

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- Coloured covers/  
Couverture de couleur
- Covers damaged/  
Couverture endommagée
- Covers restored and/or laminated/  
Couverture restaurée et/ou pelliculée
- Cover title missing/  
Le titre de couverture manque
- Coloured maps/  
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/  
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/  
Planches et/ou illustrations en couleur
- Bound with other material/  
Relié avec d'autres documents
- Tight binding may cause shadows or distortion along interior margin/  
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/  
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.
- Additional comments:/  
Commentaires supplémentaires:

- Coloured pages/  
Pages de couleur
- Pages damaged/  
Pages endommagées
- Pages restored and/or laminated/  
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/  
Pages décolorées, tachetées ou piquées
- Pages detached/  
Pages détachées
- Showthrough/  
Transparence
- Quality of print varies/  
Qualité inégale de l'impression
- Continuous pagination/  
Pagination continue
- Includes index(es)/  
Comprend un (des) index
- Title on header taken from:/  
Le titre de l'en-tête provient:
- Title page of issue/  
Page de titre de la livraison
- Caption of issue/  
Titre de départ de la livraison
- Masthead/  
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/  
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

HATS  
GAPS & FURS.

MILLINERY  
& CLOTHING.

JULY



# MY WIFE WANTS

"Health Brand"  
Underwear

ALWAYS



Montreal Silk Mills  
Co., Limited

MONTREAL

PUBLISHED BY  
THE J.B. MACLEAN PUBLISHING CO. LTD.  
TRADE JOURNAL PUBLISHERS  
TORONTO ONT.

MONTREAL OFFICE  
16-18 St. Salpice St  
PUBLISHED FOR THE PROP. Rep.

TORONTO OFFICE  
Canada Life Building  
EDENBERG ST. Rep.

MOST PROFIT  
TO THE  
DEALER

BEST SATISFACTION  
IS IN THE  
WEAVER

HERCULES  
SUSPENDERS  
WE STARTED  
THE YEARS

# THE "TENDIMUS" SKIRT BAND

ROUND WOVEN ELASTIC TOP

Made in  
all Colors  
and Fancy  
Stripes,  
3½ and 4½ in.  
Deep.

PERFECT  
SHAPE.

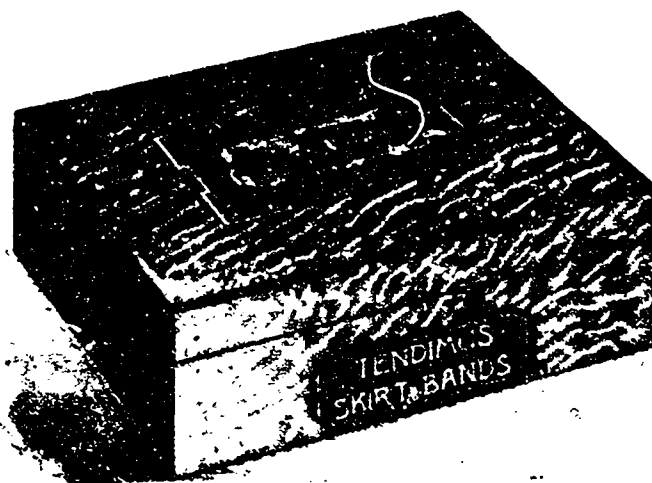


Having  
an Elastic  
Heading is most  
Comfortable in  
Wear, and the  
Rubber Threads  
being specially  
Protected in  
Weaving,  
its Durability is  
Guaranteed.

The "TENDIMUS" BAND is now supplied in

## HANDSOME INLAID ROSEWOOD CABINETS

CONTAINING  
Six Dozen  
WITHOUT  
Extra Charge



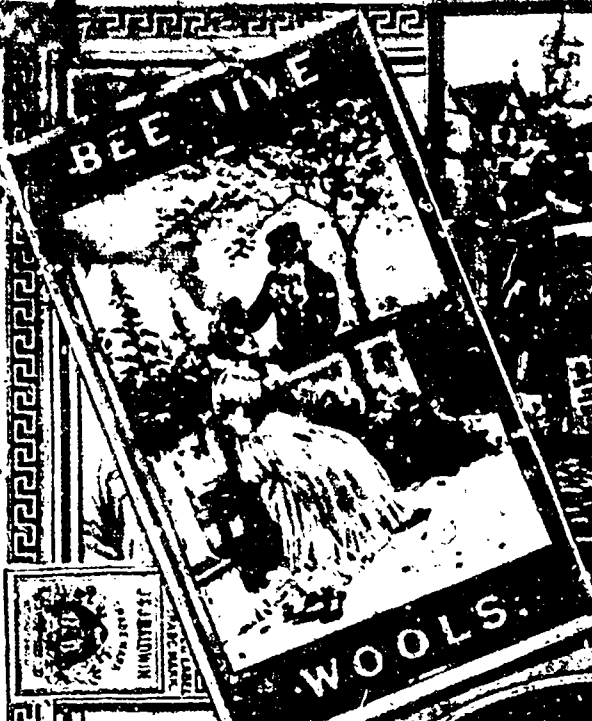
Also in 3 doz.  
Strong Cloth  
Stock Boxes.

And in the  
usual 1 doz.  
Cartons.

Sole Agents for Canada

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

The advertisement is framed by a decorative border. At the top, it reads 'THE DRY GOODS REVIEW.' and '1'. The central focus is a large, ornate frame containing several product labels and a central logo. The labels include 'BEE HIVE WOOLS', 'BEE HIVE KNITTING WOOLS', 'BEE HIVE SOFT KNITTING 52', 'BEE HIVE FINGERING 4 PLY 52', 'BEE HIVE FINGERING 3 PLY 51', and 'BEE HIVE SOFT KNITTING 52'. The central logo features the letters 'BB' in a stylized font, surrounded by a circular pattern. Below the 'BB' logo is a banner that reads 'BEE HIVE WOOLS'. At the bottom, the text 'J AND J BALDWIN MANUFACTURERS' is prominently displayed. Below this, there are two columns of wool types: 'SCOTCH FINGERING', 'FETICAT FINGERING', 'NERMO FINGERING', 'MERINO', 'ANDALUSIAN', 'PIRENEES', 'SNETLAND & VEST', 'WOOLS' on the left; and 'DERLIN FINGERING', 'SOFT KNITTING', 'BALMORAL FINGERING', 'FLEECY', 'LADY BETTY FLEECY', 'INDIANA', 'DRESDEN', 'WOOLS' on the right. A central illustration shows a factory with multiple buildings and smoking chimneys, with the text 'CLARK BRIDGE MILLS, HALIFAX' at the bottom.



**BEE HIVE**  
 SOFT KNITTING  
 52

**BEE HIVE**  
 FINGERING  
 4 PLY 52  
 REGISTERED LABEL  
 AND TRADE MARK  
 J. & J. BALDWIN  
 HALIFAX

**BEE HIVE**  
 FINGERING  
 3 PLY 51  
 REGISTERED LABEL  
 AND TRADE MARK  
 J. & J. BALDWIN  
 HALIFAX

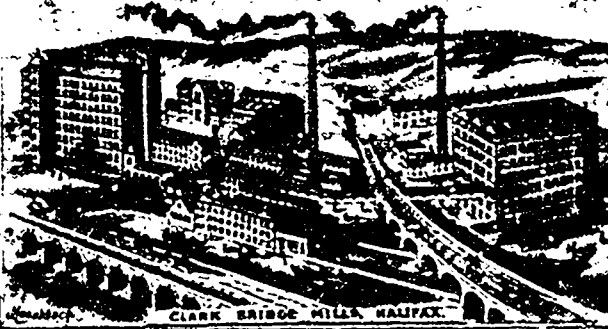


**BEE HIVE WOOLS**

**J AND J BALDWIN**

MANUFACTURERS

**BEE HIVE**  
 SCOTCH FINGERING  
 FETICAT FINGERING  
 NERMO FINGERING  
 MERINO  
 ANDALUSIAN  
 PIRENEES  
 SNETLAND  
 & VEST  
**WOOLS**



CLARK BRIDGE MILLS, HALIFAX

**BEE HIVE**  
 DERLIN FINGERING  
 SOFT KNITTING  
 BALMORAL FINGERING  
 FLEECY  
 LADY BETTY FLEECY  
 INDIANA  
 DRESDEN  
**WOOLS**

THE . . .

# RING SCARF

Is having a run with us now.

We are showing it in New

LIGHT and DARK

FANCY SILKS

ALSO

FANCY HOP-SACK

..... BRAIDS

IN WASHABLE FABRICS  
all at popular prices.

Special attention paid to letter orders.

## E. & S. CURRIE

64 Bay Street, Toronto.

# S. Greenshields Son & Co.

MONTREAL.

SPECIAL VALUE IN

## Canadian Prints

We have made large clearing purchases from the Magog Mills, which we offer below Manufacturers' prices.

SOLE AGENTS FOR  
CANADA FOR

PRIESTLEY'S

WELL-KNOWN

Dress Fabrics and Cravenettes.

## Thouret, Fitzgibbon

& Co.

MONTREAL

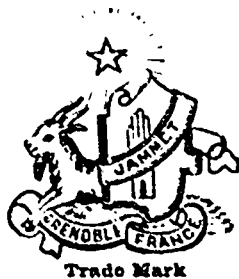
Sole Agency

And BERLIN, Germany

Jammet's  
French Kid

# Gloves

Orders  
for  
Sample  
Packages  
Solicited.



Trade Mark

La Chartreuse  
Laced

Andree . .  
Button

SPECIALTIES.

NO OLD STOCK CARRIED.

## Fresh Goods

In Summer Shades.

## Blacks

In Monthly Shipments.

## The Worsted Weaving Co.

BRADFORD, ENG.

Being the Sole Manufacturers of the Celebrated

# "Chain Warp" Serges

We can offer exceptional values, and invite the correspondence of the trade. This serge is "par excellence," the thing for summer and winter wear, and is guaranteed to stand soda or sea water.

It is made in qualities suitable for ladies' and gentlemen's wear. . . .

Our travelers, who are now on the road with fall samples, will show you these goods with our assortment for the season.

54 Bay Street,  
TORONTO.

Geo. H. Wilson,  
Manager.

Lister's SILK SEALS,

Lister's SILK PLUSH.

**"LISTER'S"**

A Familiar Household Word

Lister's SILK VELVET

Lister's MOHAIR PLUSH

**LISTER & CO.**

LIMITED

Manningham Mills, BRADFORD, YORKS

H. L. SMYTH & CO., Montreal and Toronto

Sole Agents for Canada.

**T.B.**

THEY HAVE NO  
SECRET TO CONCEAL

EXAMINE THEM

ASK FOR THEM

WEAR THEM

**A Big Difference**

In politics, the great, the indispensable,  
the clever thing is to conceal all you can.

The chief glory of . . .

**. . . Tooke Bros.' Shirts, Collars and Cuffs**

Is that they court investigation of ma-  
terial, make, fit, and finish.

For sale by the leading Wholesale Houses  
throughout the Dominion.

**EMPIRE CARPET  
WORKS...**

St. Catharines  
ONTARIO

MANUFACTURERS OF

**Ingrain Carpets**

*Our Samples* are in the hands of our  
travelers, who cover the ground from  
Halifax to Vancouver.

. . . Emblematic Designs a Specialty.

Will call or forward samples on application.

We make UNIONS  
in six grades.

Fine Wools, 3 ply Wools,  
Extra Super Wools,  
Art Squares in Union  
and Wool. . . .

PATTERNS AND COLORINGS  
IN NEWEST DESIGNS.

**JAMES H. ETHERINGTON**

PROPRIETOR

St. Catharines

FALL 1894

# CALDECOTT, BURTON & SPENCE

FALL 1894

*Our Contracts are complete and we shall show for the FALL SEASON, 1894, a large collection of goods in the following departments*

### Dress Fabrics . . . .

From the looms of France, England and Germany.

### Dress and Trimming Silks

Latest styles French, Swiss and German

### Ribbons, Laces, Curtains

Every fashionable color. Choice designs.

### Hosiery, Gloves, Underwear

Every size Children's, Women's and Men's in Cashmere, Merino, Heavy Wool and Silk.

### Jet, Braid and Fur Trimmings

To match Dress Goods

The stock will be *Up to Date* in those goods that are in demand and which *Build Up Business and Produce Profit* to the *Live Retailer*.

## CALDECOTT, BURTON & SPENCE TORONTO



FALL  
DRESS  
GOODS

## W. R. Brock & Co.



Acknowledged by the whole trade to be the most difficult department to handle profitably.

Samples now in the hands of our travelers represent the result of our efforts, and we are pleased to find that our selection is meeting with the best evidence of approval from the cream of the trade of Ontario.

We ask our friends not to give import orders till they have an opportunity of inspecting our whole lot of samples in this line.



W. R. Brock & Co.



**THE J. B. McLEAN PUBLISHING CO.,  
LIMITED.**

Trade Journal Publishers.

AND

Fine Magazine Printers.

10 FRONT ST. EAST. - - - TORONTO.

J. B. McLEAN,  
PRESIDENT.

HUGH G. McLEAN,  
SEC.-TREAS.

SUBSCRIPTION. \$2.00.

Published the 15th of Each Month.

**BRANCHES :**

- MONTREAL—140 St. James St.  
E. DEBBARATS.
- NEW YORK—Room 93-99, Times Building.  
ROY V. SOMERVILLE.
- CHICAGO—80 Wabash Avenue.  
EDW. S. MACKENZIE.
- LONDON, ENG.—Canadian Government Offices,  
17 Victoria St., London, S.W.  
R. HARGREAVES.
- JOHN CAMERON, General Subscription Agent.

**CONTENTS.**

- Comments on Trade.*
- Mistakes In Buying.*
- Misrepresentation.*
- Exorbitant Charges for Registering Trade-Marks.*
- Carpet and Oilcloth Duties.*
- Progress of Our Carpet Industry.*
- Defects in Carpet Manufacturing.*
- List of Canadian Carpet Mills.*
- Latest in General Bazaar Matter.*
- Special Montreal News.*
- Special Toronto News.*
- The Dress Goods Trade.*
- Artificial Silk.*
- Money-Wasting Advertising.*
- Men's Furnishings.*
- Trade Chat.*

**THIS AND NEXT ISSUE.**

This issue is devoted to a consideration of the Canadian carpet industry, showing the proportions to which it is developing.

The August issue will be the Special Fall Announcement number. It will be embellished with a special cover and will be double ordinary size. Be sure you receive your copy.

**A HEALTHY SIGN.**

A falling off in the amount of the duties collected at the various ports of entry in Canada must be considered as a healthy sign. True, every person who is interested would be glad to know that our imports are increasing rather than diminishing. But considering the low price of wheat, wool, and cattle, the bad effect that the United States miners' strike, and the United States railroad employees' strike, are having in Canada, and the depression in trade generally, it is well that Canadian importers have decided to buy less for a few months and dispose of present stocks.

To increase the nation's obligations just at this time would be disastrous. Hence, however much the necessity for a restriction of importations may be lamented, the fact that such is the case cannot be regarded as an unmixed evil.

**MAY TRADE WAS QUIET.**

General business during May was very quiet if the bank note circulation is any criterion.

During the month it declined \$1,530,000, and at the end of May stood at \$28,467,000, the lowest figure for this period in many years, as the following comparative statement shows :

CIRCULATION IN MAY.			
1894.	\$28,467,000	1890	\$30,831,000
1893	31,927,000	1889	30,012,000
1892	31,383,000	1888	29,278,000
1891	30,917,000	1887	30,086,000

Of course, owing to the general decline of prices during the past year, the circulation of 1894 is undoubtedly equal to the circulation of 1887. This is an important consideration when comparing distant dates.

Still the bank reports which have been published during June show that nearly all the banks have done an increased business for the twelve months ending June 1st, 1894, and have made a good profit. Most of them have also increased their reserve funds, and hence a bank panic is unlikely, yea, impossible.



## MISTAKES IN BUYING.



ANADIAN wholesalers and jobbers have made some mistakes this year in regard to their buying. In fact, the class who are pursuing mistaken policies may be extended to include all importers and all who buy direct from manufacturers, either domestic or foreign. This class is one to whom any mistake, however

slight, is exceedingly costly, and to whom a great deal of mercantile wisdom is usually attributed.

In Toronto and Montreal are a class of mercantile firms whom we generally designate "wholesalers." These men import large quantities of dry goods, and sell them to the great body of retailers throughout the country. They do not confine themselves to importing, but also handle domestic goods such as hosiery, underwear, cottons, etc. But it is their importing to which they look for greatest success and profit. This year some of these firms imported much less than usual, in view of the fact that trade was likely to be restricted in volume. This decision in regard to a lessening of their buying must have been reached by them last fall, as their buyers were then placing orders for goods which retailers secured this spring. The houses with this excellent foresight could be numbered on the fingers of one's right hand. The great majority of the houses pursued another policy.

This other policy was to import as largely as usual and restrict their purchases from Canadian manufacturers. The consequence is that one-half of the wholesale houses in these two cities are overloaded with imported goods, and their stock of domestics is almost nil. They are either selling these imported goods at cost, or less, or carrying them over until another season. If the latter course is pursued, they may be found unsuitable for the then reigning styles; if the former, they are doing themselves and their confederates in business a decided and a lasting hurt.

We are not denouncing the importing of foreign goods; but we are pointing out the evil results of weak importers trying to carry too high a head in foreign markets while at home they are pulling in all semblance of their fighting horns. Not only is such a policy detrimental to the houses themselves, but it is detrimental to both Canadian and foreign manufacturers. To Canadian manufacturers because they lose orders at a time when they need them most, to foreign manufacturers, because their risks are decidedly increased.

Canadian manufacturers are suffering just now from a dearth of orders. They are not to be pitied from a certain point of view, as they have long been the voluntary slaves of a class which has little regard for them, and as they are as a class lacking in energy and independent action. Still, in their helplessness, one cannot fail to find a little compassion to bestow upon them.

This lack of orders is due in part to the mistakes in buying on the part of importers, as indicated above. It is due also to the fact that retailers who levy from manufacturers are not fully aware of what is required of them, and both retailers and wholesalers lack in the consideration to which domestic manufacturers are entitled. The agent for a manufacturer goes into a wholesale house and asks for the privilege of showing his samples. The reply is "Our Mr Smith is just going to Europe, and we will lay it over until he comes back." That is

right. The foreign manufacturer has a right to his orders two or three months, yes, six months ahead of the domestic manufacturer. Mr. Smith returns a few months afterwards and drops a few lines for the agent to call. He wants some goods, and if he can have them inside of six weeks, he will place a good order. The orders already taken preclude the possibility, and then there is a rushing hither and thither in a vain attempt to get suitable goods. Then unsuitable goods are bought—but then they are only Canadian, so it doesn't matter.

It is much the same with the retailer. He is not in his element unless he is buying from a manufacturer. Moreover he cannot lay aside his pickaninny ways and cannot get up courage enough to order ahead. He waits until the last moment and then sends in a "rush" order, "Ship quickest way," and expects the manufacturer to put on a double staff and work all night for him. The manufacturer doesn't, however, and the retailer loses some profitable trade.

To give domestic manufacturers a fair chance dealers must order ahead. It has to be done with foreign manufacturers, and should also be done with the domestic mills. The prejudice which belittles the importance of the latter class must be wiped away, and in its place must come a desire to give them every possible opportunity for that development which can come only from the co-operation of the two classes—the manufacturer and the middleman.

The manufacturer only makes to order. He prepares a large range of samples, but manufactures only the quantity of each sample that his customer orders. It is to the retailer and the wholesaler that he looks to gauge the public demand for each class of goods. The manufacturer prepares designs in huge variety, the jobber must pick out those which will suit the public, and estimate the quantity of each required. If these are not the offices of each, then the business is out of joint somewhere. Assuming, however, that these are the necessary duties of each, it can easily be seen that manufacturers are deserving of more consideration than they have hitherto received.

## MISREPRESENTATION.

Nothing is more valuable to a retailer than his reputation. With a good reputation, he is rich; without it, he is poor indeed. To misrepresent the goods he sells is to play a game at which he will be eventually beaten. The punishment is inevitable, for vice, like virtue, brings its own reward.

The most common, and perhaps the easiest, form of misrepresentation is to show a cheap imitation in place of the genuine article. This, besides being hurtful to the morals of the person doing it, and besides being exceedingly risky with particular customers, is exceedingly unfair to the manufacturer who has established a reputation.

The Dominion Suspender Co., of Niagara Falls, write us that there are a number of merchants throughout the country who are said to be passing imitations of the Hercules suspenders on their customers. Some of them even hang these imitations on the D.S.Co.'s show racks. We cannot believe that there are men in the regular trade mean enough to do business in this way. Our opinion of them is contrary to all such assumptions. We sincerely hope that the information is based on one or two cases, and that dry goods men, as a rule, are above such things.

EXORBITANT CHARGES FOR REGISTERING TRADE-MARKS.



LETTER from a leading firm of manufacturers' agents in Montreal draws attention to the fact that the law in Canada with regard to the registering of trade-marks is away behind the times. Here is the letter:

MONTREAL, June 15th, 1894.  
Messrs. J. B. MACLEAN PUBL. CO.,  
Toronto:

DEAR SIRS, We have noticed your articles on Canadian Brands in THE DRY GOODS REVIEW. We have several times brought the attention of the Government to the price of registering Canadian trade-marks. The price seems to be out of all reason. In England it is £1; in Canada, \$25. Why there should be this difference, we cannot tell. If the price in Canada was \$5, a company like the Montreal Cotton Co. would probably register fifteen or twenty brands, or perhaps more, but at the price charged at present the expense would be very great. We would be glad if you would look into this matter.

Yours truly,  
STEVENSON, BLACKADER & Co.

The Canadian system of copyrights, trade-marks and patents follows the British system in classification. In the United States trade-marks are classed as patents, and registration is obtainable only from the patent office. In Great Britain, on the other hand, trade-marks are classed with copyrights, and so they are in Canada. In the United States the fee for registering trade marks corresponds with the fee for registering patents. In Canada one would expect them to correspond also; but not so. The fee for obtaining a copyright is \$1.50, and for registering a trade-mark is \$25. Why this enormous difference? Both are in the same department; why should the fees be so different?

The answer to these questions may be that fewer trade-marks are registered, and hence the department is too costly to admit of such small fees; that copyrights are more numerous, and hence the fees are, on the whole, nearly equal. If this is the answer, it can be met easily by showing, as the letter quoted above shows, that if the fees were reduced the number of trade-marks registered would increase in more than geometrical proportion. Registered trade-marks would become nearly as common and as numerous as copyrights.

But the more likely answer is that it requires a great deal of careful management and accurate recording to prevent one trade mark clashing against another; and that the searching and close examination required with every new application means a very heavy expense. This answer can also be met. In Great Britain they have fifty classes of articles for which trade-marks may be registered. In this way much less searching of files is needed in order to ascertain if a similar trade-mark has been registered, and to prevent infringement. The British way of chronicling trade-marks against the Canadian method is simply "system" as against "no system." If the Canadian act were amended this new feature could be introduced along with some other very necessary ones.

The British act lays down the following scale of fees:

- |  |   |    |    |
|--|---|----|----|
|  | £ | s. | d. |
| 1. On application to register a trade-mark for one or more articles included in one class..... | 0 | 5  | 0  |

- |  |   |   |   |
|--|---|---|---|
| 2. For registration of a trade-mark for one or more articles included in one class.....                          | 1 | 0 | 0 |
| 3. For registering a series of trade marks, for every additional registration after the first in each class..... | 0 | 5 | 0 |

It will thus be seen that British fees are much lower than Canadian. In Canada for registering a general trade mark the price is \$30, for a specific trade-mark, \$25.

COMPARISON OF COST.

	IN ENGLAND.	IN CANADA.
To register one trade-mark at one time	\$ 6 08	\$ 25 00
To register two trade-marks at one time	7 28	50 00
To register ten trade-marks at one time.	10 90	250 00

A close study of these tables shows what an enormous difference there is in the cost in each country. Supposing a firm like the Colored Cotton Co., or the Montreal Cotton Co., desire to register twenty five brands, the price is almost prohibitory. In Great Britain it is not.

The advantages of trade-marks are apparent only to those who have made manufacturing a study not from the inside, but from the outside. Viewed thus, extraneously as it were, manufacturers who have built up a great trade are those whose brand was a guarantee of the excellent qualities of their goods. Who never heard of Joseph Rodgers' cutlery? When the school boy carries his first "Rodgers," and breathes on it to see the moisture quickly evaporate, he has reached the highest goal of his ambition in that line for he has the best in the world. The Wade and Butcher razors are known to every Canadian with the material for a beard. Other well known brands are Pears' soap, Colman's mustard, Keen's mustard, Dent's gloves, Hermsdorf's hostery, etc., etc. Then there are well known Canadian brands. In canned salmon there are "Horseshoe," "Maple Leaf," "Inverness," "Balmoral", in finnan haddies, the "Thistle" brand is a leader, while Fearman's hams and MacLaren's Imperial cheese are household words.

If Canada is to attain a stand as a manufacturing country, Canadian manufactures must be known by their brands. Economic history teaches this in no uncertain way. At present foreign brands are more popular, in many cases, than Canadian brands, because the latter are less known. The manufacturers of domestic underwear make their goods "Scotch underwear" because goods branded thus are known to the people and asked for. Canadian cotton manufacturers imitate foreign brands on some of their goods, and sell their goods as the product of foreign looms.

A Canadian manufacturing nomenclature is needed, and needed badly. It is gradually coming, but the progress of the vehicle is slow, as the "big fees" brake retards progress. Reduce the price for registration of trade-marks to \$10, and the number of active trade-marks used by Canadian manufacturers would double within a year. Reduce it to \$5, as in Great Britain, and the number would be trebled.

Manufacturers with brands to sustain will manufacture more honest goods, and the country's good name will be sustained.

The manufacturer with a brand pushes his goods more strongly than without one, and consequently displaces more goods of foreign manufacture.

The country would be immensely benefited were the Act of 1879 revised and the fees for registration reduced to a reasonable amount.

## CARPET AND OIL CLOTH DUTIES.



HOWEVER the manufacturers may view the duty on carpets, the retailers—some few of them at least—are mad. Some of them are trying to boycott the goods of the Toronto Carpet Manufacturing Co., because its president was known to be at Ottawa after the Budget Speech. This promises to develop into a neat sized fight, progress of which will be

noted later according to progress.

So far as THE DRY GOODS REVIEW is concerned, we have contended that the duties were too high, and should be reduced. But to reduce the duty on carpets alone, without reducing the duty on the yarns from which the carpets are made, would be unfair. Both must be reduced together. If the Government at Ottawa finds that the manufacturers of woolen yarn must be protected, then they must rub the back of the carpet manufacturers with the same golden hand.

Let us unfold this argument more specifically. The duty on all woolen yarns costing less than 20 cents is, under the new tariff, 5 cents per pound and 20 per cent. All carpet yarn, we may safely assume, costs less than 20 cents. Let us examine the protection on the yarns.

Cost of yarn.	Duty.	Rate.
6 cents per lb.	6 1-6 cents.	103.3 p.c.
7 " " "	6 2-5 "	91.4 "
8 " " "	6 3-5 "	82.5 "
9 " " "	6 4-5 "	75.5 "

That is, the average duty on woolen yarns for use in carpets is 75 per cent. The duty on machinery for carpet manufacture is 27½ per cent. And so we might run through the list of raw material or necessities needed by the carpet manufacturer. The exception to this tax is that jute flax or hemp yarns, plain, dyed or colored can be brought in free.

On the other hand the protection on carpets is 3 cents per yard and 25 per cent. on unions, and 5 cents and 25 per cent. on all-wools. This means a protection of 30 to 35 per cent. on the manufactured article.

Now compare the protection on the manufactured article and on the materials used in the manufacture, and it will be found that the real protection of the manufacturer is not great. This is the only safe and proper way to estimate what the consumer pays to help the manufacturer.

Take off the duty on woolen yarns and carpet machinery, and then it would be only fair to reduce the protection afforded carpets. But both reforms must come together. One cannot be brought about without the other. Both classes of duties have been reduced this year. The duty on yarns has been reduced from 10 cents per pound and 20 per cent. to 5 cents per pound and 20 per cent. The duty on unions has been reduced from 5 cents per yard and 20 per cent. to 3 cents per yard and 25 per cent., and on wools from 10 cents per yard and 20 per cent. to 5 cents and 25 per cent. In both these cases the reductions are small.

The reduction on oilcloths is more thorough and is pregnant with results. The new duty is 4 cents per square yard. The old duty was 5 cents per square yard and 20 per cent.

Under this old duty the importation of low-priced English goods has been prohibited. This has been the case since 1885.

Before 1879 the duty was 17½ per cent. Between 1879 and 1885 it was 30 per cent. Neither of these rates kept out much of the English low-priced stair and floor oilcloths, and as the duty now is practically equivalent to that which obtained between 1879 and 1885, the importing will no doubt be taken up. In fact, some shipments are already on the way.

Canadian manufacturers in the meantime have got established and should be able to meet this outside competition much better than at the former periods. Their profits will be reduced, but they will no doubt continue to do a large business.

## THE ST. CATHARINES CARPET MILLS.

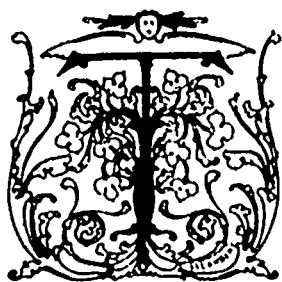
ST. CATHARINES is splendidly situated to attract manufacturers. Over the Niagara Central there is an outlet to the Canadian Pacific and the Michigan Central. The Grand Trunk runs through the city, and the Welland Canal gives an opening to all the lake boats, so that goods can be shipped to Toronto, Kingston, Montreal, Quebec, St. John, and Halifax. This is a great advantage as lake freight is only about one-third as costly as rail freight, and is speedier.

The Empire Carpet Co. was the first mill to be established in St. Catharines. James H. Etherington was in Paris, Ont., for eight years, and about two years ago moved to this city. His is still the largest factory in the place, with thirty looms and a well-equipped dyeing and scouring house. Full particulars as to the class of goods manufactured and the names of representatives will be found elsewhere in the list of mills. Mr. Etherington comes of a family which have been 200 years in the carpet manufacturing, and as he says himself, was born with a shuttle in his mouth. At first in England, then in Philadelphia, and finally in Canada—this is the history of the family. Mr. Etherington has gained a reputation for clean, worthy carpets, and deserves the success which he has gained. He has paid great attention to the dyeing and scouring of his goods, and has won, as a result, the confidence of a large number of customers. Twice a year Mr. Etherington goes to Philadelphia to choose designs, and in this way always places a splendid range of samples before the trade.

Some three months ago Mr. Gates, a carpet manufacturer, of Woodstock, was induced by a small bonus to move to St. Catharines with his 28 looms. At first he formed a partnership with S. Syer, formerly with the Empire Carpet Co., but they soon fell out, and Mr. Syer sold out to a Mr. Gardner, who with Mr. Gates is now owner of the St. Catharines Carpet Co. Their mill is rapidly being put in shape, and soon they will have all their looms running. Mr. Gates is at present in Montreal selling goods.

After S. Syer fell out with Mr. Gates he at once began to found St. Catharines' third carpet factory, and bought two small plants and moved them to that city. The first was formerly owned by Thos. Hudson, of Meaford, and the second by Rudy Burner, 101 Queen street, Toronto. With these looms he has started to work in a three-story brick building in St. Catharines, known as the "Big 22," and formerly occupied by R. Stanley, dry goods merchant. A competent man has charge of the weaving department, and Mr. Syer has abundant hopes of working up a good trade.

## PROGRESS OF OUR CARPET INDUSTRY.



HERE is one industry, at least, in Canada which is making strides along the path which leads to greatness and prosperity. This is the carpet industry. Five years ago it was a pickaninny business in small factories of a few looms each. To-day several very large factories are in existence, and the number is on the increase.

True all this has not been accomplished without much uphill work. Adverse circumstances, induced by various sets of causes, have made the advancement of this industry much slower than it might otherwise have been. But this is always the case in a new country. The manufacturers must force their way against adverse conditions, against overwhelming competition and against foundationless prejudices.

The adverse conditions were the fact that the duties levied on yarns and other classes of raw material and on machinery militated against the manufacturers. Their protection was too small altogether. True it seems large to the politician and the consumer; but these did not seem to understand that the manufacturer's protection is found by subtracting the duty on his raw material from the duty on the finished product. But although this was small, they forced their case on the Government, and the result has been that during the past two years they have been better treated both in amount of protection and in the appraisement of competing goods at the customs houses.

The overwhelming competition has been due to the fact that large United States factories find at times that they have an overstock of goods. They do not care to slaughter these in the United States, and consequently they bring them to Canada and sell them at a very low price—less than cost. They thus leave their own market clear for future business and at the same time realize cash on their overmake. Undervaluation and wrong appraisements of United States carpets has intensified this competition.

Besides these two great difficulties, there has been the heavy weight of public prejudice. It has been thought that Canadian dyeing is not so permanent as British dyeing. This has been due to the fact that British manufacturers use more exclusively darker colorings and refrain from the use of light colors. Domestic manufacturers have, on the other hand, catered for the "light-color" taste, and have thus laid themselves open to the criticism of the ignorant. But there is little doubt that the Canadian and British corresponding colorings have about equal wearing strength, and that neither has any appreciable advantage.

Up to the present time Canadian manufacturers have confined themselves to unions and wools. Only one factory has gone further and commenced the manufacture of Axminster rugs and carpets. It is well that too much development in the direction of a wider range of manufactures has not taken place. Excellence in one line is more to be desired than commonplace merit in several. It requires a great deal of attention, capital and skill to develop any new line, and smaller mills are doing well in sticking close to the more common grades. Still the fact that better grades are being thought of and made on a small scale, shows that there is a future for carpet manufacturing which will gradually make itself.

The number of carpet looms in the carpet mills of Canada to-day is over 250, and the yearly output will amount to about a million yards. The number of persons employed is about 500, and the wages paid will amount to \$150,000. These figures may seem small, but the difficulties under which the industry has struggled have been pointed out and explained. The last two years has seen the industry double in size and treble in importance. Under favorable conditions the next five years should see a wonderful development in this industry.

## DEFECTS IN CARPET MANUFACTURING.

IN the Canadian carpet manufacturing there have been, and are yet, serious defects. These defects have been overcome by some manufacturers, but not by all. Two mills, at least, have been fitted with sufficient dyeing and scouring plant—the Toronto Carpet Mill and the Empire Carpet Mill, St. Catharines—but most of the others depend on job dyeing, and consequently do not secure the same good results.

Canadian carpets have been regarded with a considerable amount of disfavor, and this prejudice has not been without foundation, and reasonable foundation at that. The yarns have not been properly cleaned from natural grease, for lack of improved scouring machinery, and as a consequence the dyeing was imperfect. Dyeing can be done, and has been done, in Canada, which is equal to the best carpet dyeing in any older country. There is no reason why this should not be the rule, and that with no exception. Every mill in Canada must have its proper arrangements and its proper machinery for scouring and dyeing before it can hope to establish itself in favor with the trade.

It is pleasant to be able to assert that no person has been more cognizant of the defects of the carpet product than the makers themselves. But until they received proper attention from the Government, it was impossible to induce sufficient capital to enter the business and thus provide the necessary plant. But now that the trade has been placed on its feet by a slight measure of protection there has been an improvement, and the latest machinery for the purpose has been added to the best factories.

This being the fact, there is no reason why the prejudice against Canadian-made carpets should exist any longer. The larger factories are turning out goods which are clean and honest. They are the product of Canadian labor and as such should be encouraged—or, at least, should not be discouraged.

The retail merchants are the men on whom the success of the Canadian carpet industry depends, and their nod and approval is able, in a very short time, to double the number and capacity of our mills. By giving the product of Canadian looms an equal chance with the product of looms operated by foreign labor, a great industry can be stimulated to renewed vigor. Not only will more carpet be produced, but better carpet also. As the mills increase in size, their machinery will increase in perfectness and the product rise in point of quality.

The strength of a country depends, as in the case of a human being, upon the equal and full development of all its members. Manufacturers should not be helped to the detriment of the consuming public; but the development of manufactures to a certain extent aids in building up a well-developed and self-reliant nation.

## LIST OF CANADIAN CARPET MILLS.

**Cobourg, Ont.** Wm. Mitchell. Manufacturers cocoa matting and mats, Napier matting, Venetian carpets, wool stair carpets, and wool rugs. Number of looms, thirty-four. Sells to wholesale, and retail importing houses only.

**Guelph, Ont.** The Armstrong Carpet Co.; Andrew Armstrong and Robert Dodds; woolen, union, and damask carpets. Founded in 1874.

**Guelph, Ont.** Wellington Carpet Co.; J. A. McPherson, George McPherson, and R. E. McPherson; ingrams; fifteen employees.

**Guelph, Ont.** Royal Carpet Co., H. H. Burrows, J. F. Burrows, and G. A. Burrows; carpets of all-wool, unions, two and three-ply ingrams, stair carpets, all-wool and union art squares, rugs, and mats, emblematic, hall and church carpets, also double headed rug fringes. Number of employees, thirty-five; pay roll, \$8,000; output for 1893, 23,300 yards.

**Markham, Ont.** Archibald Campbell. Unions and wools. Small factory.

**Paris, Ont.** H. Stroud & Co. Recently disabled by fire.

**Paris, Ont.** John Camelford, Jr. & Co. Makes unions and wools. Small factory.

**Peterboro', Ont.** S. W. Lowrey. Unions and wools. Small factory.

**Peterboro', Ont.** Thomas Gemmill. Makes unions and wools. Small factory.

**St. Catharines, Ont.** Garden City Carpet Works; S. Syer. Just beginning. Makes unions and wools; ten looms.

**St. Catharines, Ont.** St. Catharines Carpet Co.; Gates and Gardner. Just beginning. Unions and wools; twenty-eight looms, two of which are broad looms.

**St. Catharines, Ont.** Empire Carpet Works; James H. Etherington. Make unions in six grades, fine wools, three-ply wools, extra super wools, art squares in unions and wool; emblematic, hall and church carpets; thirty hand looms, but electric power also used. Representatives: Chas. T. Doyle for Toronto and the East; J. E. Kent for Western Ontario, and Wallis and Foord, Winnipeg, for Western Canada.

**Toronto, Ont.** The Toronto Carpet Manufacturing Co. James P. Murray, president; John A. Murray, vice-president; F. B. Hayes, secretary and treasurer. Capital, \$150,000. Travelers: Wm. C. Meredith, F. Soulsby and A. Black for Ontario, Quebec and Maritime Provinces; James Wey for Western Canada. They have 25 ingrain power looms, of which two are 3 yards wide and one 4 yards wide; 3 Axminster rug and mat looms; 7 27-inch Axminster carpet looms; 2 2-yard west weaving looms; 3 1 yard west weaving looms; 2 1/2 yard west weaving looms; 7 chenille curtain looms. The class of goods made are: 8-shot Axminster carpet in bodies, borders, stairs; mats and rugs, 20 x 36 in., 27 x 30 in., 30 x 36 in., 27 x 54 in., 30 x 60 in.; chenille curtains, 38, 44, and 48 inches wide; Imperial, all wool, 3-ply; Maple Leaf, all wool, 2-ply; Standard, union, 2-ply; Victor, jute union, 2-ply; Beaver, fine wool, 2-ply; Acme, fine union, 2-ply; Challenge, fine jute union, 2-ply. A new line is the Oriental Brussels.

## OILCLOTH FACTORIES.

**Kingston, Ont.** Kingston Oil Enamelled Cloth Co.

**Montreal, Que.** Dominion Oilcloth Co.

**Montreal, Que.** Canadian Rubber Co.

## STAIR PADS.

**Hamilton, Ont.** Thos. Mealy & Co.

**Montreal, Que.** Dominion Wadding Co.

## PAPER CARPETING.

**Montreal, Que.** Dominion Leather Board Co.

## RATTAN CARPETING.

**Woodstock, Ont.** James Hay & Co.

## CARPET FELT.

**Campbellford, Ont.** Northumberland Paper and Egg Case Co.

**Montreal, Que.** Alex. McArthur & Co.

**Toronto, Ont.** J. W. Paterson & Bro.

## CARPET LININGS.

**Hamilton, Ont.** Thos. Mealy & Co.

**Montreal, Que.** J. W. Paterson & Co.

## NEW CARPETS AND CURTAINS.

NO other carpet firm in Canada has made such rapid strides as the Toronto Carpet Manufacturing Co. Their newest line is the "Oriental Reversible Brussels," a carpet which they expect to have a great run. It is a special make to retail at the same price as their "Maple Leaf" brand. Its weight is extra; its strength is above the average, and its wearing qualities are said to surpass those of any other carpet at the price. In appearance, at a distance, it is like a Brussels, although much like an ingrain when examined. Its weight is about two pounds to the yard, and its tread is very kindly. Samples are now being shown.

The new four-yard art square machine recently added by the company is kept continually busy with orders. The addition of a second machine of this kind is contemplated.

The manufacture of chenille curtains is progressing in a desirable manner. These goods are being made in three widths—38-inch, 44-inch and 48-inch—and in three qualities. A large range of patterns are shown for fall, and plain goods are also in demand. This line is new with the Toronto Carpet Manufacturing Co., yet they are succeeding admirably and have already sold 400 pairs for fall delivery. It will take some time to introduce them, but their ultimate success is assured. The chenille is very round, of nice and even texture, and equal to and lower in price than similar United States curtains.

The Central Ontario School of Art and Design, Toronto, is now furnishing this company with a great many of their designs, and Mr. Murray expresses himself as being much pleased with these examples of Canadian art. Mr. Murray has certainly done a great deal to encourage this class of art study in Canada, and has thus conferred a great benefit on the country.

The recent fire in this factory has not lessened their industry. Some internal changes have been made, and more are being made. The manufacture of new looms and other machinery is still being pushed on the premises. Improvements are continually being made in the arrangement of machines, stock yards, sample rooms, etc., so as to always have the most economical arrangement and the best equipped factory in Canada.

Programmes have been issued by the Toronto City Travelers' Association for its promenade concert to be held on the steamer Chippewa, July 16.

## CANADA'S COMMERCIAL AGENTS.

CANADA spends a few thousand dollars in maintaining commercial agents abroad. These men have offices in foreign lands, and supply information to buyers or sellers to or from Canada. The number of these agencies should be increased, and the amount spent on them likewise increased. This would be a much better means of advertising Canada than printing a million of pamphlets which do not reach the people who want them. In Paris there is an attractive agency, and one which is becoming to Canada's measure of greatness. But in no other country in continental Europe is there any agency with quarters of a decent size. The trouble with this matter, as with many other commercial matters with which the Government deals, is that lawyers deal with matters of which they know nothing and on which they are too thoughtless to ask business men's advice. Business men, on the other hand, are too backward in offering advice which might result in a great deal of good.

This question of Canada's commercial agents came up recently in Parliament for discussion. The Toronto Globe's report is as follows: "Upon the vote of \$10,000 for commercial agencies, including expenses in connection with negotiations of treaties, or in the extension of commercial relations, Mr. Mills, of Bothwell, asked the Premier whether there had been any attempt made to secure recognition of the agents of Canada by Great Britain. The agents of Canada abroad would have no official character unless there was some recognition on the part of the foreign office secured. Sir John Thompson replied that Canada's agents had no official consular character. They went

abroad as agents would of a private house, except that in this instance they presented a great country, and were treated with respect accordingly, and were given facilities everywhere by those who represented her Majesty in the consular capacity. The Government was corresponding with the British Government with a view of getting recognition of the Canadian commercial agents, especially the commercial agents at capitals of the great countries. Mr. Charlton urged the importance of sending a commercial representative to Washington."

It would seem from present indications that Mr. Charlton is right, and that a commercial agent at Washington would do much to counteract the unnecessary advice which Mr. Charlton, Mr. Wiman, and others, sometimes give the United States Government.

## CANADA'S GREAT FAIR FOR 1894.

The Toronto Industrial Exhibition has now become one of the great events of the year in Canadian history, and is looked forward to by the people in all parts of the Dominion. We have received a copy of the prize list for this year's fair, which is to be held from the 3rd to the 15th September next. The amount of prizes offered is as large as ever, and there is every prospect of this year's show excelling all others, as there is no other great fair to conflict with it, and the directors have voted a large amount for novelties and special features which are bound to attract the people. The grounds are also being vastly improved this year. Any one desiring a copy of the prize list can obtain one by dropping a post card to H. J. Hill, manager, Toronto.

# Knox, Morgan & Co.

Hamilton,  
Ont.

Fall Samples are now in travelers' hands, and, with an extra man out, we will be able to cover the whole of our territory in time to allow every merchant to inspect our large and extensive range before the fall trade commences.

We call special attention to our  
leading departments



**Staples**  
**Dress Goods**  
**Flannels and Blankets**  
AND  
**Gents' Underwear**  
and **Furnishings**

Sharp, shrewd buyers cannot afford to pass us this season. Prices are low, and we did not carry over any of last season's goods. We have a decided advantage over houses who were left last season with large stocks on hand.

## LATEST IN GENERAL BAZAAR MATTER.

THE case of the General Bazaar Company, which we referred to in our last, has attracted more than the usual attention in the trade. On the 28th of June a meeting of creditors was held to discuss the situation. The curators submitted a statement to the effect that if the goods could be sold at 100 cents on the dollar there was a surplus, and that even at a reduction the loss will not be a heavy one. Owing to the strong feeling among the bulk of the creditors, therefore, with regard to the methods of the insolvent firm, it was decided to wind it up and offer the goods at public auction on the 10th. At the time of writing, this is the position affairs are in, and the general belief being that a good dividend will be realized. Before this appears in print however it may be settled in another manner, though it is very unlikely. A petition is being circulated among the creditors asking them to accept sixty cents on the dollar, but some of the larger ones protest that they will not accept it. One of them said to THE REVIEW'S correspondent, that if the other creditors were sure that one of them, a leading general house here, would not get the best of the deal the offer might be accepted, but that with the probability in view it was unlikely that it would be accepted. It was asserted also that the other retail dealers on the street were in favor of the compromise being accepted, but this, in view of recent developments, won't "wash" at all. The statement of the curators is as follows:

Liabilities—Direct, \$147,912.20; preferred, \$1,760; making the total \$149,672.51.

Assets—Stock of dry goods in store, corner of St. Catherine and St. Lawrence streets, \$109,517.46; fixtures, \$7,144.10; stock of dry goods in store, corner Dorchester and St. Lawrence, \$24,717.90; fixtures, \$584.48; book debts, good, \$17,490.47; doubtful, \$11,250.87; bad, \$11,270.56; cash on hand, \$3,001.65; book debts of L. H. Boisseau & Co., doubtful, \$130.40; bad, \$14,922.15; one-eighth share in Alley syndicate, \$2,500; amount invested by Poliniere in Phoenix Printing Company, \$2,000, making the total of the assets of all kinds, \$204,630.04.

The following is the list of creditors: Gault Bros. & Co., \$31,399.54; Philbaudeau Bros. & Co., \$24,983.68; J. MacDonald & Co., Toronto, \$9,461.47; J. de Sieres, Montreal, \$6,250; Kent & Turcotte, \$5,467.70; Wyld, Grasett & Darling, Toronto, \$6,608.67; Caverhill, Kissock & Co., \$5,097.99; S. Greenshield's, Son & Co., \$4,481.62; Caldecott, Burton & Spence, Toronto, \$2,893.38; D. McCall & Co., Toronto, \$3,615.72; McMaster & Co., Toronto, \$3,889.21; P. Garneau, Fils & Co., Quebec, \$2,746.26; Thouret Fitzgibbon & Co., \$3,130.65; H. H. Wolf & Co., \$2,798.90; Thos. May & Co., \$2,722.13; W. Agnew & Co., \$1,838.70; J. Grenier & Co., \$2,512.83; J. G. Mackenzie & Co., \$2,335.62; J. McGillivray & Co., \$1,823.44; Samson, Kennedy & Co., Toronto, \$1,960.62; R. Linton & Co., Montreal, \$1,693; A. Racine & Co., \$1,563.04; Corby, Palmer & Stewart, London, \$1,503.31; G. Goulding & Son, Toronto, \$1,009.22; S. F. McKinnon & Co., \$269.63; Brophy, Cains & Co., \$1,164.70; J. D. Ivey & Co., Toronto, \$1,099.33; Arthur & Co., Glasgow, \$946.64; A. O. Dostaler, \$732.40; Henri Duverger, \$688.42; J. MacDougall & Co., \$688.41; Glover & Brais, \$677.46; Mde. Poliniere, \$600; Williams, Greene & Rome, Berlin, \$591.23; J. Sterling & Co., \$599.72; James McLean & Co., \$566.69; Perrin Freres & Cie., \$534.89; estate Beaudry, rent to May, 1894, \$674.60; estate Beaudry, rent to July, 1894, \$833.32;

corporation water debt, \$232.39, and about thirty other creditors of smaller amounts which will bring the total up to that given above.

## HAPPENINGS IN THE TRADE.

N. Rouillard, dry goods merchant, Quebec, is dead. So is Wm. Wightman, general merchant, Georgetown, P.E.I.

G. W. Robinson & Co., Manitou, have dissolved.

Geo. McKinnon, of Liddell, Lesperance & Co., Montreal, is dead.

J. Matchett, dry goods, Galt, Ont., has sold out to A. & R. Atkinson.

Tolton & Co.'s stock at Stratford, Ont., has been sold to Matchett Bros.

Price & Allison, general merchants, Norton Station, N.B., have dissolved.

Mattinson & Crowe, general merchants, Spring Hill, N.S., have dissolved partnership.

Lang, Strachan & Co., Winnipeg, have dissolved. H. H. Lang continues the business.

J. A. McDonell, dry goods, Leamington, Ont., has been succeeded by Robert Deming.

The stock of the late J. W. Dunnett, Belleville, has been sold to Vandervoort & Gibson.

The stock of R. G. Silk & Co., carpets, Montreal, has been sold to H. A. Wilder & Co. at 62c.

J. L. Richard is a new dry goods merchant at Ottawa. D. J. Jamieson is a debutant at Vanleek Hill.

John H. Smith, general merchant, Richmond, Que., is dead. John Mooney, of Durham, is also deceased.

On July 3rd the woolen mills of R. Vause, of Glencoe, Ont., were burned down. A large supply of wool and tweeds was burned.

The firm of Jos. Hamel & Co., wholesale dry goods, Quebec, now consists of Joseph Hamel, Jos. E. Bedard, Ernest Hamel and Henry Hamel.

Duncan McIntyre, of McIntyre, Son & Co., wholesale dry goods merchant, died early in June. Deceased was one of the leading citizens of Montreal, and an eminently successful financier.

## BUSINESS CHANGES.

Ontario assignments: Hannah Carr, Hamilton; F. X. Gadbois, Arnprior; Miss E. Whitehead, Dresden; Smith Bros., Sarnia and Dresden; Merrich & Hurlburt, Toronto Junction; John Ott, Brantford; N. T. Cluff, Seaforth; Nicholson & Dexter, Chappleau; W. T. Phinn, Wakworth.

Quebec assignments: Senecal & Frere, Montreal; Alfred Tanguay, Quebec; Boisseau & Polinier, Montreal; Jos. Harris, Montreal.


Maritime Province assignments: D. A. McDonald, Port Hawkesbury, N.S.; Jos. B. Porter, Andover, N.B.; C. N. Hartling, Halifax, N.S.; A. C. McKinnon, Spring Hill, N.S.; G. R. Batson, Campobello, N.B.

Northwest assignments: J. W. Morrison, Vancouver, B.C.; Geo. Bevilockway, Nanaimo, B.C.; Mrs. Kate Hanafin, Vancouver; J. Isaacs, Victoria.

# "The Distingue"

IS ADMITTEDLY

THE BEST  
SELLING **WATERPROOF**

in the market, as proved by the  
experience of years. : : : : 

**"The Distingue" has received the most flattering encomiums of the trading world!**

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:

**S. GREENSHIELDS, SON & CO., Montreal,**

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

**MCMASTER & CO., Toronto,**

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

**GAULT BROS. & CO., Montreal,**

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

**ROBERT LINTON & CO., Montreal,**

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

**WYLD, GRASSETT & DARLING, Toronto,**

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

**CAVERHILL & KISSOCK, Montreal,**

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

**Reliable Proofing!**  
**Choicest Designs!**  
**Reasonable Prices!**  
**Newest Styles!**

ASK TO SEE SAMPLES

The manufacturer has in his possession a large number of unsolicited testimonials, similar in character to the above, from leading British and Colonial houses.

Every garment has a silk label or hanger bearing the registered title

# "The Distingue."

**These goods may be had from any of the leading wholesale houses. In ordering, please quote the Registered Title, "The Distingue."**



## MILLINERY NOVELTIES.

At the beginning of the season, says the Dry Goods Economist, we mentioned the probability of the large, fine Panama hats taking the place to a great extent of the inevitable Leghorn. Thus far they have not been popular to any great extent, but now they are to the fore in such distinguished society that their future as dress hats is assured.

They are soft and tough, so light, and the very fine ones so pretty, that their possibilities are much greater than the Leghorn, which cracks and breaks. And it is not only the large hats of this woven fibre that are gaining favor. Sailor hats and toques and bonnets cut from the piece are seen.

These are most useful, pretty and practical for hard wear, such as traveling, boating, etc. The piece woven Panama is also used for crowns of lace hats, for children's hats and bonnets—the big "Heligoland" sun bonnets, combined with lace, ribbon and tiny flowers.

## A LARGE FLAT BRIM HAT.

A large flat-brim hat with a medium high crown—in fact, a very ugly shape, before the artist's fingers had molded it to a thing of beauty—was set on a black velvet head-band. The front to the left was turned straight up against the crown, and in the wave was placed a plume of fine black tips going every way, the stems finished with a very small tie bow of black ribbon velvet.

The back was bent up on both sides of the middle, forming a kind of curtain or poke bonnet effect, and clusters of roses set into the waves.

At the back of the bent up brim in front and resting on the crown was a bow of velvet, the tie-over being in one with the long ties that passed around the sides of the crown and were pushed through slits in the brim and under the rose clusters.

In the middle of the crown at the back rose a wired "Spanish comb" of ecru lace through a slit, the lace appearing again in a small bow under the back brim, on the velvet band. Now there is a truly artistic hat made out of one of the crudest of shapes.

The same effect in design could be got with one of the cheaper hats, and flowers can be substituted for tips.

## FOR A GIRL OF TEN.

Another of these hats was made into a big poke bonnet for a little girl of ten.

The crown was cut out of the brim and a piece cut out of the crown at one side to fit the back of the neck so that it would go on the back of the head, instead of the top. The brim formed the brim, but though it was left the full depth in front it was sloped off towards the sides and back till below the ears it came almost to a point.

With what was cut away a short flaring curtain was made, always keeping the outer firm edge of the brim as outer edge of the bonnet.

A twist of wide, white, soft, satin ribbon went around the crown and back to hide the joints, the piece over the head being in one with the long ties, the piece around the back ending in a tied bow in the middle, the ends hanging down over the curtain. On top was a full plume of four lovely little white tips with a tie-bow to finish them, and another little tip and bow inside the deep wide brim just over the hair.

Fancy a sweet little face with fair fluffy hair inside this picturesque bonnet. It would surely be pronounced "too sweet for anything."

## SAILORS AND MEDIUM SIZES.

The sailor hats are trimmed with black velvet if of a very light tint of straw, with roses or violets in clusters. The brown shades are trimmed with brown, and some with white, which looks well. The white coquille is put at the left side.

Some of the medium sizes are trimmed with drapings of crepe very sheer and light, but of the washable kind.

The crepe is used in one long piece, single width, or the double cut through and hemmed down one side. This is tied in a big bow, the two loops set on in front so as to give becoming height; the ends carried round, tied in a knot at the back and left to bring forward and tie under the chin.

For this style of trimming the hats are not much bent; just a pinch to lift the brim a little in front, and a couple of waves at the back so that the long ties will come down gracefully. On the larger ones a pair of white wings are added.

## WHITE, GREY OR ECRU FELT.

If in taking stock you come across any white, grey or ecru felt hats, put them where you can get at them, as you can use these very shortly. In fact, some milliners are already trimming them for mountain wear for those who will not be able to return to get them later.

These felts must be trimmed with crepe, lisse, mousseline de soie, silk grenadine, very light-weight china silk, etc. If of gauze or crepe, the same style as that given for the last Panama hat is correct. If of silk, there must be as little as possible of it. A pair of wings, a couple of birds or a few quills are used to give effect—no ornaments, except a few small fancy pins, which are used to pin the soft folds in place.

Wide-checked ribbons are also to be used on both the felts and Panamas for traveling.

## DON'T NEGLECT THE INTERIOR.

Interior dressing should receive more careful attention than usual during the coming months, instead of, as is usually the case, being allowed to take on that vacation look so suggestive of that tired feeling in the trimmer, the trim simply acting as a filling up instead of an attractive decoration, and its principal use, apparently, to catch the dust and serve as a resting place for the flies.

Light, airy trims should be in order, goods suitable to the season being displayed, and these should also be frequently changed.

It is quite a common habit during the summer to allow the interior trims to remain unchanged for weeks, a thing that gives the store a far from inviting appearance. Appearances are everything during the dull season, especially to the hot, tired and quite frequently cross shopper, who, when she finds a store that has a fresh, light, clean appearance, is quite sure to stop right there, and is also sure to return if properly treated.

That looks are but little may be true as regards some things, but in regard to the dry goods store of to-day looks go a great way, either in attracting or repelling trade, a thing that it would be well for all merchants to bear constantly in mind. At least once a week during the summer season all trims should be changed, as unless this is done they will speedily take on a dusty, fly-speckled look that will create a bad impression on the minds of customers.—Economist.

# The Fancy Dry Goods House of the Dominion

**FALL 1894**

OUR TRAVELERS ARE NOW ON THEIR RESPECTIVE ROUTES  
WITH A

## FULL RANGE

OF

## FALL SAMPLES

Every live merchant should see what we are  
showing, as our assortment will more than  
maintain our motto :

*“We always lead ; we never follow.”*

---

# SAMSON, KENNEDY & Co.

**TORONTO.**

## DANSEREAU VS. PACAUD.

An interesting case was decided in the Supreme Court of Quebec about a week ago. The following is the report: **DANSEREAU VS. PACAUD.** On the 19th January, 1877, the plaintiff sued defendant for the sum of \$486.75, price of goods sold and delivered, and covered by a promissory note, and he asked also for the imprisonment of defendant under a clause of the insolvent law, then in force. The demand for imprisonment was based substantially upon the following allegations: That defendant had purchased the goods on credit, knowing himself to be insolvent and unable to meet his payments; that he had fraudulently concealed his financial condition from the plaintiff, and that shortly before making the purchase, and at a time when he was insolvent, he had entered into a contract of marriage, and transferred to his intended wife by the marriage contract the whole of his available assets. By the plea the defendant denied the charge of fraud, and practically admitted the existence of the debt. Since the filing of the plea in question, the defendant had left his domicile in the province of Quebec. On the 8th of May last plaintiff sued out interrogatories upon articulated facts, returnable on the 14th May, at which date the case was inscribed for enquete and merits. The writ was served at the office of defendant's attorneys, the bailiff alleging that after making search he could not find that defendant resided within this province. The questions put to defendant in the interrogatories comprised those relating to the existence of the debt, and to the fraudulent practices of defendant at the time of making the purchase. The defendant made default to answer interrogatories, and plaintiff now moved that they should be held to be admitted. As a general rule such a motion would be granted as a matter of course, but His Honor was of opinion that a distinction must be made between the questions relating to the existence of the debt and those relating to the alleged fraudulent practices of the defendant. No witness can be compelled to answer any question which might subject him to a criminal prosecution. His Honor was clearly of opinion that if the defendant had appeared as commanded by the writ, he could have refused to answer such of the questions as would subject him to imprisonment. It was true that if the questions had been answered by him without objection, the answers would constitute legal evidence. Was the court then to assume that upon defendant's default to appear, he was to be considered as waiving any objection which he might have to the questions? His Honor thought that he could not adopt that view in this case, in which the defendant might be presumed to be in com-

plete ignorance of the proceedings. The writ commanded him to appear and answer. The law presumed that it had been served upon him. In absenting himself he was refusing to answer just as much as if he appeared and refused. The court, therefore, held the interrogatories pro confessis only in so far as they established the existence of the debt, for which judgment was rendered with costs, but without any condemnation to imprisonment.

## FAILURES IN THE PAST SIX MONTHS.

According to R. G. Dun & Co., the failures in the second quarter of 1894 were 2,734, against 3,199 last year, and the amount of liabilities in commercial failures only was \$37,595,973, against \$63,982,179 in the first quarter of the year, and \$121,541,239 including all reported in the second quarter of last year. There is a heavy decrease in manufacturing liabilities, \$13,421,124, against \$27,954,978 in the first quarter, and also in trading liabilities, \$18,585,792, against \$33,760,186 in the first quarter. Thus in the important classes the commercial failures show a most encouraging improvement during the second quarter, though the half yearly return is large.

The aggregate for the half year, 7,031 commercial failures with \$101,578,153 liabilities, has not been surpassed in the first half of any year except the last. There was a great decrease in banking failures, which numbered only 63, with liabilities of \$13,184,461, and in railroad receiverships, which numbered 17, with \$46,800,595 indebtedness exclusive of stock. Failures during the week have been 181 in the United States, against 334 last year, and 34 in Canada, against 23 last year, with no important disaster as yet since the new half year began.

## LOW-PRICED ENGLISH OIL CLOTH.

Low priced English oilcloth will again be imported under the new tariff. Jno. Macdonald & Co. announce that they have a shipment on the way. They will also have a full line of all other qualities of floor and table oilcloths and of linoleums.

A cheap line of printed hems is perhaps the most sightly line of this kind ever offered. Their fall stock of hems is being opened up.

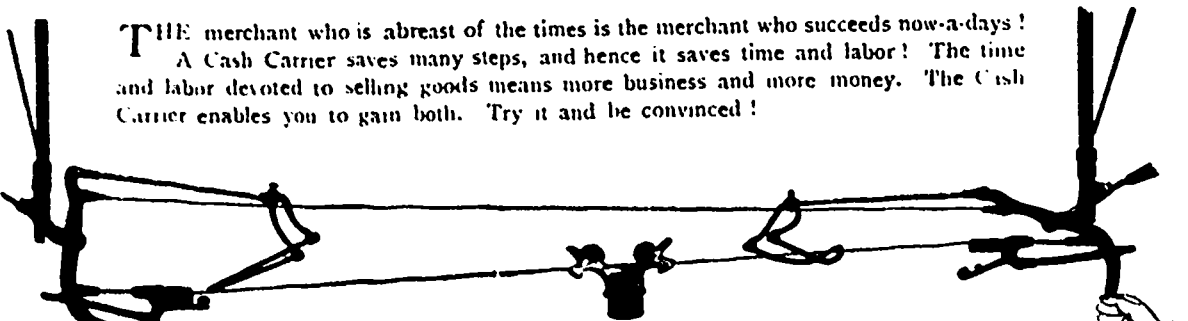
In fall carpets the light colorings will still predominate, although perhaps not to quite the same extent as before. No decided liking is shown so far in fall orders for either small or large patterns. The orders have covered both styles and also those of a medium character.

Established 1864.

The Best is the Cheapest.

THE merchant who is abreast of the times is the merchant who succeeds now-a-days!

A Cash Carrier saves many steps, and hence it saves time and labor! The time and labor devoted to selling goods means more business and more money. The Cash Carrier enables you to gain both. Try it and be convinced!



Wire Cash Carriers. Pneumatic Tube Cash Carriers. Cash and Parcel Carriers. Send for Particulars.

Patented in Canada and the United States.

Address, THE HAZARD STORE SERVICE CO. Office, Room 1, 77 Victoria St., Toronto, Ont.

# A. A. ALLAN & CO.



WHOLESALE

**Hats, Caps, Furs,  
Robes and Straw Goods**

*CAP DEPARTMENT --- Manufacturers of  
Railway, Firemen's, Police, Band, Baseball,  
Lacrosse, Cricket and Society Caps. Also,  
Tourist and Yachting Caps.*

Elegant Designs. All Prices. Orders Solicited

**A. A. Allan & Co.**

51 Bay Street, TORONTO.

## Something Fireproof

is what every busi-  
ness man requires  
to protect his  
books over night.

We make the  
very thing.

**J. & J. Taylor**

Toronto Safe  
Works

## Wyld, Grasett & Darling

Have recently received

### NEW PRINT

SHIPMENTS

Consisting of . . . .

*Latest Novelties* in wide cloth and drilletes  
including the Indigo and Turkey Red effects.  
Flannelettes, Shirtings and Cottonades in  
great variety.

Cricketing Flannels, Tennis Flannels and  
Boating Serges, etc.

New Neckwear in all the fashionable shapes  
and colorings.

A further shipment of I. R. Coats' Umbrellas,  
etc.

Travellers' and Letter Orders Solicited.

**WYLD, GRASETT & DARLING**  
TORONTO.

## ALEXANDER

**& ANDERSON**

We are Selling

Agents for

**"THE CELEBRATED CORTICELLI" CO.'S  
PRODUCTIONS,**

*And we sell all their goods on same terms  
as the manufacturer.*

*In order to secure prompt delivery, send  
your orders direct to*

**Alexander & Anderson,**

43 Front Street West, TORONTO.

## TRADE CHAT.

**B**EFORE the middle of this month the Sault Ste. Marie canal, on the Canadian side, will probably be open for traffic. The masonry work is finished, and the lock-gates, seven in number, are on the ground ready to be put in. If all goes well water may be let into the canal as early as 10th July and it is safe to say that unless something unusual and unexpected happens the canal will be ready to receive traffic by the 15th July and probably before.

A. Greenhill & Co. is the name of a new dry goods firm in Kingston.

John Catto & Son, Toronto, will erect a fine addition to their premises at a cost of \$15,000.

The Hudson Bay Co., at Rat Portage, are erecting an addition to their store to double its capacity.

J. Cameron & Co., Petrolea, have settled permanently in that town with a new and handsome store.

The capital stock of the Montreal and Chicago Merchants' Shipping Co. has been reduced to \$40,000.

A firm in Delhi have been fined for ignorantly enclosing an explanatory note in parcels of goods sent by mail.

The wholesale dry goods and clothing houses of Winnipeg now close daily at 5 p.m. for the benefit of their employees.

Mr. Kennedy, the European buyer for W. A. Murray & Co., Toronto, has gone to European markets.

A. Brown & Co., who recently opened up in Blackstock with a stock of groceries and dry goods, are reported to be doing a nice trade.

G. M. Smith, of Halifax, has gone to England and the Continent. He goes to purchase the autumn and winter stock for their firm.

The July Textile World is modern. Instead of its great blanket pages, it now appears in magazine form. The matter is as original and valuable as usual.

Marriages—M. C. Burt, merchant tailor, Toronto Junction, to Miss S. Stump; D. G. Douglas, of Kennedy & Douglas, tailors, Toronto, to Miss Ida Cumming.

James A. Cantlie, vice-president of the Montreal Board of Trade, accompanied by Master Frank Cantlie, left on Friday for Gaspé for a fortnight's salmon fishing.

A. F. Gault left for England recently by the Parisian. Mrs. Gault and family left last week for Cacouna, where they will occupy their pretty cottage this season.

Ramsay & Morlock, of St. Mary's, have leased the store lately occupied by George Woodland, in Bolton, and will open out a stock of dry goods during the first week in July.

A new store is being fitted up in the Flood block, Paisley, for J. Colborne, general merchant of that town. Mr. Flood will move into his new premises about September next.

Over twenty new buildings are in course of erection in Huntsville. Thirty-four were burned during the recent fire. "Huntsville will be on its feet again in a few months," remarked a traveler.

The Moose Jaw board of trade has issued a circular to boards of trade, municipal councils and agricultural societies in Manitoba and the Territories on the question of prairie fires, with a view of having some concerted action taken to lessen the danger from such fires. The board thinks that the railway com-

panies should be compelled to make fire guards along their lines; that the government should make guards through the unsettled country.

The T. E. Mara Company, London, have purchased all the balance of goods shipped to the late firm of Spittal, Burn & Gentleman, and which were stopped in transit, at 50 cents on the dollar.

Fire broke out in Gourley & Rankin's large general store at Maple Creek, on June 12, and the store with entire stock was burned down. The building and stock were partly insured. Insurance on the stock was \$11,450.

In the rotunda of the Toronto Board of Trade the Australian products of honey, butter, wines, woods, and canned meats and soups, and 100 samples of wool sent from the sheep and wool department of the Technological Museum, at Sydney, were recently on exhibition.

Mulhall estimates that the agricultural earnings of the United States are \$3,490,000,000; the earnings from manufactures, \$4,330,000,000; from mines, \$480,000,000; from transportation, \$1,155,000,000; from commerce, \$160,000,000; from shipping, \$60,000,000; from banking, \$260,000,000.

St. John's, Nfld., since the fire, has built up rapidly, and the fine blocks of buildings that have been erected along Water street are highly creditable to the merchants. The streets also have been much improved, and altogether the new St. John's will be a much brighter and handsomer city than the old St. John's.

R. G. Silk & Co., carpets and oilcloths, Montreal, have assigned on the demand of the MacFarlane Shade Co.; liabilities, \$10,514.31. Principal creditors: Thibaudeau Bros., \$1,292; A. & M. Miller & Co., \$986; S. Greenshields, Son & Co., \$1,283; Gault Bros., \$1,187; Geo. H. S. Hees, Son & Co., Toronto, \$533; T. G. Foster & Co., Toronto, \$1,868.

Always give the commercial traveler a welcome, says an exchange. He can give you more information than any man in existence. If you want to keep posted on what the trade is doing or what class of goods your competitors are running, keep on the right side of the traveling man. Don't give him the cold shoulder when he enters your store. He is not a highwayman, but on the contrary is one of the best-natured, whole-souled, big-hearted fellows that you want to meet. He can give you more "pointers" in five minutes than any man in existence. He knows that you can't give him an order every time he calls on you, and has good sense enough not to expect it, but a kind word to him costs nothing and frequently goes a great way.

The first of the Montreal fur cases came up for a hearing on June 9th, before Judge Sicotte, and resulted in a knock out for the inspectors in both the cases heard. The cases against Volkert & Co. and F. Schnauffer were dismissed, as the skins seized by Inspector Lessard as unprime were found to be prime. After these cases were dismissed B. Levin & Co., Youngheart, Valberg & Co., and Greenshields & Co., asked that their cases be dismissed also. Mr. Germain, for the defence, asked that experts be appointed to examine the skins, and Messrs. Gnaedinger and Payette were appointed, the cases then being postponed until Monday next. Then counsel asked that the inspector be ordered to keep the seized skins in a cool and safe place, for since they had been seized the mink skins had deteriorated in value at least 25 per cent. This was granted, and the court adjourned. The fur men are indignant at the way the skins have been handled, and those whose cases were dismissed want to know who is going to pay for the loss of value.

WHY CANNOT CANADA?

THE United States cotton manufacturers sell everywhere, why cannot the Canadians in the same line of business? The following table shows where the Fall River goods go: The exports of domestic cottons from this port to foreign ports for the week ending July 2, 1894, have been as follows:

	Bales.	Value.
U. S. of Colombia.....	90	\$4,125
Nova Scotia.....	1	12
Mexico.....	35	911
Central America.....	275	15,860
Chili.....	409	21,923
Venezuela.....	199	10,350
Peru.....	8	572
Southampton.....	2	60
Santo Domingo.....	15	955
Newfoundland.....	7	246
Liberia.....	1	66
Hayti.....	44	3,870
Glasgow.....	28	1,799
French West Indies.....	1	15
Danish West Indies.....	5	238
Cuba.....	61	4,151
Dutch West Indies.....	8	366
Hamburg.....	100	5,400
Liverpool.....	12	1,325
Porto Rico.....	3	260
China.....	254	9,650
British West Indies.....	77	4,814
Brazil.....	398	33,337
British Australia.....	79	4,403
British Guiana.....	10	372
Amsterdam.....	5	375
British Honduras.....	79	3,831
Barcelona.....	1	7
Total this week.....		2,207 \$ 118,563
Previously reported.....		100,187 5,064,333
Total since January 1, 1894.....		102,394 \$5,182,896

THE DRESS GOODS TRADE.

ESTAMENE serges are in active demand throughout the trade just now. As the boating and holiday seasons are now on, serges take a foremost position in the costumes and skirts worn. What is known among the fraternity as the "Smart" or hard finish has the call. In the diagonal serges it has all its own way. The worsted or coating finish which comes between the very hard and the more nappy finish--as the estamenes--is chosen among the better numbers as being most suitable. Generally speaking, though, the hard finish is the thing.

Contrary to former seasons, black holds the lead, having superseded navy in demand. Browns and creams are also active, and myrtles and cardinals called for in certain sections.

Serges have been well sold for the autumn trade in large proportions. Plain goods of all kinds, Sedahs, Amazons, diagonals in the worsted finish and satin finish, whipcords and foules, have been largely disposed of. French serges and moire effects as produced in the better French classes have been found good sellers.

In fancy effects, small designs on fancy colored ground-work, showing the check of a darker color than the ground-work, as well as small checks and small jacquard patterns, are shown by Caldecott, Burton & Spence. They also report a demand for goods of a better grade into which silk largely enters.

W. R. Brock & Co. show some covert cloths in both Bradford and German makes which are extremely nice goods. They are intended to be made up in much the same way as men's covert coats. They also show a range of German dress goods in fancy tweed effects and also in brocade effects. Anticipating the demand for serges mentioned above, they have placed large orders for Bradford goods, including the estamene and cheviot serges, fancies and plaids. In fact their dress goods department shows a much larger range of samples than is usual for them.

Serges in creams, navy's and blacks are in good display in estamene, cheviot and hard finish at Alexander & Anderson's; to meet the urgent demand of the season. Navy and black hopsacks are shown in qualities guaranteed not to slip.

The French market in plain dress goods has an upward tendency, owing to an increased demand from the United States. Advances of from 5 to 7½ per cent are reported.

The Dry Goods Economist of June 30th, says: "All intelligent buyers realize that covert cloths and medium-priced fancies will have preferment when the heat of dress goods election days comes round. Since the first introduction of covert cloths, early in the year, they have been found worthy of a high position among the coming season's elect and well deserving the trust already reposed in them."

According to orders placed with John Macdonald & Co., the season is essentially a serge season, and large quantities of cheap serges have been sold. The better grades, of course, are always in demand. Covert cloths and henriettas are being shown by this house in some special values. Their stock of silk dress goods includes black faille Francais, black peau de soie, black and colored moires and black brocaded silks. This last is at present the rage in Paris--the city of rages. Mr. Davidson, their buyer of dress goods, ventured the assertion that tweed effects would be found fairly good for fall, and that in trimmings jets would lead, followed by silks, velvets and velveteens. He thought plushes would not be strong this fall for trimmings.

TWO WAYS OF DOING BUSINESS.

There was a boy who was sent out by his father to sell some potatoes, according to a writer in Hardware. He carried the bag around all day without a sale, and on reaching home at night threw it down with the surly exclamation: "Nobody that I met asked me for potatoes. One fellow wanted to know what I had in the bag, and I told him it was none of his darned business."

There was in the same town a colored gentleman who went about bawling at the top of his voice: "Fish! Fish! Fish! Fresh Fish!"

"Shut up that racket!" said an angry dame at a window.

"You heah me, missy?"

"Hear you! You can be heard a mile away."

"Dat's what I'se hollerin' for. Fish! Fish! Fresh Fish!"

The colored gentleman was an advertiser--and sold his goods.

## COSTUME ACCESSORIES.

THE hot weather is again with us, says the Sartorial Art Journal, and the nearer we can approximate to the simplicity of costume favored by our first ancestors, the more comfortable we shall feel. With us, however, we have always—like the poor—a Comstock and a Parkhurst, advantages of which the Garden of Eden was unable to boast, and out of respect for them we must conform to receive usage regarding wearing apparel.

**HINTS ABOUT HATS.** In the matter of costume accessories, to begin at the top, we have in full sway at the present writing the straw hat and indeed it is straw hattier than ever. By that lucid expression we intended to convey that it is more popular, more in evidence than ever. As regards its appearance, all that can be said is that the fashionable straw hat is the sailor shape, with crown higher and brim somewhat narrower than last year. This is an improvement, and tends to make the slim youth of the summer of 1894 bear less resemblance to an open umbrella than his prototype of last year did. The most "proper" of these hats are of the split straw variety, but mackinaws and sennets have also their admirers.

Alpines are very popular wear, and the favorite colors are pearl and wood shades. Youman's shows a most artistic one of light drab in beaver finish, with band and trimming of pearl. Black bands on pearl alpines are certainly seen in abundance, but they have got passe for fine trade. Dunlap has taken thought for the man who dislikes a straw hat, and has produced a pearl derby with a black cloth band, which is taking well; and Miller, too, shows some very light-weight stiff hats, mostly unlined, which will compete favorably with straws.

**SHIRTS.** The fancy colored shirts, with stiff bosom and cuffs attached of the same material, are most decidedly the leaders for day wear, not only in the city, but accompanying the more or less undress of the summer resort walking costume. Drab and wood shades are the newest, and the patterns most in favor are medium stripes running perpendicularly. With these shirts a white linen collar is also worn, which may or may not be attached to the shirt as the wearer prefers. Opinions are rather divided as to the correct shape for the summer collar. Some favor the very high band turn-over, but it is at best an awkward collar and difficult to be laundered, so that in all probability the majority will turn to the easier varieties of the poke or to the always popular ironed point, which certainly is entitled to be considered the happy medium.

Of course, when active sports are indulged in, the stiff bosom shirt is inappropriate, and for such occasions it will give place to the soft bosom shirt of colored madras or percale, with stiff collar and cuffs. There are many, indeed, who prefer the ease of these shirts for all day wear in hot weather. Some in white madras are very tasteful.

**NECKWEAR.**—What has been called the club tie is the prime favorite. It may be cut straight all around, about an inch and one-eighth wide, or may taper to a width of nearly two inches at the ends. The latter forms the butterfly bow. Black, in light weight silks, is very popular for these ties, although every variety of color combination is to be seen, and they are also much worn in wash goods, to harmonize with the shirting.

Very light weight silks in many shades and patterns will also be worn tied in the prince knot as a change.

**GLOVES.**—The warm red and brown shades have receded

from favor before the cooler looking and more comfortable pearl-gray suedes.

**SHOES.** Russet shoes are correct wear with all negligé costumes, that is, with sack suits of all kinds, though they do not harmonize well with a full suit of a dark color. They should never be worn with a frock coat, and, shades of the Olympus of Fashion forefend! never, never, never in combination with a silk hat.

## A DISCREPANCY.

The Kingston Board of Trade condemns the proposed grant to the fast Atlantic steamship line. A despatch says: "Business men in this and other cities in the West contend that what is needed is a line of large steamships that can be utilized to carry freight, cattle and grain at cheaper rates than at present, so as to compete with steamers sailing from New York to England. It is considered that at present the high steamship freight rates are crippling the business done by Canada with Great Britain."

The present steamship companies, on the other hand, are complaining that if the new line is established there will be the dividing of a business which is none too profitable now.

There is a discrepancy somewhere. The present lines have a sliding scale on cattle, etc., whereby the charge is varied according to the price of the goods marketed in Great Britain. This would seem to indicate that they have too much of a monopoly. There is a great deal to be explained yet about this matter.

## MONTREAL FRINGE AND TASSEL WORKS.

Cords, tassels, coat and sacque loops, and similar trimmings are manufactured by Moulton & Co., at the Montreal Fringe and Tassel Works, 10 St. Peter street. The Toronto agent is Benj. Allen, Colborne street.

Silk cords and barrel buttons are two specialties with the firm, and their prices may be worth investigating, as they claim to have extra values at prices lower than in previous seasons.

They also claim that in point of superiority of coloring and reliability of material that their goods are better than many competing lines.

## THE CALAMITY MAN.

There is a man—we know him well—  
He travels East and West,  
Who finds it fearful work to sell  
His goods, though they're the best.

He has a dismal, gloomy air  
As you could wish to see,  
And with the cynic's mild despair  
He talks calamity.

You ask him how he finds his trade,  
He shakes his head at first,  
And then declares he is afraid  
We have not seen the worst.

Business is always dull with him,  
A pessimist is he;  
And with a smile that's deathly grim  
He talks calamity.

Some time, when at the golden gate  
Of heaven he doth appear,  
The chances are that he will state  
"It's awful dull up here."—Exchange.

# Read, Mark, Learn



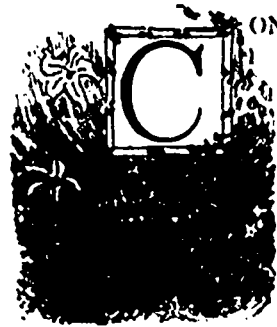
In order that the regular advertisers in THE DRY GOODS REVIEW may have an opportunity of placing their Fall Announcements before those of the retail trade who are not now subscribers, we will as usual **double the circulation of the August number**, sending out 8,000 copies to the retail trade from Vancouver to Halifax. Advertisers should make a note of this and prepare good live advertisements of lines of goods you are making a specialty of. Retailers are looking for "snaps;" if you have any to give them say so in your advertisement.

Everything necessary to turn out a journal, first-class in every respect, will be employed in producing this Fall Number of DRY GOODS REVIEW.

Applications for extra advertising space should be in **at once** — we close matter on 3rd of August.



## SPECIAL MONTREAL NEWS.



CONSIDERING that the end of June and the beginning of July is usually a quiet time with the wholesale dry goods trade the volume of business in summer goods has been more satisfactory since our last than most people expected. Sorting orders for prints, colored cottons, gingham, etc., have continued good until very recently. Now, however, business has ruled rather duller, but travelers, who are now all out on their placing trips on fall account, are still getting quite a few orders for summer goods. This is notably the case in light ground prints, for which the demand since the spell of hot weather set in has been unusually brisk. City retail trade has not been specially active.

There has been a fair enquiry for Nottingham and other laces, in fact, fancy goods have had their fair share of activity.

No important change is to note in values since our last, and the general tendency of the market has been steady on the whole.

Payments are rather slow, but it may be remarked as an encouraging feature that several of the big general houses report returns on the 4th of July much better than last year at the same date, one or two of the houses stating that the improvement in their particular case was fully 2 per cent. Even the houses that do complain agree that their returns if not better than last year were equal to it.

The case of the General Bazaar Co. is still pending. Details regarding the present stage of its affairs will be found elsewhere. They are decidedly interesting.

A problem that is bothering the trade here is that insolvent estates in Ontario when wound up invariably pay better than those in Quebec. A leading wholesaler informed our correspondent that Western insolvents frequently paid as high as 33 1/3 per cent. better than insolvent traders in the East. He was at a loss to understand it and would like THE REVIEW to take the subject up and furnish a solution if possible.

A wholesaler states that his advices from the West are to the effect that the large retailers who import direct are buying very lightly this fall. He expects, therefore, that there will be a good change later on in the season for the wholesaler.

It is expected that there will be a big run on velveteens this fall. S. Greenshields, Son & Co. have made ample provision in anticipation of this event and show a line of goods that it would be hard to surpass. In dress goods their plain cashmeres, plain satin cloths, etc., are well worthy of inspection. The firm expects that this class of plain goods will be leaders this fall.

S. D. Fraser, of S. Greenshields, Son & Co., has just returned from the trip through Ontario and the West.

Brophy, Cains & Co. got in the other week, ex ss. Monte Videan, a large shipment of fall dress goods, silks, laces, etc.

M. Fitzgibbon, of Thouret, Fitzgibbon & Co., sailed last week from New York on his regular fall visit to the various European markets.

Some handsome dress goods were being received the other week by Wm. Agnew & Co. Among the striking lines were "mother of pearl" moire effects of Austrian design, "Oudule,"

"Arlesienne," etc. A leading line of dress goods with this house this fall will be effects in black and white, some of which are of very rich appearance. "Pied de Poulet" is one of the notable examples of this description of goods in a multitude of designs and effects. These patterns are all-wool double-fold goods, and are now all the fashion in France for ladies' wear.

Black "confection" suitings are new and handsome goods to be had only from Brophy, Cains & Co. It would be hard to imagine anything handsomer for ladies' suitings than these goods.

How are they made for the money? Why, the wool alone costs that. Where did you get them? Are they made in Montreal? These are the remarks buyers make when being shown some low lines of ladies' and misses' underwear that Brophy, Cains & Co. have.

Hodgson, Sumner & Co. are showing some very attractive lines of new "Wave" braids at prices from 85c. to \$1.00 a gross, which should prove good selling stock. Their range of fancy garter elastics at from 40 cents per doz. and up is very tempting also.

"Try-me Soie" is one of Brophy, Cains & Co.'s new silks for summer and fall of '94. This firm are now showing some very pretty and new designs in pirate caps and "tams," their misses' caps in the latter in navy and other colors with gold centres are very active.

The demand for satin and moire ribbons experienced by Jas. Johnston & Co. this summer has been an unusually large one. This firm are now receiving their usual fall supplies. Their assortment of laces, etc., and other descriptions of trimmings is as usual with them most complete in its character.

A well known characteristic of Brophy, Cains & Co. is the highest class of black dress goods for gentlewomen. They are showing some beautiful new styles for the incoming season, designs shown exclusively by them. Ladies' and misses' combination suits is another feature with them.

S. Greenshields, Son & Co.'s fall stock of trimmings, etc., is an unusually large one. Braids and laces are very fashionable, a striking line of goods in the latter being the new "beurre" effect of the fashionable butter color. These goods are now coming in, also the staple line of Priestly's dress goods and cravenettes.

Dress goods that promise to sell more largely are wavy effects of a serge on a bold twill in mixed colors. Wm. Agnew & Co. have a wide range of these, such as "en boule," "Vigoureux," etc. "Covert coating," an effect in a Venetian twill, is another leader with this house. Box cloths which they expect will be largely sold for high priced goods is also another large line with them.

There is a regular rush for light ground prints at present, and, at the time of writing, S. Greenshields, Son & Co. can hardly get their orders for them out fast enough to suit their customers. It may be interesting to note that the general expectation among the trade in regard to these goods early in the spring was that they would be poor sellers. This firm's fall goods are now commencing to come in, and they note with satisfaction that their six months' trade is ahead of the aggregate for the corresponding period in 1893.

Thouret, Fitzgibbon & Co. report, regarding the coming shades for fall gloves, that it is evident that medium tans and browns will again obtain the preference, though for high class

trade fancies, especially a new cadet blue and myrtle are certain to be successful. Blacks have been more in demand than usual. This possibly is due to the plan adopted by this house of cutting a slightly higher grade of skins than the standard grade used in colors.

Enquiry at the glove department of Thouret, Fitzgibbon & Co., by THE REVIEW'S correspondent, elicited the fact that very little mail business was being done, fabric gloves, owing to recent hot weather, taking the place of kid as is usual at this season of the year. However small orders to sort up country stocks continue to be received, but most of their customers, having placed larger orders than usual for "Jammet" make of French gloves, owing to their excellent quantity, are allowing their stocks to run down and wait till new goods arrive 1st September.

Our correspondent was informed by Messrs. Thouret, Fitzgibbon & Co., that Suedes are not in demand, in fact the leading line both here and in the American market continues to be a laced glace. On the whole they report that a good import business has been done, and owing to the small stocks throughout the country and the fact that jobbers are unwilling to carry a large surplus, it is evident that there will be a shortage in November of even staple lines, and buyers are advised by them not to wait until quite out of a size to re-order.

#### THE VALUE OF SOMETHING NEW.

IT is a great thing for any dry goods store to get the reputation of always having something new on hand in the way of new styles, new fabrics, etc. It is advantageous, if possible, to be always receiving something new and different from what you have in stock, even if the goods are received in small quantities.

We once knew of a store which made its entire reputation (and finally grew to be quite a success), from the fact that every Wednesday morning some new line of goods was shown. The proprietor of the store made it a business to order something fresh and nice every week in first one line and then another; possibly each week only receiving one or two different things at the most. He made it a point that every week there should be something new to show the customers, even if he had to keep some of the goods received the week before, done up in the original packages, until the following Wednesday, when he wished to open and display them. The people in the city in which this store was located grew to looking for this as a regular feature. Every week they expected that there would be something new at this store, and they always came in crowds to see the new thing, whatever it was, and to buy.

As the dry goods stores of to-day handle so many different lines of goods, this is a much easier thing to do than in a store where only one or two kinds of merchandise are carried. For instance, one week you may open up a fresh shipment of fans, the next week a fresh shipment of dress goods, etc., taking in each stock, one at a time. Let these things, which you display as new goods, really be new. The store which we mentioned above paid a man in New York city a small sum weekly to look around among the large wholesale dry goods houses, and select one new thing each week. The expense incurred in having this man in the market was very small, as he was only required to make one small purchase each week, and the profit on this new purchase, however small, would more than pay his salary, and the gain which the store received from it was the reputation for being always on the look-out for new things, and always showing the latest goods.—Chronicle.

# FOR . . Fashionable Dress Goods and Novelties

## BROPHY, CAINS & Co.

### WE SELL . . .

The highest class of Black Dress Fabrics "For Gentlewomen."

Black Velours in plain and Jacquart effects.

Black **Confection** suitings in small neat designs. These are shown by no other house.

For **Fashionable** tailor-made gowns you **must have** our Covert Coating, Duchess of York Coating, and Satin Faced Cloths.

In Paris and London reversible Costume Cloths will be the rage this coming season; we have them; the combinations are beautiful.

We are showing **new goods only** for Cape Cloths, Wraps and Mantlings. See our Fine Faced Box Cloths and Novelties in Reversibles.

Lister's "Lisvel" Black and Colored Velvets, and Lister's "Lisreine" rich silk seals, **rainproofed** by special process—these are British made goods at moderate prices.

**In Silks** we have Bagdad Surahs, Pin Spot Bengalines, Paisley Figures, Black and Colored Moires and Moire Antiques.

"Try-me Soie" is one of our New Silks. Very Handsome Ranges in **NEW Fancy Dress Goods with trimmings to match.**

We keep Wm. Currie & Co.'s Odorless and the "Distingué" Waterproof Garments.

**ENGLISH FLANNELETES.** Our usual full assortment in all other Departments.

# Brophy, Cains & Co.

196 McGill Street

MONTREAL

## TRADE IN TORONTO.

**A**MONG the wholesale houses the feeling concerning the spring trade is that it finished up wretchedly. The last three weeks, being warm weather, induced a good midsummer trade, and this relieved what would otherwise have been a painful monotony of very quiet trade. Nevertheless the whole volume of trade during the past two months has been less than for the corresponding period of last year, and much less profitable. Fall orders are not quite so good as last year, but everybody takes a hopeful view and buyers are confident, although careful.

Pin spot muslins are very scarce, the demand having distanced the supply. Narrow Valenciennes laces have also had a momentary demand of large extent.

Narrow jet edgings are in active demand, and will be the leading trimming used this fall.

Cream goods are still selling in cashmeres, serges, henriettas and estamene, taffeta and silk gloves, underwear, laces and parasols. Cream moires are scarce.

Letter orders still continue fairly numerous, although wants are in many cases very petty. Payments continue about normal. The Fourth of August is not far away, and retailers are now being warned of the fact. The careful retailer is beginning to hustle his delinquent customers, and is fitting his bank account with a time-lock marked: "Aug. 4th."

Cream cashmeres are favorites with the fair sex just now, although no wholesale house seems to have a large stock. Cream gloves in lisle, taffeta and silk are also selling well and are scarce with the jobbers. Wool crinkles are steadily moving out, and most wholesalers have found it necessary to repeat.

The month's importations by W. R. Brock & Co. are worthy of notice at many points. Cream silk gloves, now so scarce, are being opened up. Hercules braids in all widths of black and cream are re-stocked. Linens are also in full display, and, in spite of the stiffer price of flax, their buyer has secured some stock lots which are now being offered at even lower prices than obtained before the rise in the raw material. These special lines include towellings, tablings, canvasses and napkins. Similarly some manufacturers' jobs of prints and other cotton goods have been picked up, and their customers are to receive the benefit of reduced prices on these lines. Some odd lots and broken ranges, and also some travelers' samples can be secured at very reduced prices in their hosiery, glove and men's furnishing department.

In John Macdonald & Co.'s haberdashery department canvas belts, belt buckles and black silk Petersham in rolls are just to hand. H. B. red embroidery cotton is now shown in cabinets. Stockinette, silk, satin and cambrie dress shields are re-stocked for the season's trade. All numbers of Thomson's corsets are again procurable in plain and web bands. Sequin trimmings in gilt, silver, steel and black are in full display, as are black jet edgings and braid insertion trimmings.

Wyld, Grasett & Darling's haberdashery department and their neckwear department are both very busy at present and sending out a great deal of merchandise. These departments are steadily gaining in favor with the trade, owing to the fact that all seasonable goods in their particular lines are always found in stock at the proper time.

W. R. Brock & Co.'s ribbon department has received a shipment of the newest foreign ribbons in the market, including a line of art designs in black moires, designated "W. L. B.," in

widths 5, 9, 16 and 24. Another line to hand is called "R.W.P.," and is a very handsome combination of moire and satin in all the leading colors and widths.

Wyld, Grasett & Darling are offering summer clearances in prints at prices which ensure quick movement. Their lines need no recommendation. In linens they have a full display of towellings, tabling, glass-cloths, etc., among which are some very special prices despite the fact that flax is high at present.

Caldecott, Burton & Spence have maintained a full summer stock of their specialty—hosiery and gloves. Stainless black and stainless tan are in full display in hosiery, as are whites in all qualities. Black, tan and cream gloves are offered in their well known lines and to suit the season's vagaries. In cashmere hosiery their range is never incomplete.

Those merchants who find their lines need sorting up are sure of being able to fill from the well assorted stock kept by Samson, Kennedy & Co. They are continually receiving shipments which keeps their stock well up to date. Their letter order motto: "No order too large that its details escape attention; no order so small that we do not cater for it," is making this department popular.

Caldecott, Burton & Spence received recently a shipment of their hand-finished diagonal boating serges in blacks, navys and browns.

## VELVETEENS, SEALETTES, PLUSHES.

**A**FTER the very quiet spring season just passed, velveteens are again moving with some of the vigor that characterized these goods two seasons ago. Immediately after the passage of the new tariff, which raised the duty on velveteens from 20 per cent. to 30 per cent., considerable activity has resulted, partly from a desire on the part of the retail merchant to speculate, as well as a growing demand. The coming season will give considerable prominence to velvets. Blacks are in as good demand as they have been at any time during the last decade. Colors are fair, being good on browns, but not so active on others.

Some novel effects in moire in small designs, shown on the different colored grounds, produce an effect that will have many admirers, and are reported by Caldecott, Burton & Spence as selling well for the autumn. They are also showing silk velvets in the moire effects, and also moire spots, which have been bought for fall trimming trade. These are exceedingly handsome goods. Silk velvets are to-day quoted probably the lowest ever known in Canada, caused by the decline in silk (raw), which goes largely into consumption in velvets.

The latest advices from Paris show that seallettes and plushes are fast reviving, and promise to be a feature of the fall trade. Buyers should bear this in mind.

Moire velveteens are to hand in a large shipment and full range with Alexander & Anderson.

Some ten cases of black and colored velveteens are being opened up by John Macdonald & Co.

## PRINTED FLANNELS AND VELVETEENS.

Two very special lines are being offered by W. R. Brock & Co. The first is a line of printed French flannels suitable for wrappers, children's dresses, etc. The finish is perfect and the

touch assuring. Taken altogether, this must be acknowledged as one of the best lines ever offered to retail at 50 cents. The cloth and the designs are confined to this firm.

The second line comprises two makes of velveteens, the "Elite" and the "Clarion." W. R. Brock & Co. have been appointed sole Canadian agents for these two celebrated makes.

**MEN'S FURNISHINGS.**

GENERAL trade in furnishings has been very good along all lines. Light colored neckwear, vests, underwear, half-hose, suits and suitings, linens, belts, etc.—all these have found a steady demand despite the slow trade in general lines. The young man of this fin de siecle period has a desire to be elegantly dressed, even if his employer has found it necessary to defer any increase in his salary for another year. Men must be decently clad, and hence furnishings are seldom in that state known as "extremely dull." The volume of trade may lessen, but there is always a volume of greater or less extent.

The fall placing orders for stiff hats show a decrease in volume. This may be taken as an indication that stocks are heavy. The explanation is that retailers bought fairly heavily in stiff hats for spring, and then found that a great deal of the demand was for fedoras. The soft hats had to be bought then to meet the demand, and the stiff hats were left on the shelves.

A leading hat dealer ventures the opinion that few soft hats will be sold in the cities this fall, although they will continue to run in towns and villages. Then next spring will witness its almost entire displacement again by the stiff hat. In view of

this apparent trend of the trade, dealers will no doubt buy soft hats in small quantities as needed.

There is really nothing very new to report in neckwear. The styles illustrated in the two previous issues of this journal are still running. Some new ideas will be ready next month.

W. R. Brock & Co. report an extraordinary call for cream worsteds, cricketing flannels, light weight worsteds, etc. The male portion of the community seem to be going in for this class of goods much more strongly than at any previous season. This house claims to have yet a very fair assortment of this class of merchant tailors' supplies.

Clearing lines in men's summer underwear, summer vests, and summer shirts, are being offered by John Macdonald & Co. at prices which are inducing an active movement.

In their men's furnishing department, W. R. Brock & Co. are showing a very fine line of summer waistcoats, neckwear, and outing shirts; also sporting and other belts.

Firemen's, police, band, baseball, lacrosse, cricket, and society caps, are manufactured to order by A. A. Allan & Co. This part of their business has developed a great deal during the past couple of years, and has now attained to very considerable proportions. Specially competent designers and workmen are employed, and the quality of the goods turned out is above reproach. Railway employees' headgear is another class.

The entire new fall line of the Dominion Suspender Co. will be with their travelers, and at their Toronto office, 45 Canada Life Building and Montreal office, 28 St. Sulpice street, about July 12. They have a new wire buckle to show the trade, pronounced the best and most perfect ever invented. New styles of webs and mountings will be exceptionally fine and exclusive.

# COLLARS...

IN ALL STYLES

85 Cts. a Dozen

## BALBRIGGAN UNDERWEAR

Plain or French Neck Finish

Can Offer Special Inducements

Natural Wool Underwear, Ribbed Skirt .. .. .	\$7.50 dozen
Underwear in three shades, to retail at .. .. .	0.25 each
Can improve on usual prices of stripes to retail at .. .. .	0.50
Hernsdorf Black Half Hose, full finish, from .. .. .	1.25 up
<b>Black Lisle</b> (Hernsdorf) at .. .. .	2.25

### TAN SHADES A SPECIALTY

Second Importation Summer Neckwear now in  
 Endless Variety in Cotton Ties  
 Alpaca Umbrellas at \$5.50 and \$7.50  
 Our Leader in Silk Umbrellas at \$12.00

# GLOVER & BRAIS

184 McGill Street. MONTREAL

WRITE FOR SAMPLES

## ARTIFICIAL SILK.

THE production of artificial silk is a problem which has occupied the attention of inventors from time to time during the last fifty years or more. Some who have made attempts to solve it have, as closely as possible, followed the natural production of the silk from the worm. How far they have succeeded is well known. As far back as 1843, Andemars, a Swiss, produced an artificial silk which, however, never came to anything. The next attempt of any note was made by Count de Chardonnet. Samples were shown at the last Paris Exhibition, some of which were very fine, yet we have heard nothing of it recently. Another method was invented by Du Vivier, some of whose samples we have seen. But the latest and, certainly, in our opinion, the most satisfactory is that of Dr. Lehner. This artificial silk is produced by an exceedingly simple process, and promises to be a great commercial success. That the inventor is not alone in his high estimate of the value of his production is proved by the fact that a company, with a capital of about £100,000, is already being formed for working the patent. We had an opportunity, a considerable time ago, of seeing samples of the yarn and fabrics and were supplied with a description of the machinery, but Dr. Lehner desired to fully complete his arrangements before making his invention public. The time having arrived, we have much pleasure in giving full particulars of what we consider a most valuable product. The machine for manufacturing the artificial silk closely resembles an ordinary spinning frame. An emulsion having been first made, it is put into a large glass vessel placed above the frame, along the back of which is a long glass tube, having outlets provided at regular intervals. Immediately under, and parallel with, this tube is a long trough divided into sections, corresponding with the outlets from the tube. To each outlet, an artificial silkworm is connected by the aid of india rubber tubing. The silkworms, which curve upwards at their terminations, rest within the trough. Each worm ends in a fine point, supplied with a small orifice, the size of the orifice being governed by the thickness of the strand to be formed by the emulsion passing through it. The trough contains liquid. Immediately above, and a little in front of the trough, is a glass rod reaching the full length of the machine. This rod is supplied at short intervals with projections, and glass guides are also placed before them. Next is a series of rollers, and under them the spindles, flyers and bobbins. In describing the operation of the machine, we will suppose we are composing a yard of twelve strands. The emulsion flows, without any mechanical pressure, from the glass vessel, along the tube, from which it finds its way into the artificial silkworms. The strand is taken up with a wire hook and passed over the rod, between two of the projections, and from thence through the guide. This operation is repeated with the other strands composing the one thread of yarn, each of which passes over the same guide, where, of course, they meet. They then pass in one thread over the roller to the flyer and bobbin. One point is very noticeable. In its original state we see a liquid compound, and yet, when the bobbins are reached, the yarn is almost dry, no apparatus being required to effect this. We regard this as a remarkable feature and one in which the inventor is well ahead of previous inventors.

A further process is necessary so that there shall be no tendency to inflammability. This process attains its object perfectly. We made our own tests, taking a piece of cotton fabric and one made from the artificial silk. With a lighted cigar,

holes were made in each. In the former, of course, burning continued until the whole fabric was consumed. In the latter, burning ceased the moment the cigar was removed from contact with the fabric. Cotton yarns were burned in a gas jet, with what result everyone knows. Artificial silk yarns were tested the same way. The burning ceased immediately the yarns left the flame. We may, therefore, consider this silk non-inflammable.

A great point in any artificial product is its price. Unless it can be manufactured satisfactorily at a cost very greatly below the genuine article, there is no benefit to be derived from it. The cost price of the present article is surprisingly low, as is evidenced from the report shown to us, which has been prepared by Cross & Bevan, analytic chemists, 4 New Court, Lincoln Inn, London.

We were shown some beautiful yarns, both in fine and coarse counts, the lustre of which surprised us. They take dyes wonderfully well. Almost every conceivable shade, from a bright lustrous black, and purple, and blue, to the most delicate tints, was passed before us. Yarns have been dyed by independent firms and passed on to various manufacturers, who have utilized them as they thought proper. The result is that a great variety of fabrics can be seen, proving the wide field open for the artificial silk. We saw handkerchiefs which it is almost impossible to differ from the genuine silk article; cotton fabrics, striped with the new yarn; muslin treated in a similar manner; a beautiful piece of upholstery fabric in a delicate shade; another cloth showed the yarns utilized for crewel work. There were also trimmings and tassels for upholstery purposes, and even gloves. Judging from the variety of samples, we have no hesitation in saying that this artificial silk should be the means of promoting a new industry. In the superseding of silk, the new yarn will not play a very important part. There is scarcely a fabric for wearing, upholstery, or other useful purposes, which is not capable of being greatly beautified by the use of the artificial silk, and it is in this direction that the inventor and the company hope for success. The ultimate fate of the invention cannot, of course, be foretold, but its prospects of success appear to us to be of the best.—Textile Review.

## HAMILTON BOARD OF TRADE.

The annual meeting of the Hamilton Board of Trade was held Monday. The election of officers resulted in H. N. Kittson being re-elected to the office of president; Archdale Wilson, vice-president; C. R. Smith, secretary-treasurer; John Knox, W. H. Gillard, George Roach, T. C. Bruce, Alex. Turner, J. J. Mason, W. E. Sanford, T. H. McPherson were elected members of the council for the ensuing three years. The Board of Arbitrators, appointed for three years, will be composed of B. E. Charlton, R. A. Lucas, W. H. Gillard, and J. M. Lottridge. At a meeting of the council, held immediately afterwards, President Kittson informed the members that he had interviewed the Mayor upon the question of toll roads, and had found that the City Council's views on this subject coincided largely with that of the board, and he had every hope that a settlement would be come to. A discussion upon the proposed Intercolonial Conference took place, several of the members expressing themselves as being averse to some of the objects of the conference, among these being the procuring of a discriminating tariff between Great Britain and the colonies.



**BUTTERMILK TOILET SOAP**  
**THE BEST SELLING TOILET SOAP IN THE WORLD.**

Exceeds any 25 cent Soap on the Market. Nets the retailer a good profit. When sold at a very popular price it will not remain on your counters. Try a sample lot.

The quality of this soap is GUARANTEED. See that the name "BUTTERMILK" is printed as above "in green bronze" and the name "Cosmo Buttermilk Soap Company, Chicago," in diamond on end of package. Beware of Imitations.

**Cosmo Buttermilk Soap Co.**  
 84 ADAMS ST., CHICAGO

1/2 size fac-simile of package.

F. W. HUDSON & CO., Sole Agents, TORONTO.

**THE BEST IS THE CHEAPEST**



The Best ...

**SILK CORDS,  
 BARREL BUTTONS,  
 TASSELS, Etc.,**

In the market, bear this Trade Mark on every box.

A. B. MITCHELL'S

**RUBBERINE AND WATERPROOF LINEN**

Collars, Cuffs, and Shirt Fronts, specially adapted for Travellers, Sportsmen, and Mechanics. For sale by all wholesale houses. Wholesale only. Largest and only manufacturer of these goods in Canada.

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

**BUY . . .**

The goods that will give you the best value for the money. Do this in every line, but more especially in such goods as Men's, Boys' and Youths'

**BRACES**

This you can do by purchasing from C. N. Vroom, St. Stephen, New Brunswick. His goods are made with the greatest care as to quality of material and workmanship. When you buy as here indicated you will have something that will

**SELL.**

**MATTHEWS, TOWERS & Co...**

MONTREAL

*House News*

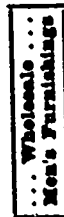
*Road News*

Man excels in the occupation of his choice.

Travelers are all out.

We do so in filling letter orders.

Should one not reach you in time, let us know.



**PERRIN'S**  
**PERRIN'S**  
**PERRIN'S**

**PERRIN FRERES et CIE.**

**GLOVES**

**ARE THE BEST.**  
**ARE THE CHEAPEST.**  
**ARE PERFECTION.**

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



DO YOU STOCK THEM? —

**"Maltese Cross" BRAND Mackintoshes.**

Sold by all the leading wholesale houses. Will never grow hard.

**ODORLESS, TAILOR FASHIONED, SEAMS SEWN.**

... MANUFACTURED SOLELY BY ...

**The Gutta Percha & Rubber Mfg. Co.**  
 of TORONTO, Ltd.

61 AND 63 FRONT STREET WEST, TORONTO

## MONEY-WASTING ADVERTISING.

BY SATHANIEL C. FOWLER, JR.

THE man who says that all advertising pays is a liar. Half the advertising mediums are worth half charged for them. Half the methods of publicity are worth little more than nothing.

Half the advertising is placed because the man who asked for it knows his business.

Half the printed matter suits the compositor better than the man who sends it out.

Half the printed matter is ten times too long.

Half the advertisements attract nobody.

Half the descriptive catalogues are understood principally by their publishers.

Advertising will pay if not too much and not too little money is expended for it.

Economy is to be practised in advertising.

Too much economy in advertising is just as unprofitable as too little of it.

The newspaper or regularly issued periodical is the fundamental back, sides and bottom of all successful advertising, and all else, to be profitable, must be used in conjunction with it.

The circular has its place; so has the flyer, the handbill, the sign on the fence, the painting on the rock, the novelty, and everything else which tends to bring people to the store or to keep regular customers.

In every town of any size there are one or two directories. The majority of directories are issued by concerns who grind them out by the yard and paste on new covers, getting their names from the other directories. The directory publisher depends upon the advertisements and not upon the sale of the directory for profit, because it has no sale. The majority of local dealers advertise in every directory.

It may pay to advertise in the regular standard directory of the town, but it never pays to advertise in directories not thoroughly standard.

If the advertiser thinks his advertisement in the back pages of the directory, surrounded by 100 or 1,000 more advertisements, is of any particular use to him, let him put a \$5 bill among these advertising pages, place the directory in the most conspicuous place in his store, and he will find that his money is about as safe in that directory as it would be in his safe.

The charitable programme, and programmes issued by other local entertainment committees, come under the classification of legitimate blackmail; that is, they are honestly issued, their publishers are leading men and women, and it generally does not pay the advertiser to refuse to place a small announcement in them, because by not doing so he is liable to get the ill-will of regular or prospective customers. He must take this advertising space, although it is practically worthless in itself, and charge it either to charity or to profit and loss.

The advertiser issues a pamphlet describing his goods. He spoils it because he plasters his name all over it. He gives information of interest to himself and not of interest to the public. He is too technical. He does not present his goods so that the public can understand what he intends to tell them. He makes a directory of his catalogue when he should make of it an interesting book of reading. More good money has been lost in catalogue and descriptive pamphlet advertising than in

almost any other method of publicity. The catalogue is indispensable, but its value is practically annihilated by over-writing it and presenting it to the public, typographically and otherwise, in a way which makes the public immediately throw it into the waste-basket without even a glance of recognition.

The flyer is illegitimate in that it is a cheap way of advertising—cheap in cost and cheap in every way.

The flyer can be made to be of benefit if it contains the briefest matter, and only makes one point at a time.

The flyer should never be used to dispose of regular stock, but it can be used for the announcement of bargains, shop-worn articles, or anything else out of the usual line.

The newspaper announcement of bargains is worth much more than the flyer, but both can be used to advantage.

Never let a boy distribute flyers, unless the boy is guaranteed by some surety company.

If he is like the average boy, or like you as you were when a boy, he will leave from one to one hundred at each house, and give to each passer-by as many as he will take.

The circular left at the door seldom gets beyond the front steps, because the wind blows it away.

If the bell is rung, the servant girl takes the flyer into the kitchen and there it remains.

About one out of a hundred circulars left at houses is seen by the inmates.

About one out of every twenty-five handed to passers-by is read by the receiver.

A circular to be delivered at the houses, to be of any value, must be handsomely printed, and sent in a sealed envelope properly addressed.

The circular given out upon the street must contain little matter and be in large type, that when the pedestrian drops it, and it happens to fall face up upon the sidewalk, it may then do a little good as a transient advertisement.

Signs on fences have been proven to be profitable. Do not have the signs so near the street that the occupants of carriages cannot easily read them. A large sign at a distance is much better than a small one near to.

Do not use the expression: "Go to Smith's," or "Smith's is the cheapest."

Say something broad and out of the conventional ruts.

"Go to Smith's" means nothing.

"Smith's is the cheapest" is a hackneyed expression passed by everybody.

Of course the sign cannot be changed often, and therefore it must be of permanent character, but that does not interfere with its being bright.

If you know how to be funny, be funny in your signs.

Dry prose is bad enough, but cheap wit is an abomination.

The mile board is not bad, although conventional.

If you put up mile-boards be sure that your distances are correct. It doesn't make a prospective customer feel very well to read while on the way that it is five miles to Jones', and then, after traveling a mile further, discover that he is five miles and a half away.

Be sure that your signs along the railroad are a considerable distance from the track, because passengers on a moving train cannot read letters close by the road-bed.

Advertisements on hotel blotters and depot clocks are worth comparatively little, because users of hotel blotters are tran-

MANUFACTURERS OF . . .

**Boys' . . .  
Clothing**

**CLAYTON & SONS**

**HALIFAX, N. S.**

We have between two and three thousand Boys' Suits on hand ready for delivery.

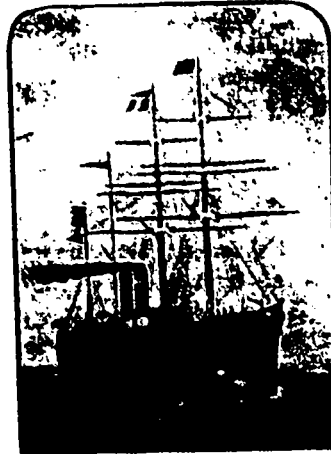
**.. PRICES ..**

**95c., \$1.00, \$1.15**

SEND FOR SAMPLES

**ALLAN LINE**

**ROYAL MAIL STEAMSHIPS**



Liverpool,  
Londonderry  
and Montreal Mail Service.

STEAMSHIPS.	From Montreal	From Quebec
SARDINIAN . . .	14 July	15 July
NUMIDIAN . . .	21 "	22 "
PARISIAN . . .	28 "	29 "
MONGOLIAN . . .	4 Aug.	5 Aug.
LAURENTIAN . . .	11 "	12 "
SARDINIAN . . .	18 "	19 Aug.
NUMIDIAN . . .	25 "	26 "
PARISIAN . . .	1 Sept.	2 Sept.

And weekly thereafter.

*The Steamers of this service carry all classes of passengers.* The Saloons and Staterooms are in the central part, where least motion is felt. Electricity is used for lighting the ships throughout, the lights being at the command of the passengers at any hour of the night. Music rooms and smoking room on the promenade deck. The Saloons and Staterooms are heated by steam. Steamers are despatched from Montreal at daylight on the day of sailing, and sail from Quebec at 9 a.m. on Sundays. Steamers with a \* will not stop at Quebec, Rimouski, or Londonderry. **RATES OF PASSAGE** :- Cabin, \$50 and upwards, according to location of Stateroom and number of persons occupying same; all having equal privileges elsewhere. Second Cabin, \$30 single, \$60 return. Steerage to Liverpool, London, Glasgow, Belfast, or Londonderry, \$25. Steerage passengers are provided with bedding and every requisite for the voyage without extra charge.

**H. & A. ALLAN, Gen. Agents, Montreal.**

or **H. C. BOURLIER, 1 King St., Toronto.**

**Star**   
**Cycles**

Are a recognized thoroughly reliable make at **POPULAR PRICES.**

They embrace the best procurable workmanship and material. They will maintain the reputation of our Trade Mark and give full and lasting satisfaction to all concerned. They comprise—

**PATH RAGERS ROAD RAGERS**

"Tourists'" Business Wheels,  
Light, Staunch and Graceful Ladies' Wheels.

**STAR CYCLE WORKS, Wolverhampton.**

Canadian Agents,

**A. A. Allan & Co.**

..... TORONTO, ONT.

**THE CELEBRATED**

**Oxford Underclothing**

... FOR ...

**Ladies and Children**

FLANNELETTE



LONGCLOTH

**NEWEST PARISIAN STYLES**

PRICE LISTS ON APPLICATION.

**W. F. LUCAS & CO.**

129 London Wall, E.C.

LONDON, ENGLAND.



sients, and people don't stay long in a depot if they can help it, and those who do are not generally townspeople.

Stereopticon advertising sometimes is valuable, but is not generally worth as much as is charged for it. It is of too transient a character.

The advertisement in the regular newspaper generally pays.

The advertisement in anything else may or may not pay.

From one-half to three-quarters of the advertising appropriation should go into the regular newspapers, the balance into catalogues and other printed matter.

### AMERICAN STYLE SUGGESTIONS.

The present indications all tend towards a very late light weight season, and it is doubtful if any samples will be shown before the first of August.

The uncertainty of the tariff schedule is one of the principal causes of this backward season.

The cold spring has also had a tendency to make the opening later, for retailers are not doing a brisk business in light weights as yet, and the wholesale buyer has to regulate himself accordingly in his purchases.

One of the biggest selling things in fine worsteds, and which will be in demand this season, is a fine hair line; this hair line should be made by weaving the fabrics on a three harness twill; two up and one down. The dressing to be two dark, one light, in both warp and filling. These samples should be woven with light colored lines and dark grounds, principally black.

In worsteds the neat effects in grays and grayish blues will be the best sellers, and some wide stripes, the stripes being formed by the weave, should be introduced in the line, as there will be a call for wider effects in fine trouserings.

Saxony finish goods are coming into extensive use, and in this class of goods the colors should be light and medium; the principal object to be obtained in making these goods is to make a firm well-felted fabric. The styles can be a little more decided, as they will sell in this fabric.

Velvours are coming into style and they will be in demand. The styles should be mainly in dark colors using black and dark blue ground exclusively. These goods can be made in a great variety of styles, and the widest plaid effects will sell, as they will be used for children's suits.

Serges, black and blue, such as those made by the Wauskuck and Washington Mills Co., will sell readily, as there is a place in the market for cheap fabrics of this character, if they are made firm. Weight should be about twelve ounces.—Textile World.

### A TIME FOR BARGAINS.

There are times for retailers to lay stress on the offering of bargains, and times for getting the full price for seasonable and salable goods. It only opens up a wrong path to try to impress shoppers with the idea that they can buy goods below their value while there is a healthy demand for them. When the season begins, shoppers must have, or they think they must, new gowns, hats, wraps, etc. Then they will pay a fair price for what they purchase, as the need, real or fancied, is pressing. Then is the time for the retailer to make a profit that will stand as a backer when he sells goods at cost later in the season. When everything is new and fresh and every woman's clothes

appear shabby to her, and before the shoppers have had time to get around the stores and compare prices and values, then is the haymaking season for retailers, and bargains should not be mentioned.

Wait until everything has been seen and shoppers have had the keen edge of their appetite taken off, and then cut prices with a sharp knife and sell short-lived goods at bargain prices. At the close of the season, no matter what time of the year it may be, there is in every store stock that must not be carried over. These goods are better sold at cost than kept, and must be got rid of before new goods for the coming season are opened. It is expecting too much of human nature to think that a shopper will buy summer dress goods in September, while you are calling her attention to the merits of new and novel winter goods. Had you lowered the price of the summer materials in July, probably she would have bought them. There are many shoppers who never have the money to buy ahead, and these can always be caught with bargains at the right time; but do not cut prices when better ones can prevail.—Dry Goods Economist.

### SOME MERCHANTS . . .

Have me come in once or twice a year, verify their bookkeeper's work, suggest improvements, and prepare their balance sheet and revenue account. It's good for both bookkeeper and firm. I do it for both large and small concerns. Tel. 801.

A. C. NEFF, Chartered Accountant. 26 Church St., Toronto

## Robert Flaws

MANUFACTURERS' AGENT.

Representing English, German, French, Swiss, United States, and Canadian Manufacturers.

72 BAY ST., TORONTO.

## Gold Medalist Dyers

All kinds of Dry Goods in the piece RE-DYED,  
FINISHED and PUT UP.

Millinery Goods • Superior Garment Dyeing and Cleaning in  
Ostrich Feathers • all its branches. French Cleaning

## BRITISH AMERICAN DYEING COMPANY

OFFICES: { 221 McGill St., Montreal 90 King Street East, Toronto.  
123 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN,  
Managing Partner.

Letter Address, Box 218, Montreal  
or 90 King St. East, Toronto.

## Menzie, Turner & Co.

Successors to

A. R. McKinlay & Co

MANUFACTURERS OF

## WINDOW SHADES

Curtain Poles and Brass Pole Trimmings,  
Spring Rollers, Laces and Fringes.

24 BAY STREET

Send for Color Book  
and Price List. . . .

Toronto, Ont.

# Chicago Fair, 1893.

WHAT THE JUDGES SAY OF OUR EXHIBIT.

**Toronto Carpet Manufacturing Co., Ltd.**

---

CANADA.

**Department H.—Manufactures.**

**9528**

Exhibitor—Toronto Carpet Manufacturing Co.

Address—Toronto, Ont.

Group 103. Class 649.

Exhibit—Ingrain Carpet. Axminster Carpet.

## AWARD

### INGRAIN CARPET.

The high standard of manufacture which the owners have adopted. Extra-super ingrain, strictly standard in the number of "Ends" apparent in dissection of warp. The high grade of fulling yarns employed and careful attention to weaving minutiae. Exceeding, in weight per yard, the commercial standard governing extra-super ingrains; also tastefulness of design, and for matching qualities incident to even selvedge, and general uniformity.

### AXMINSTER CARPET.

New principles in fabrication, imparting unusual stability and weight to finished product. Tenacious grasp of pile, obtained by exceeding care in the process of tying-in the formative knots, numbering one hundred to the square inch. An improved method of backing which insures evenness of foundation, and grateful wearing qualities.

(Signed) JOHN R. KENDRICK,  
Individual Judge.

Approved: H. I. KIMBALL,  
President Departmental Committee.

(Signed) Approved, JOHN BOYD THACHER,  
Chairman Executive Committee on Awards.

Copyist—M. E. D.      Date—May 9, 1894.

---

**TORONTO CARPET MANUFACTURING CO.**

.....TORONTO

**BOOKS FOR RETAILERS**

**Pitfalls  
Of the  
Dry Goods  
Trade**

Prize Essays on the above subject by prominent and experienced retailers. Neat booklet form. Sent on receipt of price, postage prepaid.

PRICE, 10 CENTS.

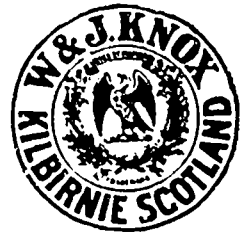
**Buying,  
Handling  
And  
Selling  
Of  
Teas**

In neat booklet form. Prize winning essays on the above subject, written by retailers who have made the buying, handling and selling of teas a special study. Postage prepaid.

PRICE, 25 CENTS.

**THE DRY GOODS REVIEW**  
TORONTO

Established 1792



**KNOX'S**

Tailors' Linen Threads

— ARE —

**UNEQUALLED**

FOR

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors  
Throughout the World

**DEMAND KNOX'S AND TAKE NO OTHER**

**Thibaudau Bros.  
& Co.**

Importers of

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN | **DRY GOODS**

**THIBAUDEAU FRERES & CIE.**  
Quebec.

**THIBAUDEAU BROTHERS & CO.**  
London, Eng.

**THIBAUDEAU BROS. & CO.**  
332 St. Paul St.

**MONTREAL**

**Chadwick's  
Spool Cotton**

For Hand and Machine use.

HAS NO SUPERIOR

ASK FOR IT

Sold by leading jobbers,  
among whom may be mentioned:

- Robinson, Little & Co., London
- W. R. Brock & Co., Toronto
- Samson, Kennedy & Co., Toronto
- Caldecott, Burton & Spence, Toronto
- Knox, Morgan & Co., Hamilton
- R. J. Whitla & Co., Winnipeg
- S. Greenshields, Son & Co., Montreal
- Jas. Johnston & Co., Montreal
- Etc., Etc.



**ROBERT HENDERSON & CO.**

General Agents for Canada.

**MONTREAL**

**JOHN FISHER** "JOHN FISHER & SONS"  
Huddersfield  
London  
Glasgow  
Belfast  
**SON & CO.**

Imported Woolens and  
Tailors' Trimmings

442 and 444  
ST. JAMES ST., **MONTREAL**

N. B.—Special values offered in our English  
Worsted and Fall Suitings. . . . also **TORONTO**  
**QUEBEC**



"FITS LIKE A GLOVE."  
**THOMSON'S**  
ENGLISH MADE.  
Glove-Fitting. Long Waisted. TRADE MARK.  
**CORSETS** At Popular  
Prices:



*The Perfection of Shape, Finish and Durability.*  
APPROVED by the whole polite world.  
SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at  
**JOHN MACDONALD & CO'S, TORONTO.**  
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.  
See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears  
our Trade Mark, the Crown. No others are genuine.

**MILLER BROS. & CO. MONTREAL . . .**

<p>Manufacturers for the Whole- sale Trade of the following Standard Lines of Fine Linen Faced Collars and Cuffs</p>	<p><b>COMET OPERA HANLAN</b> <b>'76 ORO MARQUIS</b> <b>MOZART CUFFS, RAPHAEL,</b> <b>ANGELO</b> Reversible Linen Collars &amp; Cuffs</p>	<p>Only the very best materials are used in the manufacture of these Goods</p>
--	--	--

**CANADIAN** **SPRING**  
**COLORED**  
**COTTON MILLS CO. 1894**

Ginghams, Zephyrs, Flannelettes, Dress  
Goods, Skirtings, Oxfords, Cottonades,  
Awnings, Tickings, Etc., Etc. . . . .

—: **NOW READY** :—

See Samples in Whole-  
sale Houses. **D. MORRICE, SONS & CO. AGENTS**  
MONTREAL and TORONTO

Show Cases, Amberg Letter Files,  
Cashier Cash Registers, Mantels,  
Pulpits, Church Chairs, Lodge  
Furniture and Library Furniture.

*Large stock must be closed out at Manufacturers' Cost.  
Giving up Manufacturing these lines.*

**GEO. F. BOSTWICK**  
24 WEST FRONT STREET, TORONTO, ONT.

**THE G. TURNBULL CO., Ltd.**  
**OF GALT, ONT.,**

MANUFACTURERS OF

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

**SEND FOR PRICE LIST.**

World Wide Popularity

The Delicious Perfume.



**Crab Apple Blossoms**

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

And the Celebrated

**Crown Lavender Salts**

Annual sales exceed 500,000 bottles.  
Sold everywhere.

**THE CROWN PERFUMERY CO.**

177 New Bond St., London, Eng.  
By all principal dealers in perfumery.



**KANTOPEN**



**HOOK AND EYE**

Ask any Montreal jobber for it.

~~THE CANADIAN NEEDLE CO.~~

Office and Sample Room, 15 Victoria Sq., Montreal

**Thomas Mealey & Co.**

MANUFACTURERS OF

**Wadded Carpet Lining**

MEALEY STAIR PAD.

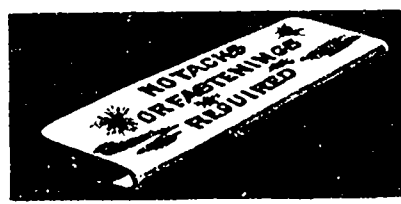
AND

**STAIR PADS**

HAMILTON,  
ONT.

OFFICE.—

24 Catharine St. North.



# John Macdonald & Co.

TORONTO

TO THE TRADE

Daily arrival of new goods in every department. Carpets, Gents' Furnishings, Haberdashery, Silks, Dress Goods, Woollens, Linens, Staples, Hosiery and Gloves.

This week we have received the largest shipment of the season in our

## CARPET DEPARTMENT

*Brussels, Tapestry, Wool, Union and Hemp Carpets, Art Squares, Rugs, Mats, Floor Oil Cloths, Linoleums, Table Covers, Piano Covers.*

And all sizes in our famous line of

## CHENILLE TABLE COVERS

We can sell cheaply because we buy for cash, through expert buyers, and are satisfied with small profits.

Orders solicited. . . .

### John Macdonald & Co.

Filling Letter Orders A Specialty.

Wellington and Front  
Streets East,

TORONTO

## To Dry Goods Merchants, Milliners, Etc.



"IN CANADA very few stocks of Dry Goods, Millinery, Etc., can be found that are free from pieces of goods which are in their original colors unsaleable, mostly owing to the changeableness of fashions. Such cannot be disposed of except at great sacrifice and loss, and even if sold, are rarely found to give satisfaction to purchasers. Such sacrifices should not and need not be made.

"MANY MERCHANTS do not fully realize the great importance of constantly turning over stock which represents capital, and are too apt to keep goods in store because they will not bring their original cost price, forgetting at the same time that the longer such goods remain on hand the greater the loss they cause of interest and principal.

"WE HAVE already been the means of converting many thousand dollars' worth of old and unfashionable goods into choice saleable stock, and we are fully assured that there yet remains millions of dollars worth of undesirable Dry Goods, evenly distributed with merchants throughout the Dominion.

"BY SENDING to us for our Wholesale Price List, and making a careful calculation, it will be found that it pays to have the old stock re-dyed, and that by doing so it is the only possible way that the capital invested can be recovered."

WORKS AND HEAD OFFICE  
787 to 791 YONGE ST.  
TORONTO, CANADA

### R. PARKER & CO.

DYERS AND FINISHERS

New goods should be shipped  
to the works direct.

TORONTO, ONT.