Port Arthur, suffered severely by fire on 13th inst. Most of the stock was saved, but in a badly damaged condition.

Jas. McComb's glove manufactory and men's furnishing establishment at Peterboro' was damaged by fire on the 27th inst., to the extent of \$6,000. Insurance \$4,000.

E. Yard & Co., dealers in general dry goods, Toronto, have made an assignment. The liabilities are estimated at \$8,000. They have since offered 50 cts. on the dollar.

James Johnston, merchant tailor, Belleville, died on the 24th of March.

James H. Shearer, dry goods, Toronto, has assigned to Joel Halworth, of McMaster & Co. The liabilities are \$17,000, assets nominally \$20,000.

The following have made assignments: R. S. Murray & Co., London; Cross & Norris, Drayton; Howson & Co., Walkerton; Geo. Mmaker, Belleville; Wm. Sims, Brampton.

Coffee & Watson, dry goods, Thornbury, have dissolved partnership. Mr. Coffee continues the business.

The tailoring stocks of James Hall, Owen Sound, and John Smille, Toronto, have both been sold by auction.

A. Cook & Co., merchant tailors, Sarnia, are selling out.

C. A. Calton & Co., men's furnishings, Hamilton, have dissolved partnership.

Geo. J. Bayley & Co., dry goods, Petrolia, are advertising that they are retiring.

Young, Burke & Lesbe, dry goods, Picton, have dissolved. Young & Leslie is the new style.

W. Jennings & Son, clothing, Petrolia, have been burnt out.

White & Baker, tailors, Prescott, are advertising their stock for sale by tender.

QUEBEC.

S. Narcisse Laurier, dry goods, Montreal, lost heavily by a fire on the 23rd ult. Insurance \$5,000.

A big fire in Montreal on the 31st ult., caused serious loss to the following firms, but only real serious loss to the first: Jas. McDougall & Co., tailors trimmings; Baker, Taylor & Haskett, fancy goods; Ross & Foster, dry goods; and S. C. Coulson, dry goods. The total damage is estimated at from \$75,000 to \$100,000.

Lamarche & Corbeau, a Montreal firm of dry goods retailers, have just assigned. They started in April, 1892, on small capital.

The following have suffered by fires: N. Sancy, tailor, Farnham; R. Charlebois, tailor, Montreal; J. B. Bedard & Bro., Quebec; U. H. Dandurand, furnishings, Montreal.

H. O. Wilson of Wilson, Ganette & Co., wholesale millinery, Montreal, is dead.

Genereux & Lashance, dry goods, Quebec, have sold their stock at 65 3/4 cents on the dollar.

Paulet & Marchand, dry goods, Montreal, have dissolved.

Thompson & McDonald is the name of a new millinery and fancy goods firm in Buckingham.

The following assignments are reported: P. Harkness & Co., dry goods, Montreal; and I. Davis & Son, furs, Montreal.

J. E. Deslauriers, hatter, Montreal, has sold his stock at 30 cents on the dollar.

Selling out: A. F. Holland, hatter, Montreal; M. Laurier, dry goods, Montreal; J. McEntyre & Co., tailors, Montreal; J.

L. Marcon & Co., hatters, Montreal; Laurier Macaire, Montreal.

Glover, Fry & Co., dry goods, Quebec, have dissolved; John C. Fry now registered sole proprietor.

Cote & Frere have arranged a compromise for Bayard & Co., St. John's, at 40 cents on the dollar.

THE MARITIME PROVINCES.

G. J. Hiseler & Co., hats, caps and clothing, Halifax, N.S., asked for an extension, but failed to get it and have assigned. Liabilities \$25,000.

MANITOBA AND THE WEST.

L. Stockton & Co., tailors, Brandon, have been burnt out as has also T. B. Henderson, tailor, Wetaskiwin.

G. C. Leonard, tailor, Vancouver, B.C., has assigned to H. C. Clarke.

Caldwell & Lewis, tailors, Nanaimo, B.C., have dissolved, the former continues.

Campbell & Doherty, tailors, New Westminster, B.C., have dissolved partnership.

G. M. Draper & Co., tailors, Portage La Prairie, are trying to effect a compromise.

TOP SHIRTS FOR 1893-4.

Already travellers are on the road with samples of knit underwear and top shirts for fall delivery. The latter class of goods show a slight improvement in finish and pattern over last year. Prices will rule about the same. This spring has seen a big demand for flannelettes, and it is expected that this demand will continue on top shirts in the heavier classes. Some of the patterns in knit shirts are very striking, while the feel of these goods is much better than last season. Printed shirts are a novelty which are increasing in favor, the colorings and patterns being more striking than in the knit goods. Mills engaged on this class of goods have enough orders booked to keep them running until late in the season.

AN ADVANCE IN LINENS.

Linens seem to have been taken with the same disease as cottons and silks, and the market is rising. Prices here have not been affected as yet, but linens are considered excellent investments. The supply of Irish flax is exhausted, and in the Belfast market for the past two weeks no flax whatever has been on sale, says a report published last month. Even in the remoter markets the supply has practically come to an end. Prices of linen goods must naturally be affected thereby, for the increased acreage given to flax sowing this spring can give no relief for at least twelve months. Rumors in Belfast as to the short supply of foreign flax are daily being confirmed, some sorts selling freely at 25 and 30 per cent. above December prices. Stocks of yarn are non-existent, and spinners, foresold for months, are daily refusing orders.

SITUATION WANTED.

DRY GOODS SALESMAN WANTS SITUATION. Three years experience. Best of references. Address Percy James, Tweed, Ont. (4)

CARPETS AND CURTAINS.



WHEN it is considered that at one time very few cheap tapestries were sold in Canada, and that last year over a million and a half yards were sold, it must be admitted that some change has taken place. And when it is considered that these cheap tapestries will not wear well because their stock is of the poorest class, and because their appearance is mostly due to the starch and glue in them, it causes wonder that the consumers of Canada would buy the trash instead of domestic well-made unions.

There was a time when this was not so. But the change is due considerably to domestic makers of unions themselves. They allowed the standard of quality of their carpets to deteriorate until the buying public became disgusted with them and refused to buy them. They then changed their buying unto cheap tapestries, and now large quantities of these are sold every year at prices for which good unions can be secured. The domestic unions made to-day in Canada are much superior to the unions made in other countries, and the reasons for this were pointed out in the last issue of THE DRY GOODS REVIEW; and that these domestic carpets are much superior in point of appearance, durability and price than the cheap tapestries which have taken their place. Domestic manufacturers are selling carpets to-day of the same quality of stock as foreign carpets, weighing 2 ounces per yard more, at 9 cents per yard less than the imported carpets can be laid down at. This shows that if the domestic manufacturers were given half a chance, they could give Canadian consumers better value by twenty-five per cent. than they are now receiving. Domestic unions can also be compared favorably with cheap tapestries. At prices ranging from 33 to 50 cents (wholesale) enormous quantities of tapestry are imported. Now at these prices unions can be bought which are superior in quality, and which are at the same time one-third wider. It may be asked, if this be so why are these unions not displacing cheap tapestries at a faster rate? The reason is that the consuming public do not know this, and it may be added that a great many of those men who handle carpets for a profit do not know it. Moreover people have got into the habit of buying these cheap tapestries, and the class of people who buy them do not change their habits very quickly or easily. The buying public is intensely conservative, and follows well beaten paths.

What is the remedy? When low priced shoddy woollens were being rushed into this country and were displacing sound domestic tweeds, in much the same way as bad money drives out good, what was the remedy adopted? The remedy was the putting on of a specific duty of 10c. per yard and 20 per cent., and the shoddy woollens were imported no longer. This should be the remedy in this case, if no better can be found. It seems a drastic remedy to propose, but yet the only one available to meet the circumstances of the case. The carpet manufacturers assert that this is the only way to prevent the buying public of this country from being persuaded that cheap goods are the best goods. They have asked for an adjustment of the tariff, and considering the above circumstances it would seem that they are not making an unreasonable demand, but one which would be for the benefit of the consumer generally. The retail carpet

dealers could not be injured because their trade would simply be transferred to another line of goods. Moreover, as the output of the domestic mills increased the prices of carpets would tend to fall. Increase the product and prices are bound to fall. It cannot be said that prices are too high now, because enormous quantities of domestic carpets are sold every year. Neither can it be said that if the manufacturers were in a position to increase their output, that prices would tend to rise. All manufacturing history, economic principles, and common sense point out that with an increase in product comes a decrease in price. If the duties were arranged as the manufacturers and others suggest, only good could result.

A DIRECTORY.

A work of considerable importance to the carpet, upholstery, furniture and kindred industries is Kindrick's Directory of the Carpet and Upholstery Trades for 1893, just out. This book has been carefully compiled in the office of the "American Carpet and Upholstery Trade," and contains conveniently classified lists of the carpet and upholstery jobbers and retailers of the United States and Canada, about 8,000 names in all.

The tables of carpet and upholstery manufacturers are also of special value, disclosing at a glance the strength of the two industries in the several states and towns. The number of looms engaged on tapestry, brussels, wilton, velvet and ingrain carpets is given in detail and in totals, and supplies information much in demand and difficult to obtain. This directory is the recognized authority on the subjects treated of. The typography, binding and paper is in every way creditable, and the price (\$1 per copy) almost nominal, the labor expended, considered. The Trades Publishing Company, 1001 Chestnut St., Philadelphia, Pa.

BRITISH EXPORTS.

The exports of British carpeting to the United States during the two months ending February 28 last, amounted to 163,500 yards, valued at £11,049. In the same period of the preceding year the exports amounted to 243,800 yards, valued at £19,913.

JOHN MACDONALD & CO.

John Macdonald & Co. have an excellent stock of every kind of carpet at present, as they are always prepared at this season of the year to execute any and all sorting orders presented. Their stock of tapestries consist of ten different qualities, with a range of patterns in each quality. In Brussels they carry an extensive range, with numerous patterns in each grade. Their stock of hems is large, and the variety presented is sufficient to meet all possible requirements from the retail trade. Linoleums and oilcloths are carried in all widths and qualities and in good range. Despite the advance in cottons, they are showing better value in curtains than at any previous time. Their curtain department has been a large success this season, and they are still showing by means of repeats the full line of fast selling patterns shown earlier in the season. They are offering numerous drives at all the popular low prices; in better qualities they are showing excellent value. Irish Pointe and Swiss curtains are shown in full exhibit.

News has been received of the death in London, England, of Mr. F. W. Kay, a former prominent citizen of Montreal. Mr. Kay was born in that city. He was the son of Mr. Thomas Kay, and a member of the dry goods firm of Lewis, Kay & Co.

HATS, CAPS AND FURS.



N Toronto nearly all the wholesale men and fur dealer, in particular complain of the excessive freight rates charged by the American railroads from New York to Toronto. Raw furs can be brought from London via Portland over the Grand Trunk to Toronto; at a much cheaper rate than from New York to Toronto. The rate from London to Toronto in the

way mentioned first is about 22s. 6d. per ton measurement or for about 1000 lbs. The rate from New York to Toronto is \$1.08 per hundred, furs being charged double first class rates. The rate from New York to Toronto for hides is only 17 cents per hundred for hides, but the Interstate Commerce Commission does not allow raw furs to come under this heading, and the consequence is that fur importations come mostly via Portland over the Grand Trunk. Importers say that the service from Portland to Toronto is just as fast as from New York to Toronto, cases having been noticed where shipments took much less time by the Canadian railway route. This speaks well for the management of the Grand Trunk.

SUMMER FUR TRADE.

There will undoubtedly be a summer fur trade in Canada this year. In the various countries of Europe fur capes are much worn during the summer by the ladies of these countries on account of sudden changes and cool evenings. In Canada fur or fur-lined capes for summer evening's promise to be more popular than ever. In fact it would be better for the health of the Canadian fair sex, if fashion would more strongly decree for fur capes for summer evening wear. But this is not the only circumstance which foreshadows a summer fur trade. The large influx of foreigners en route for the World's fair will no doubt have an effect on the fur trade. Many garments of the class mentioned, and also of other classes, will be picked up by tourists. Fur garments are cheap in Canada and this will attract many customers. Fur dealers should whenever possible prepare to take advantage of this to the fullest possible extent.

AN ANOMALY.

A curious and startling statement was recently made by a fur dealer when he declared that he could buy Canadian furs, in many cases, cheaper in London, England, than in Toronto. He declared that the trappers all had the idea that their furs were first-class and demanded the best market price. Buying in London at the commission merchants' auction sales, the price could be suited to the quality, and stock was better assorted. The conditions under which the sales were conducted left a buyer free to exercise his personal judgment without any hindering circumstances, and consequently dealers preferred to buy there. The freight to London and back again is a small consideration, and even with this added, furs could be laid down here ten per cent. cheaper in some cases than they can be bought from the trappers. Nevertheless a large quantity of furs are bought in this city and in Montreal, which never have performed the double journey across the ocean. But the competition for these may have something to do with keeping the price up. Small dealers who buy all their furs on the domestic market pay good prices for them; while the large dealers prefer in some cases to make their purchases at the London sales.

THE LONDON FUR SALES.

From March 13 to 24th, the great sales of furs went on. The results are as follows.

| | | |
|---------------------------------|-----|----------------------------------|
| Sea Otter..... | 12½ | per cent. higher than last March |
| Fox, Silver..... | 27½ | " " " " " |
| Fox, Cross..... | 5 | " " " " " |
| Fisher..... | 25 | " " " " " |
| Wolverine ... | 100 | " " " " " |
| Otter | 15 | " " " " June |
| Lynx | 10 | " " " " " |
| Bear, Black..... | 20 | " " " " January |
| Bear, Brown..... | 40 | " " " " " |
| Bear, Grizzly..... | 15 | " " " " " |
| Beaver | | same as " " |
| Marten..... | | " " " |
| Mink, Eastern and Halifax | | " " " |
| Mink, other sorts.... | 10 | " higher than " " |
| Skunk | 7½ | " " " " " |
| Fox, Red..... | 6 | " lower " " " |
| Fox, Gray..... | 10 | " " " " " |
| Wolf..... | 10 | " " " " " |
| Wild Cat..... | 25 | " " " " " |
| Badger..... | 25 | " " " " " |
| Opossum | 15 | " " " " " |
| Raccoon, Northern.... | | same as " " |
| " Western..... | 7½ | " lower " " " |
| " South Western | 14 | " " " " " |
| " Southern.... | 15 | " " " " " |
| Muskrat, Spring..... | 15 | " " " " " |
| " Fall..... | 10 | " " " " " |
| " Winter..... | | same as " " |
| " Black..... | | " " " |

The quantity of skunk offered at this sale was a few thousand less than last year, but in most all the other leading articles the stock offered was double and treble what it was last March. This is conclusive evidence that instead of the crop being a short one, it has been quite large.

The March sale is the last opportunity to dispose of furs to advantage, and hereafter we must depend upon the June or next November sales, when the attendance of buyers is smaller, the competition less and the skins less desirable, as they will contain a good many late caught, shedy and faded. There is also the risk of another cholera epidemic, in which case furs would rule very low.

[The above report was received through J. & J. Lugsdin, of this city.]

MINK AND WOLVERINE.

These two furs are ruling high just now. Wolverine is much used as a cloak trimming, and its popularity shows the growing favor of natural color in furs, and the lessening demand for dyed goods. It rules 100 per cent. higher than it did a year ago. Mink shows a corresponding increase. It has a big call in the United States just now, and it bids fair to be the fashionable article.

THE LEADING HATS.

The fedoras are selling fairly well for the general trade. The Carlsbad is a prime favorite in browns and blacks. A grey Carlsbad, with black band and binding, is a taking novelty. The Homberg is also well to the front. But the hat of the day is the Prince Arthur Derby, or similar shapes. Blacks and colors

in these are selling extremely well in the very best qualities. This newest shape in a stiff hat is considerably lower in the crown and broader brimmed, while the leading colors are Havana, California cedar, and golden brown and black, which are always fashionable.

In straws, sailors predominate. A low crown and a wide brim are the features. The leading braids are the Pedal, Canton, Railroad and Milan.

* *

The most costly of all furs is the black fox of Kamschatka, which dresses a very pretty blue. These animals are very scarce and hard to kill. A single skin, as a rule, sells for about \$1,000.

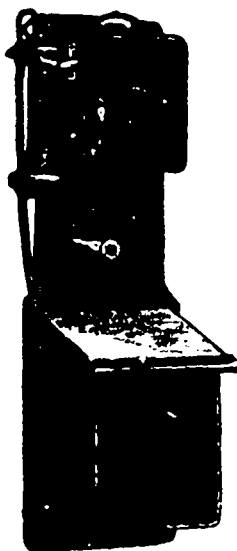
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A Vancouver furrier exhibited a short time ago what he claimed were the pelts of five white foxes. The man is an expert naturalist, and has been dealing in furs in the Northwest for forty years. He says these are the first white foxes he ever heard of, but he is absolutely sure the pelts are genuine fox skins. The conformation has been carefully preserved, and the big brush is, of course, attached. The fur is snow-white, spotless, and beautifully soft. The furrier bought them from a seal hunter who caught the foxes at the last station to the north of Eastern Siberia, several hundred miles north of Petropalovsky.

* *

A cable from St. John's, Nfld., says the seal fishery this season is likely to be a total failure. A schooner which has just arrived there, partly loaded, reports she spoke the sealing steamers on Saturday off Funks. They reported their catch as follows:

Diana, three thousand; Falcon, three thousand; Iceland, two thousand; Terra Nova, two thousand; Greenland, one thousand; Neptune, six hundred; Vanguard, none; Walrus, none; Leopard, none. Any of these steamers could easily carry thirty thousand seals. The steamer Eagle was fairly well loaded with hoods. The steamer Esquimaux was not seen. The remaining eight had similar fares. The probable total catch will be the smallest for many years, if not the worst in the sealing record of the ancient colony. The poor catch will have a terribly depressing effect on business in Newfoundland.



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and Factories.

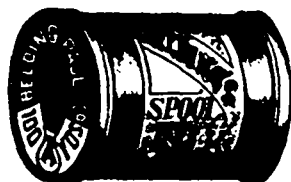
The latest improved and the best system of communication for large places of business yet offered to the Public.

C. A. MARTIN & CO.

Designers and Manufacturers of Electrical
Specialties, Telephones, Call Bells and all
other Electrical apparatus and supplies.

765 Craig Street, - MONTREAL

Like all other Silk Thread Manufacturers, we make different qualities of 100 yards and 50 yards Spool Silks to meet the demands of the trade.



The Only Brand we recommend is that bearing our own name on Spool like this.

Belding's Silks will be found the best in the market, and average 10% stronger than any other make.

See that the name Belding is on every Spool, and take no other.

All the Leading Retail Dry Goods from the Atlantic to the Pacific keep Belding's Silks.

**BELDING, PAUL & CO., Ltd.,
MONTREAL.**

The Worsted and Braid Co.

OF TORONTO, Ltd.

(WHOLESALE ONLY)

Solicit Trial Orders for any and



All kinds of Boot and Shoe Laces
Dress, Corset and Stay Laces
Cords of All Sizes and Kinds
Braids of any Kind or Width

The above are made in Cotton, Wool (Mohair or Worsted) or Silk.

Send for Samples and get Quotations

**THE WORSTED AND BRAID CO., Limited,
TORONTO JUNCTION**



THE MONTH'S TRADE.

SLOW is the word that gives the keynote to the trade during the latter half of March. Spring has not opened up very quickly, and consequently there was no brisk demand for goods of any kind. During the first two months of the year large placing orders were received by the wholesalers, and these same orders were filled during that time or during the first half of March. Since then, although the travellers have been on the road, the execution of orders has required no rush. The demand for many lines has been continuous, but parcels have been small. Since April opened up the demand has shown a slight increase, but even yet trade has not reached the stage when it may be called brisk. Taken altogether it may be safely asserted that the trade during the past month has not been up to the average of previous years. But there is in this no reason for great regret, because the winter's trade was one of the best the trade have had, and the placing orders for spring were even more satisfactory than in previous seasons. This present dullness is due to the slowness of the sorting trade. But it is not lost; merely delayed. The sunny weather now being experienced will undoubtedly improve trade, and there is plenty of time yet for present stocks to be thoroughly cleaned up.

The latter half of March, like the first half, gave an experience in slow collections. Payments were meagre and the money market was in every way stringent. Since April first, payments have been better. Bills on April 4th were fairly well met, the amount of renewals being no more than usual. Collections from the North West are much slower than from the Eastern and Middle Provinces.

Despite the general statements above, John Macdonald & Co. reported an increase of \$10,000 in the business of the week ending March 25th, as compared with the same week of last year.

Among the special lines which are receiving attention is a line of delainettes mentioned below.

Lustres, shot lustres, delaines, muslins and other midsummer goods are receiving considerable attention by those buyers who are always first on the market, and who always get the best of the assortment.

Spool cotton has advanced a few points. Clark's Anchor is now \$3.40 and Brooks' \$3.20 for 200-yard 6-cord. The former prices were \$3.20 and \$3. This would seem to indicate an increased demand for these brands.

Velveteens are in good demand from all classes of dealers. This fabric is being extensively used for skirt and sleeve trimmings.

Mr. Burton, of Caldecott, Burton & Spence, is on the continental market at present. He reports an enormous demand from the United States for two tone guipures.

W. R. Brock, of W. R. Brock & Co., is now travelling in Egypt and Palestine. Copies of THE DRY GOODS REVIEW were sent to catch him at Jerusalem. While in this city, he was slightly injured by the stumbling of his horse.

Letter orders are advancing strongly in mercantile favor. Cottons, prints, flannelettes, and other staples are receiving strong attention from rural dealers. Samples to no end are be-

ing sent out by mail, and orders received in this way show an adequate return. Carpets are being ordered in this way to a considerable extent.

AMONG THE WHOLESALERS.

Alexander & Anderson have received a heavy repeat in prints, including dark grounds, navys, cardinal grounds, with spots and small figures. They have also received a large shipment of black and cream ground French printed delaines. These goods are choice and still in very strong demand. Some special lines in six-quarter dress materials in low and medium prices are to hand. These are desirable lines for the midsummer trade. American challies and prints have been restocked, and their range is very attractive for the benefit of stocking season.

W. R. Brock & Co. have a novelty in the way of a wooden stand for showing parasols. It will show 25 parasols or umbrellas, and in such a way that every handle is shown distinctly. It is made of solid wood and is inexpensive, but does the work of a more expensive holder. Such novelties are invaluable in displaying goods; they pay for themselves fivefold in a month.

Caldecott, Burton & Spence are out with a line of French printed leisse for evening and summer trade. The goods are handsome in design and rich in coloring. They report sales on the line good. Black grounds have the call, but the other colorings such as cream, corn, fawn, heliotrope and pink grounds are selling well.

Alexander & Anderson have received a large shipment of fast black German cotton hosiery. These are special value. Black, tan and cardinal cashmere hosiery are also in stock, and they are prepared to meet the strong demand for these goods. Gloves, embroideries, parasols, ribbons, laces, etc., are also restocked, and the latest novelties are shown.

Gordon, Mackay & Co. are showing two exceptionally good lines of ladies' gauntlet kid gloves in the popular brown and tan shades, also in black, which they are offering at \$6.50 to \$9 per doz. As this style of glove is in great demand orders should be placed early to avoid disappointment, as leading sizes are selling freely.

Caldecott, Burton & Spence have received another shipment of guipure laces in creams, beiges and two tones. Their black Spanish and black and cream guipures are moving very fast these days, and dealers seem to recognize that they have the latest novelties in these lines. Oriental laces in white and creams are also moving freely with this house. Their assortment of laces is varied at all seasons, and now when laces are in special demand they are making a successful effort to keep their stock fully assorted with all the latest patterns, colorings and qualities. In guipure laces they carry a full range of widths at different prices; in two-tones they have an especially large stock.

In their woollen department John Macdonald & Co. are showing some mantling novelties in box cloths, fancy brocades, diagonals and serges. Fawns and drabs are the leading shades for spring mantlings. That peculiar drab called tan is also in strong favor. In men's woollens such as black fancy worsted and serges they are showing some very neat lines.

Caldecott, Burton & Spence are offering in their dress goods department a range of delainettes or cotton printed challies. They are in light colored grounds altogether and in design are spots, in red, navy, black, pink, sky and heliotrope in all the different sizes of spots from a pin spot to one as large as a 10c. piece, also stripes in pretty combinations, and floral patterns that are a credit to the textile printers. The fabric is specially adapted for blouse material, the colors being fast.



TRADE CHAT.

IN the store of Siegel, Cooper & Co., Chicago, they are sixty-two departments. They are as follows: Jewelry, books and stationery, drugs, laces and handkerchiefs, trinnings and buttons, woollens, silks and velvets, gloves, dress goods, domestics, gents' furnishings, shoes, Doctor Beck, ribbons and fans, crockery, linens, house furnishings, hosiery and underwear, cloaks and shawls, muslin underwear, fancy goods, clothing, millinery, cafe, carpets, upholstery, toys, frames and pictures, corsets, umbrellas, wall paper, liquors and tobacco, furniture, linings, hair and manicure, groceries, coal, butcher shop, sporting goods, mail orders, infants' wear, trunks, horse goods, musical instruments, leather and albums, optical goods, notions, blankets and bedding, hats and caps, furs, Japanese, rubber goods, dress making, veilings, photographs, candy, barber shop, dentists, stoves, bank, paper patterns, intelligence office.

The Gemmill woollen factory, which has been removed from Port Elmsley to Perth, is ready for manufacturing.

Captain Hughes, of Kidderminster, Eng., a leading carpet manufacturer, was accompanied by his wife, on his regular trip through Canada last month.

The Regma Board of Trade has resolved to submit United States silver to the following discounts on dollar, halves, quarters and dimes respectively, viz., 75 cents, 40 cents, 20 cents, and 5 cents; nickels to be refused altogether.

Wm. Parks, of Wm. Parks & Son, cotton manufacturers, at St. John, N.B., has been in the city for a few days. He has been trying to secure a higher price for cotton warps. Dealers will find in this a warning concerning these goods.

It is understood that some local capitalists have put a large sum of money in Slingsby's blanket mill, Brantford, Ont., and that it will be considerably enlarged, giving employment to additional men. The Messrs. Slingsby still retain an extensive interest and will have the management.

A. F. Gault and D. Morrice, jr., have just returned from a trip to California. The return was made via British Columbia and the North West. The objects of their trip were health, pleasure and information. They express themselves as exceedingly confident of the assured future greatness of Western Canada.

Mr. J. Arch. Browne, who has been for the last seven years in the employment of Messrs. Gordon, McKay & Co., is about to engage in general insurance business, and his leaving was made the occasion of a presentation to him by his fellow-workers. The present consisted of a very handsome mantel clock with three oxydized silver statuettes, the whole producing a striking effect.

There is a live dry goods man in Stratford, Ont., and his name is Ferguson. He has just created a furore in that city by opening an arcade in a new block which has just been built. For seventeen years he has been doing business at 21 Market street, but the growth of trade compelled him to seek new quar-

ters. The building is said to be magnificently fitted up with large show windows, plate glass windows, incandescent lights, cash carrier system, reception room for dressmaking, lavatories, and, what might seem strange, adjustable stools for his clerks to sit on when not at work. Surely the latter will be appreciated, as few employers are so considerate. The arcade has two entrances and is laid out in well-arranged departments. Retail stores must be modern to do modern business, and Mr. Ferguson seems to recognize this fact. Success will reward such energy.

The great Lancashire cotton strike cost \$10,000,000, and brought hunger, exposure, disease and horrible suffering to 125,000 men, women and children. The strike was started to resist a reduction of five per cent. in wages. The operatives have at last compromised by taking about three per cent. less. Summing it all up, the mill owners have lost greatly, the working people have lost even more and have suffered horribly, the public has been hurt.

R. S. Murray, dry goods merchant, London, died on Wednesday afternoon, aged 73, of pneumonia. He was a native of the county of Sutherland, Scotland, whence he emigrated with his parents while very young. With his father he settled on a farm near Embro, Oxford county, and there remained until he reached the age of 17 or 18, when he went to London and engaged as clerk in the dry goods store of J. G. and Alexander McIntosh. This was in 1844, and in 1848 he went into business on his own account.

Mr. James Morgan, sr., for many years one of the senior partners in the great dry goods firm of Henry Morgan & Co., Montreal, died recently at his home in Maisonneuve, at the ripe old age of 86 years. Deceased has been blind for some years, and was better known to the frequenters of the down store than in Morgan's new establishment in St. Catherine street. Mr. Morgan formerly did business in Glasgow, coming to Montreal to carry on the dry goods trade with Mr. Henry Morgan, who is still a member of the firm.

A Vancouver telegram says: "A sensation was caused in business circles by the announcement of the failure of the Oriental Traders Co. Limited, formed here three years ago. The company did considerable business in teas, liquors, silks and general oriental merchandise, and trade was steadily growing. Three months ago G. G. Mackay, chief shareholder, died suddenly, and that and lack of capital it is thought caused the failure. The head office is here and they have branches in Eastern Canada. The liabilities are about \$25,000; assets nominally equal. The Bank of British Columbia is the heaviest creditor. P. W. W. King was manager of the company."



AN ILLUSTRATED LIE.

"No hurry, madam; we'll wait for the next train."



A LESSON IN FOLDING DRESS GOODS.

A reader asks us to print some instructions and diagrams showing how to make unusual drapery forms for counter display, says the Dry Goods Chronicle.

Perhaps one woman in a hundred knows exactly what she wants when she enters your store. The other ninety-nine are open to impressions.

Your goods count for twice as much if you make an attractive show with them; for the woman who does not know what she wants is very apt to have her desires crystallize when she sees something nice. Therefore it is of importance to arrange

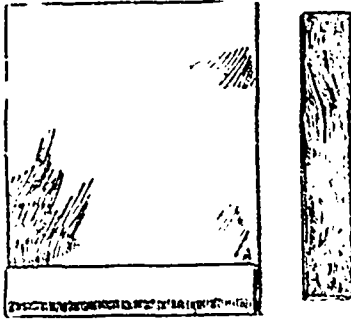


FIG. 1

your stock in each department so that it shall show to the best advantage. Don't hide everything in boxes or shelves. Make a handsome counter display as well as handsome window display. Let your customers see some of the beauties of your stock without waiting for them to ask to inspect them.

Especially is this desirable in dress goods, silks, etc. A good counter displays pays. Don't keep all your stock in rolls and piles. Always have some of your best things prettily draped,

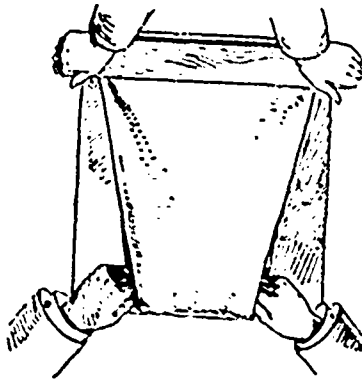


FIG. 2

for they show much better thus than in the piece, and buyers get an idea of how they will look made up.

Silks are especially good for inside display, for which purpose they are much used in the big city stores. Nothing else shows a silk so well as a fancy puff, either on the counter or on the top of the shelving. The latter space is especially good for

the purpose, seldom being used for anything else. A row of handsome puffs in brilliant silks along the cases above the silk stock has a wonderfully decorative effect, and shows the stock to most excellent advantage.

Here are several of the latest puffs which have been made for our readers by one of the most expert and tasteful window dressers in New York, and many of our readers will find them

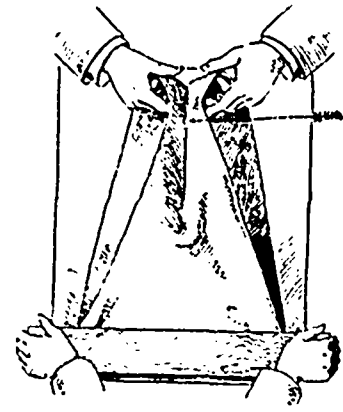


FIG. 3

of much service, both for window and counter display. To some an explanation of how to make these puffs is unnecessary, for the many who do not know how we give explanatory diagrams.

A silk with considerable body and stiffness should be selected. This should be laid flat upon the counter in aune (or aulne) folds. (The aune, formerly an English and French cloth measure varying from 40 to 47 inches, is now largely obsolete, but most French silks come thus folded.) All the folds but the three bottom ones should then be turned back and folded in, after the manner shown in fig. 1. A thin board of the width of

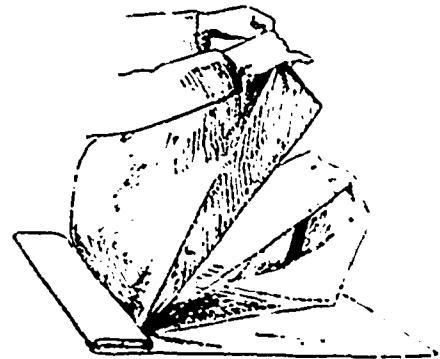


FIG. 4

the silk should be procured; and this is placed upon the roll, and held by an assistant, as shown by fig. 2, to keep the silk firmly in position while the operator is shaping the puff.

In all the examples the preliminary position is the same, and this is shown in Fig. 2. The selvage of the upper fold is turned

in on each side, as shown, about two inches at the bolt, graduating to four or six inches at the lower part. The hands are then placed within the fold, in the manner shown in Fig. 2, grasping the inner edges, when by a rapid shaking movement of the hands the whole fold is inflated with air, and becomes puffed up full and round like a pillow. With this preliminary fold as a foundation, several showy varieties may be constructed, as shown in Figs. 5, 6, 7 and 8.

To form Fig. 5 the hands are drawn together, the wide crease shaped and enlarged by careful stroking with the hands, and the

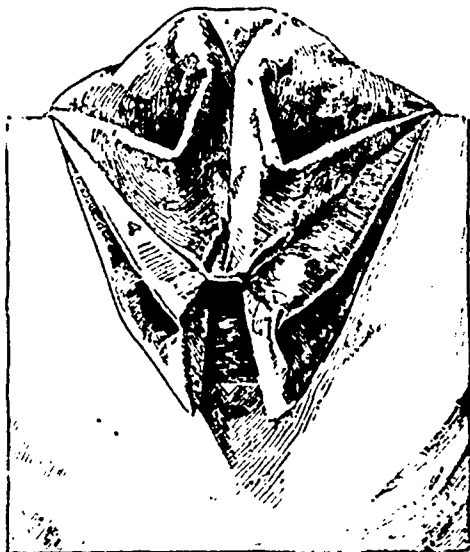


FIG. 5

shape thus made is secured by a pin, as shown by Fig. 3. If this is carefully done, the inflated puff will keep its roundness; or, it can be restored to its proper shape by blowing into it.

This completes the upper part of a puff, which may be used effectively without further manipulation, to lie flat upon a counter or to hang in a narrow space.

It will be observed, however, that all the puffs shown are double puffs, made from the separate folds. The lower fold in all cases is practically the same. Before beginning its formation,

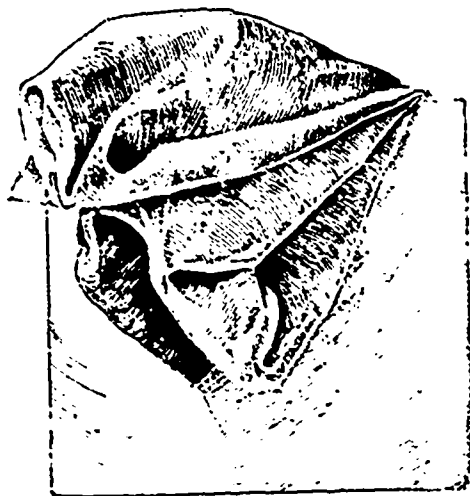


FIG. 6

the assistant raises the completed upper half just described, and holds it out of the way, as shown in Fig. 4. The lower half is then formed, just as the upper half was, by folding in the selvage of the next fold, inserting the hands, and puffing it full of air.

The bottom part, however, requires a support, for which a light pasteboard or cardboard roll is best. This is placed within the puff, as shown by Fig. 4, and the front of the inflated puff is worked into the deep crease or channel that appears in all the examples. The shape is thus completed, and the upper part is lowered carefully to rest on the lower, where it is sustained by the cardboard support.

The bolt is then laid upon a suitable standard, from which the remaining aune-fold hangs perpendicularly, while the double



FIG. 7

puff, if well inflated, stands up prominently, as shown by Figs. 5, 7, and 8.

Fig. 6, called *Le Nez Roman*, is one of the most difficult of puffs to make, requiring dexterity and consequent practice. The four fingers of each hand are placed within the fold, with the hands outside as far as they will reach. Bring the thumbs close together, then work the hands back and forth rapidly, and thus "pump" the air into the center, causing it to swell up very round and full. It is then creased as shown in Fig. 6. To give

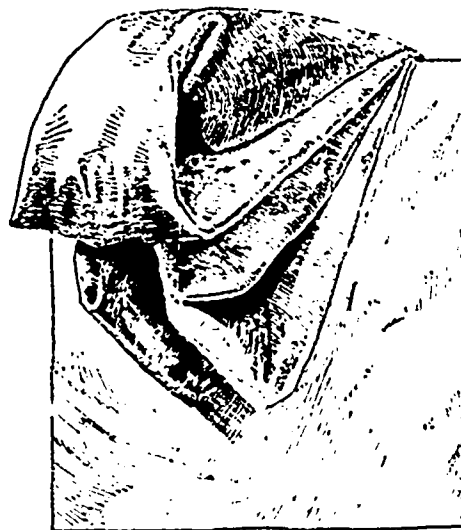


FIG. 8

the requisite plumpness is the great thing in this puff; and although it requires some patience to make it perfectly, any one ought to be able to do it passably well after a few trials. This is the best and most suitable puff for all purposes, the side view

being as effective as the front, as the selvages are not exposed. It forms a series of folds, giving silks of an inferior quality a rich appearance.

In forming Fig. 7 the selvage should be turned in but one inch at the bolt, and three inches at the opposite end. Place the four fingers of both hands on the inside, with the thumbs outside; then work the material up and down, bringing the thumbs close together, by which means a fold about three inches wide will be raised over the thumbs with a deep crease on each side. Place the fingers at the bottom and extend the thumbs upward as far as you can stretch them, and this will finish the broad center plait seen in Fig. 7, leaving an aperture of eight or nine inches in height behind it. This puff must be very carefully held by the assistant by the upper corners, while the lower fold upon which it is to rest is being made. To make this puff effective a heavy silk with a self-colored selvage is necessary.

Fig. 8 requires the selvage to be folded in two inches at the bolt, and six inches at the bottom. Its further treatment is obvious, and requires no explanation. This puff is especially adapted to silk brocades of large designs.

For a counter display all these designs which I have described, can be used effectively by taking them off the stands and laying them flat on the counter, supported by the props in side the second fold, which retain it in a perpendicular position. If your counter will allow, there is no more elaborate display than this. In exhibiting silks to a customer, the success of a sale principally depends on the way in which they are handled. Every salesman should familiarize himself with the method of showing goods to the best advantage. There is nothing that inspires a purchaser with more confidence than to see that a salesman is master of his business.

In taking goods from the fixture place the goods on the counter with the right hand, open the silk with the left, toward purchaser, then take one fold and rest on the back of the piece, place both hands on the inside, draw it toward you, then throw it over either to the right or left, according to the light that falls upon it; if puffing to the right, you can use two or three more folds by using the left hand, allowing the silk to fall gracefully on the counter, each fold being a little in advance of the first one; if pulling to the left use the right hand, in the same way. Should you wish to elevate the silk so as to give a better view to the customer after being puffed in the manner described—raise the silk from the counter with the right hand, holding the right corner and the left corner: elevate the silk, step back two paces, which will give the customer the best view possible. Care must be taken to avoid throwing one piece of silk over the other, as it creases the silk by so doing. Should you be cramped for room, and wish to show other pieces, remove the puff already made and leave the silk perfectly flat on the counter; by following this rule you can show a great many pieces without detriment to the goods. The success of a salesman greatly depends on carrying out the above instructions.

Some forty-four glove manufacturers will take part in the Chicago exhibit, which has been promoted by the *Chambre Syndicate of Grenoble*. The *Exposition Committee* consists of A. Bondat, president; P. Perrin, vice-president; E. Faure, secretary. Grenoble is the largest glove manufacturing center in the world, its production being 1,500,000 dozens of gloves yearly, valued at 45,000,000 francs, of which about one-half is exported to America. This collective exhibit will, of course, be very fine and will attract much attention.

CENTRALIZED STORES.

ONE of the *Toronto dailies* publishes a correspondent's letter on centralized stores. Here it is. "Sir, I am glad to see you deprecating the growth of centralized stores and the consequent injury to small storekeepers of special lines. This is a matter that should be brought before the public conscience, if there be such a thing, and pulpit preachers would do better service in looking at this subject in the light of the second great commandment, 'Thou shalt love thy neighbor as thyself,' than even in denouncing theatres.

If the Bible be the authority, Christian people should follow it: it is taught there that scattering or dividing the fruits of the earth according to every one's need, is the doctrine of God, who destroyed the centralizing at Babel by confounding the one language and scattering the people to replenish the whole earth.

The principle of the central stores is to draw all to themselves. 'Let all sink that we may swim,' is their motto, and to do this they cut prices in some lines down to cost with the object of getting people to believe that they sell all their goods equally cheap. 'Throw a sprat to catch a herring' is really the principle on which they work to live and let live for them. Carried to its full extent their principle of business would make the few millionaires and autocrats and the rest of mankind their slaves, toiling out a miserable life on means barely sufficient to keep body and soul together.

If members of churches would keep the commandment, to do unto others as they would others do to them, they would not support central stores and bow down at the 'shrine of the goddess' Cheapness as they do; they would patronize the old principle; 'Cobbler, stick to your last.' Let each one keep to his own trade and not covet his neighbor's—in fact, want the earth to himself. The writer signs himself "Righteousness."

NEWEST NEW YORK FANCIES.

Hematite bonnet pins are for mourning wear.

A full berth trimming on a low gown requires three yards of lace from eight to ten inches deep.

Long square-meshed purses of silver have been brought into the market. They are copied exactly after the old-fashioned knitted silk purses with rings.

Prominent features of the new spring woollens are changeable effects, silken pin dots, sleazy weaves, lace figures, and the revival of old weaves, like basket checks, bird's eye diaper, armure, etc.

The demand has been good for embroidered handkerchiefs, in silk, linen and cotton. Linen and cotton handkerchiefs, in embroidered, delicate shades on white material, and also in colored grounds are also popular.

The umbrella handle is an object of art. Fancy a rock crystal handle incrustated with turquoise. The most interesting unique have Chinese carvings on the end, and have the merit of interesting the car passengers and helping to identify the umbrella if it is lost.

The most decided novelties seen this year in handkerchiefs are those in solid colors. Bright and delicate shades of violet, red and heliotrope are alike popular. Another novelty is of embroidered Japanese silk of mixed colors. These are perhaps the newest thing and are eagerly welcomed by the lovers of eccentricity.—Fabrics, Fancy Goods and Notions.

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in great variety.

We are constantly receiving repeats in our various lines of Laces. Repeats for this week are

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We have also just received a special line in Oriental Laces, extraordinary value.

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