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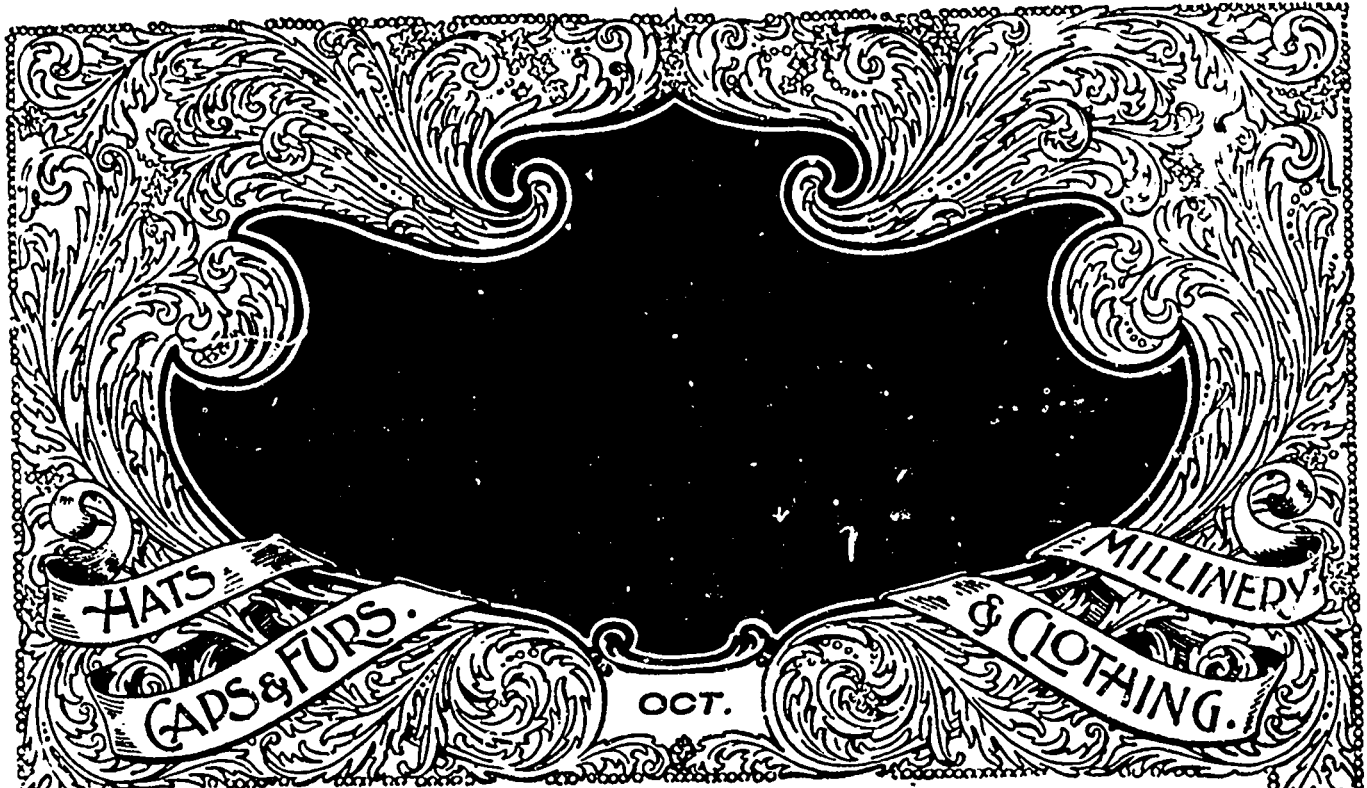
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THE ST. JOHN CONFERENCE | In this Issue.  
FIRST PRIZE ESSAY



# "IMPORTANT" ANNOUNCEMENT

OUR "SPRING" Samples will be out  
this month.

**WAIT** to see them before *PLACING ANY ORDERS.*  
*New Goods, New Fabrics and Beautiful Styles*

in the **Health Brand.**

You know what our goods have been this fall, and how the *Public*  
have *appreciated same.* We will be with you for the  
*spring in the same way, if you are with us.*

**THE MONTREAL  
SILK MILLS CO., Ltd.**

— MONTREAL

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

MONTREAL OFFICE, 38 St. Sulpice St.  
Philip de Gueby, Rep.

TORONTO OFFICE, Canada Life Building  
Ebenezer Stovel, Rep.

MOST PROFIT  
TO THE  
DEALER

BEST  
SATISFACTION  
TO THE  
WEARER

ARTICLES  
SUSPENDERS  
PANTS

# ALLAN LINE

ROYAL MAIL STEAMSHIPS



Liverpool,  
Londonderry  
and Montreal Mail Service.

STEAMSHIPS.	From Montreal	From Quebec
HERMES AYREAN	Oct 20	
LAURENTIAN	27	Oct. 28
NUMIDIAN	Nov 3	
PARISIAN	10	Nov. 11
MONGOLIAN	17	18

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, \$40 and upwards, according to location of Stateroom and number of persons occupying same; all having equal privileges elsewhere. Second Cabin, \$30 single, \$50 return. Steerage to Liverpool, London, Glasgow, Belfast, or Londonderry, at lowest rates. 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.

# 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. Whitt & Co., Winnipeg  
S. Greenshields, Son & Co., Montreal  
Jas. Johnston & Co., Montreal  
Etc., Etc.



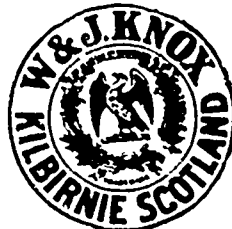
ROBERT HENDERSON & CO.

General Agents for Canada.

MONTREAL

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

## 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

**E L I T E**

**C O L S**

**S P I N N I N G W O O L S**

**M A L I N A**

**BEE HIVE**  
SOFT KNITTING  
5 2

**BEE HIVE**  
FINGERING  
& FLEECY

**BEE HIVE**  
FINGERING  
& FLEECY

**B B**

**BEE HIVE WOOLS**

**J. M. BALDWIN**  
MANUFACTURERS

**BEE HIVE**  
SCOTCH FINGERING  
PETTICOAT FINGERING  
MERINO FINGERING  
MERINO  
ANDALUSIAN  
PYRENEES  
SHETLAND  
GREENISH  
WOOLS

**BEE HIVE**  
BERLIN FINGERING  
SOFT KNITTING  
DALMORAL FINGERING  
FLEECY  
LADY BETTY FLEECY  
INDIANA  
DRESDEN  
WOOLS

**JOHN FISHER****SON & CO...****WOOLLENS**

.. AND ..

**TAILORS' TRIMMINGS**442 and 444  
St. James Street, **Montreal**

... ALSO ...

60 BAY STREET

**Toronto**

13 ST. JAMES STREET

**Quebec****JOHN FISHER & SONS**

Huddersfield, Eng.

London, Eng.

Glasgow, Scotland

Belfast, Ireland

**S. GREENSHIELDS,  
SON & CO...****MONTREAL AND VANCOUVER, B.C.**

We offer to the Trade

**PRIESTLEY'S****BLACK AND COLORED SERGES**

Soleils,

Silk Warp,

Henriettas,

Black Union

Cashmeres,

Cravenettes, etc.

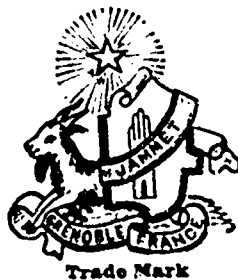
SPECIAL LINES in Cotton Goods,  
Tweeds, and Flannels, at Mill Prices  
for immediate delivery.

Bargains in Canadian and Import Prints for the Spring Trade.

**Thouret, Fitzgibbon****& Co. MONTREAL**

Sole Agency

And BERLIN, Germany

Jammet's  
French Kid**Gloves**Orders  
for  
Sample  
Packages  
Solicited.

Trade Mark

La Chartreuse  
LacedAndree ..  
Button

SPECIALTIES.

**NO OLD STOCK CARRIED.****Fresh Goods**in Tans  
Tans and Browns  
and Darks**Blacks**

Very Choice

**JUST RECEIVED****"CHAIN WARP"****SERGES**

A FULL RANGE OF

**Estamene and Cheviot  
"Chain Warp" Serges**In Black and Blue. Lowest Prices to  
be obtained in the country.**Special Values**

Now offering in

**Cheviots  
Overcoatings  
Tweeds and Venetian Worsteds**

Do not fail to write for samples and quotations before placing your orders.

**WORSTED WEAVING CO.**

BRADFORD, ENG.

**54 Bay Street, TORONTO**

ENGLISH-MADE

MILLINERY VELVETS  
(BLACK AND COLORS.)

LISTER'S

PERFECT IN FINISH  
EXCEPTIONAL VALUE

To be Obtained from the Leading Warehousemen.

LISTER & CO. <sup>Manningham Mills</sup> Bradford  
Limited.

SOLE AGENTS FOR CANADA:

H. L. SMYTH & CO.

Montreal . . . .

. . . . Toronto.

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

# Caldecott, Burton & Spence

We have prepared well for the **Sorting Trade**, which, in our judgment, will be a good one this season. Amongst other things we draw attention to the following lines, which are now in **active demand**:

**Fur Trimmings** Opossum—Black and Natural; Grey and Black Coney, Silver Fox, Grey Squirrel.

**New Braids** Fine and Heavy Mohairs, Basket Patterns, Lace Insertion Braids Black and Colored.

**Serges and Estamines** A splendid low-priced line will be opened Thursday, Oct. 18th—Black, Brown and Navy.

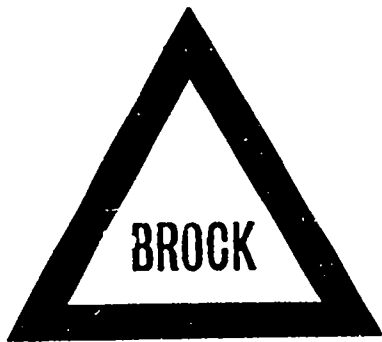
**Cape Cloths** A large lot of Box Cloths, in Fawn, Black, Browns, Navy and Myrtle

**Beaver and Sedan Cloths** In Assorted Colors.

ORDERS RECEIVE  
CAREFUL ATTENTION

*The Secret of Success in Trade* is having what the people want, and keeping it in stock.

## CALDECOTT, BURTON & SPENCE TORONTO



TORONTO

**GOLF . . .  
CLOAKING**

(LADIES' HATS)

• •  
Women's Winter  
Tweed Suits.

• •  
**FLANNELS**

French Printed for  
Blouses.

## W. R. Brock & Co.



We are filling orders daily, received from the closest buyers and the largest dealers in Canada, who express satisfaction with the results, and compliment our "**letter order department.**"

Leading lines in the trade kept well assorted all through the fall and winter.

**Staples cut in  
Price to all our  
Customers.**

Those buying from us  
can meet every competitor.



TORONTO



**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—146 St. James St.**

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**NEW YORK—Room 03-00, Times Building.**

**ROY V. SOMERVILLE.**

**CHICAGO—00 Wabash Avenue.**

**EDW. S. MACKENZIE.**

**LONDON, ENG.—Canadian Government Offices,  
17 Victoria St., London, S.W.**

**R. HARGREAVES.**

**JOHN CAMERON, General Subscription Agent.**

**PROPER CUSTOMS OFFICERS.**

A NEW chief clerk must be appointed in the Toronto Customs House to succeed the late Mr. McLean, whose recent demise has removed a most efficient officer from the civil service. This necessity of refilling the office brings up an important question; that is, shall such appointments be given to Government supporters, or shall they be given to the best man for the position, irrespective of his political leanings?

It is unfortunate that some of the best Canadian newspapers have attempted to justify the system of governmental patronage now adopted by both Provincial and Federal Governments. The Globe, which, by its leading position in Ontario, would be expected to be most progressive in the line of civil service and judicial reform, has taken the position that the present practice is generally justifiable. Two or three of the leading papers in Montreal have condemned, as have scores of leading journals throughout the country. The feeling that the present system is based on a wrong principle is growing stronger and stronger, and will continue to grow until something new is adopted.

Especially in Customs appointments, the commercial qualifications of the candidates should be the chief consideration.

Too many of Canada's Customs' officers have been editors, lawyers and political hangers-on before they came to be too lazy to work for their living. A customs' officer should be a business man, of undoubted integrity and broad experience, such as will fit him especially for the position he is to fill.

On this point the following letter to Hon. Clarke Wallace, Comptroller of Customs, from Mr. Stapleton Caldecott, of Caldecott, Burton & Spence, is worthy of perusal:

"MY DEAR SIR,—The lamented death of Mr. McLean, Chief Clerk of the Toronto Custom House, places at your disposal one of the most important offices under your control.

"The late Mr. McLean was a gentleman of the highest character and of great capacity for his onerous position, and the trade of Toronto will greatly miss him. The Board of Trade have special occasion to lament his death, for he placed much valuable information at their disposal, and he was in most active and sympathetic touch with the commercial life of Toronto for the last 24 years.

"Now, since you have been Comptroller of Customs, the merchants have felt the greatest pleasure in approaching you and have the utmost confidence in your administration, because they have always found in you a gentleman well qualified by your commercial experience to understand the various questions which from time to time come up in the administration of your department. In England between the customs authorities and the Chambers of Commerce there exists the most friendly feeling and co-operation. Sir Courtney Boyle, permanent Secretary of the British Board of Trade, recently attended the meeting of the Associated Chambers of Commerce and expressed the wish that the Department of State, of which he was chief officer, should be in constant communication and sympathy with the commercial opinion of the country. This is as it should be, and I feel assured that when you come to fill the important positions vacated by the death of Mr. McLean and the resignation of Mr. Douglas you will be guided in your decision not by political leanings but by the principle which alone should obtain in all appointments for the civil service, viz., of appointing gentlemen best qualified by their previous service, their long experience of commercial matters, and their abilities to fill the post with assured ability. You have in the past worked so efficiently and so pleasantly with the merchants of our city that I venture to respectfully suggest that you will keep the qualifications of any gentleman you may appoint carefully in view, and not permit mere wire-pullers or political hacks to get into such positions as these so long and efficiently held by Messrs. McLean and Douglas. With great respect, I am, yours faithfully,

"STAPLETON CALDECOTT."

TORONTO, Oct 9.

**SPECIAL FEATURES.**

This issue will be seen to contain some special features. The St. John conference is a notable event, and the report is worth reading. Retailers' views on the shorter terms competition is likewise. The First Prize Essay in the recent competition should be preserved. Trade pointers are unusually plentiful, while the volume of news is larger than ever.



## WHERE TRAVELERS DO HARM.



HOWEVER much we may love the jolly traveler with his medley of quips, quirks, jokes and samples, his tips and his pointers, and his opportune comings and goings, he and the system he represents are not above criticism. Like any other method of commerce, he may be improved upon. The traveler system fails at certain points which have been pointed out again and again, one of the most noted points being his inability to spread his enthusiasm over five hundred lines of goods, and his failure to sell certain lines in which he cannot seemingly interest himself.

A retailer draws our attention to another evil of this system. The traveler is a weight preventing the adoption of a system of shorter credits, and the keeping of that system uniform after adoption. He goes into a certain town, and finds his best customer is loaded with goods, and just having had one or two slack days is disinclined to buy. Not caring to leave this town without selling this particular merchant he adopts ways and means of inducing him to buy. His most common method is to offer to date the bill a month or two ahead, and too often the retailer takes the bait and the traveler's reputation is saved.

The traveler is, personally, not wholly to blame. His employer is equally guilty in countenancing such a proceeding. Were the latter to absolutely forbid all such subterfuges to secure business, the traveler would, of course, cease to resort to them. He is entirely in the hands of his employer, who alone is responsible for such proceedings. Intense competition, however, prevents wholesalers from being stiff-backed.

One of the natural remedies would seem to be the increasing of the amount of business done in the warehouses. As was pointed out in our last issue, this is already increasing. Wholesalers find that this class of business is very satisfactory, and retailers are recognizing that it has very material advantages. Every merchant should visit the city from which he gets his goods at least twice a month. In this way he can see better what he is buying, can secure more suitable goods, and at certain seasons very profitable bargains. Moreover, the personal contact with wholesalers and wholesale buyers is extremely beneficial.

Another remedy has been at work for some time, and that is the increased number of mail orders. Like the preceding plan of buying, this also has certain advantages, but of course must always remain supplementary to personal visits to the markets. It is, however, very convenient in the buying of small wares, in securing repeats, and in getting goods that promise to have only a temporary demand. All the wholesale houses are giving increased attention to their letter-order departments, and have materially increased the facilities for making these departments work satisfactorily.

Another remedy is by closer attention to trade journal advertising. Wholesalers are learning the value of this means of reaching retailers, and are discarding "general" advertisements for "particular" advertisements—that is, the class of advertisement which states a few lines explained by descriptions and prices. The growth of trade journals in numbers and importance, and the specializing of the same, has been very marked during the past ten years. This is not the cause of this remedy,

but rather the result. Trade journals have been created to meet certain necessities of trade, and exist simply because they do a work, which cannot be done so satisfactorily in any other way. Trade journal advertising, properly conducted, will create more business than any other investment of a similar amount of money.

## THE TOURISTS' TRADE.

WESTERN jobbers, manufacturers and importers should pay increased attention to the wants of the Maritime Province trade. In proportion to the population they sell much more and better goods in the Maritime cities and towns than in any other part of Canada. An American tourist sojourning in St. John, N.B., said to THE DRY GOODS REVIEW that they read more and better books there than in cultured Boston. In stationery and novelties they go in for good quality. No books or stationery stores in Canada carry as fine and as large stocks as they do in St. John and Halifax. Many of them are liberal importers, buying by correspondence or from travelers.

They are doing an increasing trade with American tourists. This trade is not properly estimated by Canadians. Only a handful of Americans travel in Europe, but their purchases form a very important part of the business of many firms over there, and it is eagerly sought after. Thousands upon thousands of them are spending from a couple of weeks to the entire summer among the delightfully cool resorts in the Eastern Provinces. Their numbers are increasing in enormous proportions each year. The popular route through the land made famous by Longfellow's "Evangaline" takes in the leading cities and towns. Night after night the best hotels, after filling every nook and corner with cots, turned people away. On more than one occasion the representative of DRY GOODS REVIEW, always accorded the best in the house, was lucky in sharing a narrow back-room with one or two others, and that in the leading hotels. A member of a Montreal fancy goods firm drove until 2 a.m. before he found a room, and then it was in a private house in a distant part of the city.

These tourists want little things for themselves, and they want presents for relatives and friends at home. Many of them are suffering from the very popular fad of having a souvenir from every place they visit. They are to be found in the shops all day long. They seldom question the price. It is the article they want.

Most kinds of dry goods, clothing and men's furnishings are much cheaper in Canada than in the States, and a very large trade is done in these in all the important centres of Canada. It is a profitable business and one that should be encouraged.

Some western houses have not had a profitable experience in selling here, because they did not know the trade. Instead of selecting the best houses they sold to every one. Many of them failed, and there being no bankruptcy law, local creditors jumped in first and outside men got little or nothing. Those who have done a conservative business have lost very little. A large wholesale dry goods house here who have carefully watched their customers in the three provinces and Eastern Quebec say their losses do not exceed one-half of one per cent.

Every merchant who incites his window-dresser to enter the competition announced in this issue will do himself a benefit and this journal a favor.

## COLLECTING SMALL ACCOUNTS.

THE Territories have, since the recent session of their Legislative Assembly, had a new law for the collection of small debts which was much needed, and which, while imitating the legislation of other provinces, may itself be profitably imitated. It is for the collection of debts and breach of contracts under \$100.

In entering the action a creditor simply leaves with the Clerk of the Court, or mails to him, a statement of claim in the form of an account, or if it be a note or order a copy of the same so that it may be easily understood what the action is brought for. The Clerk then issues a summons to the defendant and attaches a copy of the statement. If the defendant intends to dispute the matter he must notify the Clerk of such intention within twenty days from the service of the summons, stating the ground of his defence.

In case of debt the defendant must file with his dispute-note an affidavit that he has a good defence and that the dispute is not entered merely for the purpose of killing time. If the defence is in the nature of an off-set, the defendant must send a statement of same in duplicate, verified, by similar affidavit, to the clerk, who sends one copy to the plaintiff. If no dispute is filed within the time limited the plaintiff may, in claiming for debt, have judgment entered for the debt, while if the action is for an unliquidated amount on a breach of contract the amount is to be ascertained in such manner as the judge may direct.

If the action is defended the plaintiff may enter it for trial. If he does not do so within three months the defendant may either take that step or apply to the judge on twenty days' notice to the plaintiff for the dismissal of the action.

The costs under this system have been considerably reduced; no advocate's fee is to be allowed unless the action is contested, and then only to the extent of ten per cent. of the claim, no fees being less than \$1.

The Ontario Act of last session on this subject applies only to debts of less than \$10. Debts of over \$10 still come under the old procedure and are very costly in their collection. The Manitoba Act on the other hand applies to all debts of less than \$100. The difference would seem to be that the laws of the North-West Territories are made for the people, while the Ontario laws are made for the sheriffs and bailiffs, the staunchest supporters of the Government.

## A USE FOR PERSONAL ITEMS.

THE personal columns of the news and society papers can be made of very great value to business men. Often they announce that Mrs. or Miss Jones of some smaller place is spending a week or so in town. Nine and a half times out of ten they will do considerable shopping before they return. It is unfortunate perhaps that they should do so, but most people think they can get nicer things in the bigger places than at home. The villages buy in the towns and cities, and the people there go to New York or England, each probably paying more than they would have to at home.

The dry goods, carpets and fancy goods dealers get most of this trade. They will go usually where they are recommended by their friends with whom they are staying. The first effort should be to get at these friends. Good, steady, careful advertising in the local papers will generally effect that. But it is

also well to get directly at the visitor. If you do a large business it will pay to send a type-written personal letter on your regular paper. Something like this will do:

MRS. JONES,

Care of Mrs. A. B. Robinson,  
St. Catharine street.

DEAR MADAM,—We have noticed that you are spending a few days in town and trust that they may be pleasant. We understand you intend making a few purchases before leaving, and as we make a specialty of the goods you want, being large direct importers, we would feel honored if you would look at our samples.

When you call kindly ask for Mr. C. D. Brown.

Yours truly,

THE DRY GOODS CO., LTD.,  
Per C. D. BROWN.

Their should be altered according to circumstances. It may do admirably for one firm and not for another. The last paragraph has a two-fold object. After you have used a few thousand of these at the right season, you can tell whether there is enough in this style of advertising to pay. These out of town customers are usually large purchasers. They should be handled by the most affable member of the firm, who can sell them goods, inspire confidence and retain their trade. This letter will put them in his hands.

## THE FIRMNESS OF WOOLENS.

"I look for great firmness in all woolen goods during the ensuing season," said a leading Montreal merchant to THE REVIEW the other day. He based his contention on the ground that the raw material promised to be much higher this year. The recent London wool sales were a pretty good indication in this connection on foreign wool, while in Canada the American demand was already, in the short space of time since the American tariff had been passed, having a material influence on the value of domestic wool. "You may look for higher prices on Canadian woolens of all kinds," added he, "for I have reason to know that some of the mills have already contemplated the propriety of an advance in the case of their orders for next season. My buyers now on the other side also advise me that all tweeds, henriettas, cashmeres, serges and other woolens show a distinctly firmer tendency on all the European markets. This is notably the case on the continent, for manufacturers there don't stock up ahead with raw material as the English or American mills do, and as a result respond more quickly to the influence of any appreciation in the cost of the raw material."

## WINDOW-DRESSING.

THE REVIEW is anxious to obtain a number of good designs of windows which retailers in Canada have proved to be drawers, and is also anxious to encourage those who take the pains to make their windows attractive, and for this purpose has opened a window-dressing competition. A liberal first prize is offered for photos of the three best-dressed windows shown by any one retailer between October 1st and January 1st.

If the merchants generally enter into the matter heartily, and encourage their clerks to make an attempt to capture this prize, and to have the honor which will accompany it, a great deal of general good will result to the whole trade.

## THE ST. JOHN CONFERENCE.

THE conference of Maritime Boards of Trade, held under the auspices of the St. John, N.B., Board, on Thursday 4th inst., was a great success. Representatives were present from the leading Boards in New Brunswick, and so were Mr Troop, President of the Halifax Board, and Mr. Curry, of the Amherst. A number of important questions were discussed, many of which are of equal interest to business men in other parts of the Dominion, such, for instance, as licensing pedlars and hawkers, railway freight discrimination, insolvency, terms of credit, wholesalers selling to consumers.

Standard time was a subject which created much discussion. For the information of readers in other parts of Canada, it may be said that there are several times in the Maritime Provinces. The railways all work on eastern standard time, while every city and town has also a time of its own, based to some extent on the sun. Halifax is, according to the sun, 52 minutes ahead of railway time, but, for convenience, it has been enacted that it should be exactly one hour ahead. In all the hotels throughout the Provinces, there are two clocks - one labelled "Standard Time," and the other "Local Time." In some places there are two local times, and when engagements are made they always specify which time, and there is much confusion. There was so much difference of opinion as to which time it would be advisable to adopt, that a decision on the matter was postponed indefinitely. The majority seemed to favor "Standard," which means that there would be but one time in Canada, East of Port Arthur and Detroit.

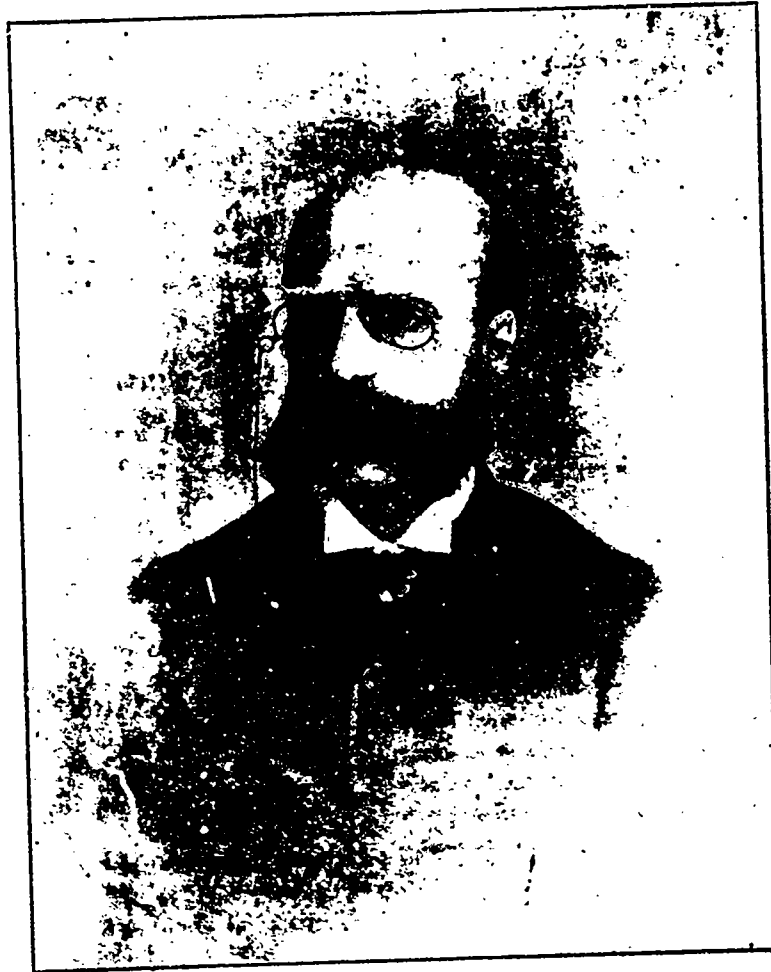
Pedlars and hawkers, with waggons and packs, infest New Brunswick, especially the border and northern parts. They are usually of the very worst class, being the scum of European and American cities. They pay no taxes; the authorities have no control over them; they commit crime, and easily evade arrest by skipping over the border, they cheat; they sell shoddy goods to the unsophisticated farmer, fisherman or laborer. Mothers frighten their children by telling them a pedlar is coming. There are two remedies: High licence fees and every pedlar wearing a badge, or to prohibit them entirely. There is a Provincial law for regulating this traffic, but it is inadequate, and a resolution was adopted asking the Legislature to give municipalities power to license and collect \$40 annually from non-resident pedlars and \$10 from residents, and to compel each pedlar to wear a badge and not to cry his wares on the street. Some of the St. John merchants opposed the proposition, on the grounds that it was an interference with trade and that it was degrading to wear badges but the outside representatives were solid in their opposition to them. It was pointed out that the Local Legislature had no power to pass an act of this kind which would

interfere with trade; but, while admitting this to be the case, it was felt that it was worth taking chances on, especially as the hawkers were not likely to carry the case to the courts. The resolution does not, of course, apply in any way to commercial travelers, though it was stated that some of the Montreal and Toronto travelers were not far removed from pedlars.

The town of Woodstock having but one railway, and consequent arbitrary freights, the Board of that town asked the Conference to support them in an effort to obtain redress, which they did. The Conference also gave its support to the Newcastle Board in its efforts to secure more equitable rates to and from Northern New Brunswick points.

Two of the strongest speeches of the meeting were made by the mover and seconder of a resolution requesting the managers of the C. P. R., I. C. R., and G. T. R., and the various Boards of Trade throughout the Dominion to support the Maritime Provinces in

their efforts to make a Canadian port instead of Portland, the winter terminal point for the subsidized line of steamers. This is the most important question agitating the Maritime Provinces, and especially in their relations with other parts of Canada. They hold that it would be advantageous to the Dominion generally; and that, as the provinces had made sacrifices in entering Confederation and in afterwards paying their share of the subsidies for building railways and canals in the west and for ocean steamers, western Canada should assist them, especially as they had so far received no direct benefit from the monies thus spent in developing the west. Some pretty strong things were said of the selfishness of the Montreal and Ontario Boards of Trade, and the scant courtesy with which they had treated the representatives of the Maritime Boards; at other times during the conference the speakers rather harped on the disadvantages of Confederation. When the Government decide, as no



W. FRANK HATHEWAY  
(President St. John Board of Trade)

doubt they will, that the terminus must be on Canadian soil, the question will then be whether Louisburg, Halifax, St. John, or St. Andrews shall be the point. The feeling seemed to be that the trade would be divided between St. John and Halifax.

There is no Insolvency Law in New Brunswick, and it was decided to ask the Legislature to adopt one similar to the Ontario Act for the equitable distribution of insolvent estates.

The long credit system was condemned and wholesalers and retailers were urged to curtail credits.

It was decided to organize a Maritime Board of Trade, composed of representatives from New Brunswick, Nova Scotia and Prince Edward Island Boards, to meet semi-annually.

The practice of wholesale houses selling to consumers was severely condemned, and it was recommended that in future the name

of any firm doing so should be reported to the different Boards of Trade. The mover and seconder of the resolution considered that hotels were consumers. This, in brief, was what the Conference did.

The conference idea originated with Mr. Hatheway, President of the St. John Board, whose portrait is given. He is a young wholesale grocer, possessing the elements that should lead to more than ordinary success. While watching the details of his own business carefully, he takes a great interest in affairs generally. I do not think he took the presidency of the Board for the honor, though he must appreciate that, but because he felt that in forwarding the interests of the business men of St. John he was doing a duty, and at the same time indirectly helping himself. He thus sets an example to many business men who cannot see beyond their nose. They do not see that in promoting the interests of the community they help themselves. If they did, there would be more successful Boards of Trade, and practical men would be at the head of affairs in many towns where there are now fadists. Mr. Hatheway is a shrewd business man, and if I am not much mistaken St. John will one day have reason to congratulate herself on having made him president. He makes a good chairman; says but little, and displays more than ordinary tact.

He has a very capable assistant in Ira Cornwall, the secretary. His training in newspaper work on the Hamilton (Ont.) Spectator, under the late Hon. Tom White, and on the Montreal Gazette, fitted him for his present work. He knows how to advertise St. John and its advantages, and he does it well. He represented New Brunswick at the Indian and Colonial Exhibition and as agent general of the Province made it much better known in Great Britain. It would have paid the Government to have kept him there. He could do more to advertise Canada—because he knows how—than half the present representatives, because they were appointed for political services, and as a rule do not.

The Mayor of St. John, George Robertson, is an ex-president of the board. He is a different stamp of man from many mayors. He was elected not by ward-heeters, as is frequently the case, but because he was well fitted for the position. He is a very successful retail grocer, but he has a good partner, and most of his time is devoted to civic affairs. He is an excellent speaker; always thoroughly posted on his subject, he places it before his audience in clear, concise sentences and in a way which carries conviction.

The conference was held in the Mechanics' Institute. W. Frank Hatheway was elected to preside, and Ira Cornwall acted as secretary.

The following were present.

Lieut. Governor Fraser.

NEWCASTLE—J. D. Creaghan, P. Hennessey, D. Morrison.

WOODSTOCK—J. T. Garden, vice-president; W. A. Saunders, T. C. Ketchum, secretary; Jas. Carr, Hon. W. Lindsay, V. P. Agricultural Society.

MONCTON—J. C. Harris.

ST. STEPHEN—A. S. Teed and Hon. James Mitchell.

FREDERICKTON—J. I. Neill, H. H. Pitts, M.P.P., J. W. McCready.

HALIFAX—G. J. Toop.

AMHERST—M. Curry.

ST. JOHN—J. J. Bostwick, Brock & Patterson, Baird & Peters, Hon. A. G. Blair, E. S. Carter, A. L. Calhoun, R. Cruikshank, Jas. Hanney, F. W. Daniel, J. V. Ellis, W. S. Fisher, Jos. Bullock, Jos. Finley, E. I. Fairweather, G. S. Fisher, Thos. Gorman, J. C. Robertson, W. Frank Hatheway, T. H. Hall, Geo. W. Allen, H. C. Drury, Thos. R. Jones, W. M. Jarvis, Jas. Jank, A. J. Lordly, C. E. Laechler, J. A. Likely, Manchester, Robertson & Allison, T. H. Somerville, J. McMillan, Andrew Malcolm, Jos. Merritt, J. J. McGaffigan, D. J. McLaughlan, Chas. M. Donald, I. H. Northrup, W. Pugsley, W. C. Pitfield, Geo. Robertson, T. B. Robinson, D. V. Roberts, W. E. Raymond, J. DeW. Spurr, S. Schofield, T. S. Simms, R. C. Scott, John Sealy, A. C. Smith, J. Willard Smith, C.

N. Skinner, E. Smith, R. Sullivan, W. H. Thorne, Vivian E. Tippet, W. E. Vroom, C. W. Weldon, John White, C. H. Warwick, E. L. Whittaker.

J. B. MacLean, of THE CANADIAN DRY GOODS REVIEW, was present as a guest of the St. John Board.

NOTE.—A more extended report, covering over ten pages of printed matter, and containing portraits of the leading participants, will be found in THE CANADIAN GROCER of October 12th. Any subscriber of this journal can secure a copy by sending us a postal card expressing his desire. Copies to non-subscribers will cost 25 cents.

### THE WRITER OF THE PRIZE ESSAY.

A BRIGHT young Canadian is the winner of the First Prize in the competition recently held by this journal, and his essay on "How to Keep and Draw Trade" is a feature of this issue. His name is James C. Campbell, and at present he is financial manager of the dry goods business of Mr. George Caldbeck, Woodstock, with an interest in the same.

Mr. Campbell was born some seven miles from Woodstock, and was a son of the late Captain Campbell, who died when this son was ten years of age. Previous to this the family had moved to Woodstock, and in that town Mr. Campbell received an education at the public school and in the Collegiate. Taking a position early in life with McFarlane & Co., he started in to learn the dry goods business. With the exception of some two years' intermission spent at the Collegiate, he has been at it ever since, and has been with Mr. Caldbeck about twelve years, having gone through every department of the business. Now he has full charge of the counting house, correspondence, and advertising.

Mr. Caldbeck's establishment is a model one in every respect, and has been made so by the use of the principles embodied in Mr. Campbell's essay.

### WHY COTTONS ARE EASY.

"This is not the cotton season," said a Montreal wholesaler to THE REVIEW, "but still the situation is not without its interest. For instance, you noticed the sharp advance made by American makers immediately after their tariff question was settled. Well, the firmness was of short duration for prices almost immediately commenced to settle back again, and are now practically at or near the level which they occupied previous to the time when the rise in values set in. The reason for this to my mind is very simple. It is not that the legitimate demand across the lines is backward, for advices show that this is not the case, but simply that the position of values on raw cotton ethically forbid a comparatively high range on the finished material. Raw cotton has very seldom been lower than it is at present, and it does not show any indications of an advance. While this is the case I fail to see any reason why prices of manufactured goods should advance. There are no large lots of American cottons coming to Montreal at present because it is between seasons, but if this were not so I believe that they would be laid down here now just as freely as they were this summer."

Charles Urquhart, a popular traveler for Hyslop, Caulfield & Co. on the Wellington, Grey & Bruce Railway, has been laid up with bilious fever for two weeks.



Editor DRY GOODS REVIEW:

SIR,—Short terms are certainly the best, having as many advantages for the retailer as the wholesaler. Too sharp and radical a change of terms might be unwise, but some arrangement for uniform terms would be an advantage, my idea of uniform terms being the same terms for all Canadian dry goods and adopted by all the leading wholesale firms and jobbers in Canada.

Retailers will certainly take the lowest prices and longest terms and largest discounts they can get and for as long a time as they can get them. All it requires is the nerve to fix the terms and backbone enough to stick to them, and the thing is done and everybody wondering why it was not done long ago.

Yours truly,

W. C. FORMAN.

INGERSOLL, Sept. 24th, 1894.

Editor DRY GOODS REVIEW:

SIR,—I read with interest your article on the question of terms. I quite agree as a retailer that it is time for a change to be made. I strongly advocate shorter terms—say, two months on Canadian goods and four months on imported goods, with a cash discount of 1 per cent. per month as an inducement for the spot cash buyer. Goods bought during the month to be dated 1st following. No forward dating with the exception of an extra month on first spring and fall purchases.

Yours truly,

JAMES BECKETT,

Manager George Caudwell's Staple Department.

Brantford, Ont., Sept. 24, 1894.

Editor DRY GOODS REVIEW:

SIR,—The amusing side of the "Terms" question with the retailer is the persistency with which the wholesaler insists on attaching all the blame to the miserable bantering retailer, when on the other hand he forgets, in 99 cases out of 100, he offers the long terms himself for the purpose of unloading goods that the retailer would be better off without.

The great existing evil to the retail trade to-day is the overcrowded commercial force on the road. They all are expected to sell goods. If a merchant says he is full, he at once takes up the old hobby-horse, and an extra month, or two or forward dating to spring or fall, is offered. Anything to sell the goods, as he is expected to have his sales up to high water mark at the end of the year.

The retailer very often, for the sake of the drummer (who, as a rule, is a fine fellow) buys in the dark on speculation, with the following results generally: An overcrowded portion of the stock and a final mark-down to cost to clear out, as well as the name of a banterer from the wholesaler. The "terms" question can never be a fixture, nor the retail trade in a good healthy condition, until such time as a retail merchant can go to the wholesale house with his want list and buy such goods as he wants for present use only, at a time when he is in a position to pay for them.

The road is so full of travelers to-day it is impossible almost for the retail merchant to visit the markets himself, as his want list is always overdrawn.

Selling direct would not only give the retail merchant what he wants, but it would do away with so much unpleasantness of returning goods not opening out according to the ideas of the purchaser.

We have no quarrel to put up with the commercial staff, as they are men to-day above the average. They have to be. It is the number of the men and the frequency of their visits. As long as this strain is kept up all kinds of datings and terms will continue.

T. E. VANSTONE.

Owen Sound, September 24, 1894.

Editor DRY GOODS REVIEW:

SIR,—It is with some considerable pleasure that we notice the active measures taken by the wholesale men of Canada toward shortening the dates on Canadian staples. The effect of the success of this undertaking on the retail trade will be exceedingly wholesome. We will know better where we stand. Prices will certainly not be so vacillating and quotations much less confusing.

Trusting that this measure will meet with the success it deserves, I am, sir, yours truly,

THOMAS STONE.

Chatham, Ont., Sept. 25th, 1894.

Editor DRY GOODS REVIEW:

SIR,—From a retailer's point of view, shorter terms strictly carried out would be a decided benefit. It would curtail the number of lame ducks, it would lessen the cutting and slashing of prices, and put the trade of the country on a sounder basis in every way. Long credit or low prices are no benefit to a retailer who has sufficient capital for his business, but the reverse.

In fixing terms it would be a benefit to the retailer if all goods both imported and domestic were sold on exactly the same terms. I very frequently receive an invoice with four different kinds of terms stamped, viz, net  $2\frac{1}{2}$  per cent. or three months, four months net, four months or 5 per cent., and in settling am allowed 5 per cent. off the whole. Is not this a farce?

I would favor three months or 5 per cent. off on all goods, dating from date of entry. This would be better than 3 per cent., especially for the wholesaler, as it would encourage cash payments (which every retailer knows is one of the greatest benefits in their business), and need not lessen profits, as prices could be fixed to meet.

Dating ahead is of more advantage to lame ducks than to any other class.

Stratford.

WM. MACKIN.

The San Francisco Evening Bulletin of September 27th says: "The first considerable consignment of Arctic whalebone for 1894 arrived at this port yesterday on the steam-tender Jeanie, of the Pacific whaling fleet. It was 65,000 pounds. Two whalers have become total losses this year. The catch of ten others on the 1st was 25 whales, a poor return up to that date."

**PRIZE ESSAYS AWARDS.**

The Successful Ones In The Review's  
Second Competition.

EVERYBODY cannot win a prize in a competition, but often a poor man wins because he has no strong opposition. This was not the way, however, in THE REVIEW'S Second Competition. The quality of the essays was excellent, and the First Prize Essay is, in our judgment, a better production than any that were tendered in the first competition. The subject was

**How to Draw and Keep Trade,**

and the best essay on this subject will be found on another page. The examiners were Mr. Paul Campbell, of John Macdonald & Co., a most able financier and careful thinker, and Mr. J. N. McKendry, one of the most broad-minded men in the retail trade of Toronto. They expressed the opinion that the prize essays were hard to distinguish, as all were of an almost equal grade. However, the awards were made thus:

First Prize, \$15—Jas. C. Campbell, Woodstock.

Second Prize, \$10—John J. Mason, Bowmanville.

Third Prize, \$5—W. C. Forman, Ingersoll.

The Prize Essays will be published in order, and in the meantime a new competition is announced under the same regulations as before. The prizes will be awarded for photos of the

**Three Best Dressed Windows**

shown by any one merchant between October 1st and January 1st. The photographing of these window displays will cost a little, and to meet this expense the First Prize has been

**Increased From \$15 to \$20,**

while the Second and Third Prizes remain the same as before. This will no doubt be a most interesting competition, and

merchants with ambitious clerks will be directly benefited by inciting them to produce windows worthy of being entered in the competition. The competition will close on

**January 15th, 1895.**

One point worthy of special notice is that the photos of these windows need not be highly finished, although it is better that they should be. In making cuts from the photos the highest grade of retouching to the negatives is preferable. Photographers should be warned not to make the photos too dark or they will not reproduce well. It is to be hoped that a sufficient number of merchants and window-dressers will enter this competition heart and soul and make it a grand success.

**FOOTBALL.**

The wholesale dry goods clerks of Toronto still indulge in the invigorating exercise of football. Strong teams are out representing S. F. McKinnon & Co., D. McColl & Co., Caldecott, Burton & Spence and Gordon McKay & Co. The contest for THE DRY GOODS REVIEW shield will undoubtedly be between the two latter teams. If Caldecott's wins it this year it will be their property exclusively, as it will be their third win. Gordon McKay's team knowing this are redoubling their efforts to put a strong team in the field.

A friendly game between teams from S. F. McKinnon & Co.'s and D. McColl & Co.'s played a match at Island Park a couple of weeks ago. The former won by four goals to nothing.

In a practice match a week ago Saturday between a team from McKinnon's and one from Caldecott's, one of the former team, a Mr. McQuillan, had the misfortune to have a small bone in his leg broken by a kick from an opponent. The mishap was unfortunate, but purely accidental.

# Dress Goods

*Sales have increased lately, and Prospects  
are Brighter all round.*

## OUR SELECTIONS FOR FALL

Have been such as to sustain our reputation for Dress Novelties.

Let Merchants who handle but a moderate stock of Dress Goods make their selections now, as the studious buyers for large houses are already picking up the best lines, knowing that the early trade is the most profitable.

**VELVETEENS** The latest fashion reports say that the demand for Velveteens is increasing, and sales promise to be much larger than last year. We have special values in Blacks, and Colored in all shades to match Dress Goods.

LETTER ORDERS AS  
USUAL RECEIVE OUR  
PROMPT ATTENTION.

# Knox, Morgan & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

## FIRST PRIZE ESSAY.

## HOW TO DRAW AND KEEP TRADE.

JAS. C. CAMPBELL, WOODSTOCK.



It is alleged that of one hundred men who engage in business, only three are successful. This may or may not be an exact proportion; it, however, serves to prove that the notion commonly held by those out of business of the ease with which money is made in business is entirely wrong. From the regular way in which the totals of failures foot up, causing a routine of commercial depressions, panics and disasters, it is clear that little has been effected in the direction of disabusing the inexperienced public of this notion. It may be a useless task to attempt it; but of this we are assured: That until business principles can be firmly embedded in the mind of the intending merchant, and every fancy of leaving to chance what should be carefully decided by reason is stamped out, there will be no material increase in the numbers who succeed. The task is not hopeless; there are no quicker minds than those possessed by the merchants. Few, if any, require perception in the same degree as the dry goods merchant; so, although different men will attribute their success to different causes, there are yet found to be, beneath all conditions of a special nature, many general principles which all agree to be necessary to ultimate success. If these principles can be made the data from which other merchants will decide and act, is it unreasonable to expect that a larger proportion will gain the success they seek?

## LOCATION.

The first decision of importance that will meet the intending merchant is the choice of a business stand. Men at first built cities for mutual protection; they now build them for greater convenience and despatch in doing business. Those thoroughfares having the largest traffic will, therefore, be the most convenient for the greatest number. Again, if the city is large enough to enable different classes to habitually use different streets, the best for dry goods will be that one on which the most beautiful styles are seen; if possible, among other dry goods stores. Power in trade is gained when the store and firm are so much before the public that the articles they sell cannot be thought of without being identified with the store. Rents asked in such favored locations may appear high in comparison with other localities, but, if the extra expense per day be considered with the extra trade that will result, the increase will appear insignificant. Allow for the growth you are determined to make, for the location should not be changed unless circumstances urge it; frequent transplanting weakens growth. Have both the interior and exterior appearance as neat as taste can make them, paying special care to have the interior arrangement so as to save time and labor in serving the customers.

## BUYING.

In possession of a location, the stock is the next concern. To buy for an increasing and paying business demands that the art of selection be well learned. The endeavor must be to buy only those goods that will sell. Have determination enough to throw out goods that your best judgment tells you are bad or ugly, even though they be fashionable at the present moment. The few exceptions where extravagant styles are sold

at large profits will not balance the ultimate loss made in clearing out the remains. Sensible people in dress ever make the most satisfactory customers. The majority of them will buy rather better than medium priced goods. Cater for a good trade. Retail importers should guard against buying a six-months' stock in foreign markets. Rapid ocean and railway service will deliver repeat orders at your station in from ten to eighteen days after leaving Britain, France, or Germany. There are new styles constantly coming into the market, and prestige is lost if these are not in stock when asked for; also the job lines offered by manufacturers and wholesale merchants can be handled to advantage if the stocks have not been overloaded. These three points serve to draw trade when under usual conditions it would be dull. Through the season regular and frequent visits should be made to the Canadian markets, travelers' samples looked over, advertisements to the trade carefully watched, and by every means presented the fund of information regarding the dry goods business kept up to date.

## ADVERTISING.

Advertising is to sales what powder is to shells: It is the force that does the distant work. The smokeless kinds are the best for both purposes. Plain facts told in plain words will bring more and better trade than any superlative combination of words ever set up in display type. Few people know exactly what they want until the retail merchant in a measure guides their choice. Thus the advertisement should contain leading points of excellence in the goods, mention of prevailing styles at the recognized fashion centres, and, if possible, a forecast of what will be worn. Dwell on quality rather than price. Identify the firm with a certain position in the local papers and regular journals. They supply readers who, as a class, are the prosperous people of the Dominion and profitable customers to procure. Many novel schemes are gotten up for various kinds of advertising; they should be carefully examined before entered upon. Few of them are profitable to anyone but their promoters. Always advertise just before the goods are wanted, and bear in mind that the majority of the readers are women. This refers to advertising articles exclusively for the male sex as well as all articles for the female sex. Have one main idea for each insertion, say it strongly, support it by examples and prove it by particulars. Don't exaggerate, rather say a little less than the whole truth. Try to convince the public in advertising, as in window display, that your stock is comprehensive. If possible draw a diagram indicating display lines. The results in the appearance of your space will justify the pains taken. Don't meddle in personal matters. If a neighbor attacks you, don't retaliate, the people will learn the truth themselves quicker than you can teach them, and like all lessons of experience, they will be remembered.

A small card of thanks, mentioning leading lines on the reverse side, placed in each parcel is a polite way of showing customers you appreciate their patronage, and forms a link to bring them back to the store.

Circulars carefully addressed to the lady of the house on special occasions will prove valuable. Enclose a few samples with prices and particulars; they will be carefully gone over at home. But any such special feature should be both unique and neat. It is worth doing well.

## HELP.

Polite, energetic clerks are valuable in gaining trade. They should in every case be the very best the business can afford.

# The "Distingue"

## WATERPROOF

Is admittedly the Best Selling . . .

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:



VICTORIA.  
The Distingue Waterproof

**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, GRASETT & 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."

**LONSDALE REID & CO.**  
say: "'The Distingue' Waterproofs give perfect satisfaction to all—style cut and finish most desirable."



OXFORD.  
The Distingue Waterproof

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

ASK TO SEE SAMPLES.

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."



Each should have a particular part of the stock under his care. Poor clerks will ruin the best possibilities for a good business. Give them encouragement to do still more by increasing salaries, if they have proven worthy of it in the past. Have them introduce novelties and special lines in the few moments of waiting for change or parcel. It is surprising what a vast amount can be sold in this manner, and all of it an increase. Insist on punctuality, and either in person or through help engaged for the special work, have a general oversight of all transactions. Many small errors, which result in a large aggregate loss, will be avoided. This has special reference to a strictly cash business. Forbid idlers and idling both before and behind the counter.

#### DISPLAY.

Window display is important and direct in its results. The shoppers are at the door, and if it be attractive makes them buyers. Tickets with prices and cards, with particulars of the goods, attract attention, and necessitate stopping to read. They add weight just as the signature to a bond makes it valid. Try to convince the public that you have a complete range of whatever you display. Place the goods so as to catch the eye of one who is hurriedly passing. The interior of the store should have various goods exhibited. It is imperative that they be free from dust. Never leave them in one position so long that regular customers will become accustomed to their appearance and pass without noticing them. Some neat system of rods and brackets will do for the fixtures. Stands or tables will answer for the floor space available for display, but where any quantity of small or perishable articles are sold show cases are indispensable. Have the prices plainly ticketed on these goods also. It is not like business, if a customer asks the prices, to see the clerk hunting or asking a fellow-clerk for the price.

#### SERVICE.

The service given the public should be as near to perfection as experience can take. Resolve that it will be better than any other store can render, and you will never let an opportunity of improvement pass. Be courteous to all. Try to honorably please every person who enters your door. Wait on or acknowledge them the moment they come in. Remember their names and faces. Put your whole energy into serving them. Never give the shadow of offence by rudeness of speech or action. If you do not make a sale, part with the customers pleasantly; they will call again. Have all stocks early to hand before they are asked for. Be very careful to give full measure and count; one mistake will create suspicion of all. Parcel all goods neatly and strongly so that there will be no probability of loss or damage in transit, and have them delivered promptly.

#### SELLING.

Have the price of the articles marked in figures and make it the lowest possible. Let this be the one and only price at which it is to be sold, no matter who the purchaser. Don't tolerate bartering; that belongs to uncivilized peoples. Don't give special favors, it is neither right nor wise. Yet enterprise must be exercised in selling. If some lines are sticking, lower their price at once, the loss will be the least. At the closing of the seasons, be willing to sacrifice on the remains of the stocks so that the following season can be opened with entirely new purchases; in short, don't hold the dimes so near your eye that you cannot see the dollars beyond. Constant vigilance is the only means of procuring a general movement of the whole stock. Have genuine bargains, but don't sell goods below cost merely for the purpose of increasing the volume of your turnover. In some circumstances, such as for introduction or ad-

vertisement, it is legitimate to sell even below cost, but as a practice under normal conditions of trade it must be condemned.

#### WORK.

Every person around the store should share responsibility. The errand boy as well as the proprietor. The purpose of all the work is to make sales, and to this end all should contribute. Have a stated place for every article. Have a particular way and special time for transacting and executing every part of the business. Customers readily detect this perfection of system in those things they can see. It gives them confidence in those things where they must rely entirely on the word of the house, and this public confidence once secured is half the victory for patronage won. Be doing business in business hours, and never close to-day without plans for to-morrow. Don't do unnecessary work; reserve temper, time and talents for work that tells.

#### REST.

Remember that nature must have rest. It must be absolute where the thoughts of business are replaced by some happy subject or pastime calculated to increase strength of both mind and body. The vigor of your actions and the freshness of your work will soon tell how important rest is.

#### OUTSIDE CONNEXIONS.

In religious, social and political matters the conscience must be the guide; but in matters where mere opinion decides the party or doctrine you support, be moderate. A too violent advocate creates enemies. Be sociable and generous and strive to make friends.

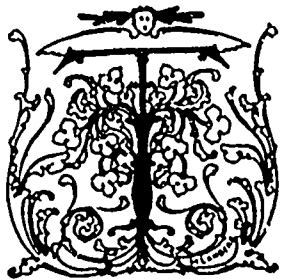
#### CASH AND CREDIT SYSTEMS.

Much is heard in these days of business depression of the advantages of a cash business. They are numerous, and if the system were general throughout every trade and profession it would be an incalculable boon; but so long as the clergyman does not receive his stipend every Monday morning, or the doctor his fee after every visit, and so long as nature compels those who live directly from the products of her increase to wait for long periods for their returns, we fear it can never come to pass. However, there is a situation in which the merchant should always adopt strictly cash methods. This is when commencing business without independent capital in a new city. The credit system is solely the privilege of a long established business, where experience has taught who are trustworthy, what are the proper times and means for collecting, and to what amount credit should be allowed. It demands greater foresight and more care, but if thoroughly done, the gain from increased business through the accommodation given will repay the extra labor entailed. Render itemized accounts to every customer regularly; monthly, if possible. Insist on prompt settlements at the end of the term of credit. Don't be afraid to refuse credit to one who has without a valid reason abused your confidence in the past, nor shrink from punishing where fraud is intended; but where circumstances of misfortune demand it, practise charity, it is the right principle as well as the best policy.

Now just one caution. Be content. There is a bound to everything in time. Success is apt to lead beyond reason. Hence, consider the probable result before building larger or buying heavier; otherwise the accumulations of years may be lost in as many months. Don't take a step forward that you cannot hold against all competition.

Increase is the natural law. Genuine success in the present is in a measure due to the name of success in the past. Finally be magnetic yourself and you cannot fail to attain success.

## SPECIAL MONTREAL NEWS.



THE movement of fall goods since our last report has been a fairly active one, and, on the whole, the average appears to be equal to that of last year. At any rate, two or three of the big general houses say that it is so, while one of them claims that they have done a bigger trade, and last fall was an exception-

ally good one with them; they say they have no reason to be dissatisfied. It is worthy of note, also, that other houses who make a specialty of one or two lines report that their stocks are worked down to a pretty low level, which is a fair indication. For instance, one house that deals solely in fine dress goods and other ladies' goods say that they were never so low as they are at present at this time of the year.

Reports regarding payments are conflicting, but the statement of two of the leading general houses, whose trade extends from the Atlantic to the Pacific, is to the effect that while returns on the 4th of September were fair, those on the 4th of October were even better. On the other hand, there are complaints that the number of failures this fall is greater than usual, and one merchant remarked to THE REVIEW, as an unfavorable feature, that better people than usual appeared to be affected. That is, customers who in former seasons were considered as were throwing up the sponge this fall. This certainly is an unfavorable sign, but taking the conditions all over the world in all lines of trade, it cannot be surprising if the dry goods trade in Canada is pinched a little this year.

Travelers now out on their sorting trips appear to be meeting with a fair degree of encouragement and a favorable sign of late has been the number of repeat orders from the North-West for staple fall supplies. On the whole, reports from most of the leading sections of the country appear to agree on the ground that stocks, generally in country dealers' hands are small and in good shape.

The prevailing mode of Golf cloaks for ladies' wear this fall has been very beneficial in inducing an enhanced demand for tweeds of all kinds, the movement in which, during the past few weeks, has been one of the leading features of the market.

Demand for all kinds of fall staples, flannels, heavy woolens, winter hosiery and flannelettes has been quite active. In fact, the call for cheaper kinds of worsteds and woolen and cotton goods of this description is set down as being more active this fall than in any previous season for some years back.

Advices from abroad point to still firmer prices in velvets, velveteens and all imported woolen goods, the demand for which at primary centres is much more active this year than last.

The city retail trade has been quite brisk of late in consequence of the return wave of people from the summer resorts. The few days of bright cold weather that we have had recently have also been very beneficial in this respect. City collections, however, are complained of, being under the average.

The demand for Priestley's fine dress goods has been an unusually active one this fall with S. Greenshields, Son & Co. Their fine serges and diagonals have been hot selling lines.

Among the more recent important city failures since our last has been that of Lauthier & Labelle, who made an assignment the other week on the demand of Gault Bros. & Co.

Their liabilities will amount to about \$9,000. Their principal creditors are J. Greuter & Co., \$1,377, and Thibeau & Co., \$2,800.

The s. s. Sarnia which arrived this week brought in another large shipment of cape cloths for Brophy, Cains & Co., also a line of English flannelettes. They are just the thing for the sorting trade.

Notwithstanding the great pressure of American orders at primary markets, Thouret, Fitzgibbon & Co. have been filling all orders promptly for French goods, besides having a well assorted stock on hand. They are in a somewhat enviable position in this respect.

S. Greenshields, Son & Co. have experienced such an active demand for the well-known white and black dress goods of Priestley's make that they have hardly been able to fill all their orders.

Brophy, Cains & Co. report a good season in ladies', gents' and children's underwear. This department is still a well-assorted one with this firm, however, in all prices and all sizes.

Wm. Agnew, senior partner of Wm. Agnew & Co., who is at present on his usual buying tour in Great Britain, writes his firm that velvets and velveteens are in large demand abroad, and that prices have advanced to a noticeable extent.

Mr. Fitzgibbon, who returned a week or so ago from the other side, reports that the general tendency of values in the European markets is firm on all textile material.

Caverhill, Kissock & Co. have experienced a very brisk demand for their lines of German beaver cloths for ladies' cloakings this fall.

J. G. McKenzie & Co. have had an active month of it in all lines of heavy woolens, worsteds, winter underwear, etc.

Buttons are coming in again and the New England factories are being re-opened. Brophy, Cains & Co. have the correct styles in these goods for costumes, ulsters, etc.

The collection of spring supplies in fine French kid gloves shown by Thouret, Fitzgibbon & Co.'s travelers this fall, the firm holds, surpasses anything they have ever offered to the trade before. The well-known "Jammet" make is holding its own.

S. Greenshield, Son & Co. report an active demand for Crovanettes and other waterproof goods. Their turnover on these has been more than equal to that of last year.

Rich, handsome dress goods and fine black goods have had a larger sale than ever this season with Brophy, Cains & Co.

## ADVERTISING TO TOURISTS.

Attention has been drawn in another article to the rapidly growing tourist trade in Canada. Do our subscribers get the full benefit of this trade? Do they look after it? This is probably the only trade that cannot be got more effectively by the local newspapers. These must not be neglected, however, but most travelers have no interest in local papers, and do not see them. They must be got at by direct appeal. The assistance of the hotel clerk or proprietor should be secured. He is generally well posted as to his guests' movements. If it is found they are going to make extensive purchases, it may pay to call on them personally as soon as possible after their arrival. If not, a neatly printed imitation postal card with the address on one side and a brief announcement on the other may be tried. This should be as catchy and effective as possible. Say what you have for sale. Tell them how to get to your place, and who to ask for when they get there.

## AN IMPORTANT JUDGMENT.

IN the Court of Appeal, in Montreal a fortnight ago, the Chief Justice of Quebec, Sir Alexander Lacoste, delivered a judgment interesting to the dry goods trade all over Canada. It was an appeal by Mr. John McLean, of the wholesale millinery firm of John McLean & Co., from a judgment in the lower court. The facts that led up to the case are as follows: On the 31st December, 1886, Messrs. McLean, Stuart and Smith formed a partnership for five years from the 1st January, 1887. Mr. McLean was to put into the business what was coming to him from the previous firm of John McLean & Co., of which he was a member, and the other two were to put in the amount which they respectively had on deposit in the same firm. The contribution was established: at McLean's \$4,480.91, Stuart's \$25,292.47 and Smith's \$30,350.96, the total being \$60,124.34. The firm was dissolved on the 22nd of July, before the expiration of the term agreed upon, by a judicial abandonment made by the partners at the demand of their creditors. Though the statement prepared showed a surplus of \$15,000 the firm was agreed to be completely insolvent. McLean offered, with his partners' knowledge, a composition of 50c. in the dollar for chirography creditors and full payment of all privileged claims, on the condition that the effects should be conveyed to him personally, and that his partners should have a discharge. His offer was accepted and the retrocession was made. The respondent in the case, Mr. Alex. Stewart, took action on the ground that the arrangement effected by Mr. McLean did not cancel the rights and obligations of the partners between themselves, and that Mr. McLean owed him on account of part of his capital contribution, of which the use only was given to the firm. He pleaded that the books of the firm showed \$17,185.82 to his credit, \$27,379.54 to the credit of Mr. Smith, and, on the other hand, to the debit of Mr. McLean \$29,079.31. Mr. Stewart's plea was that the latter had withdrawn this amount from the capital contribution of his partners, and that he should account for it in the proportion of the balance at their credit respectively, which would give him (Mr. Stewart) a sum of \$11,213.20, which was the amount of his demand. Mr. McLean, on his part, pleaded "confusion" and "compensation." He offered in compensation of the amount which he might owe, the composition which he paid the creditors and the payment of the privileged debts of the firm. Furthermore, he denied that he was indebted. The deed of partnership authorized him to draw \$6,000, and each of his partners \$3,000, and he held that he did not draw more than his share. The learned judge of the court below dismissed appellant's pleas, and gave judgment in favor of the respondent for \$10,261.08 in reimbursements of part of his capital. The grounds of the judgment were not those of the action. The appellant was not held accountable for the sum of \$29,079, but he was condemned to reimburse part of respondent's capital, under the clause of the deed of partnership, which obliged him to discharge half the debts. According to the judgment in the court below, the capital, which was \$60,124, having been absorbed by the assignment, became a total loss which must be borne by the partners in the proportion of one-half by the appellant and one-quarter by each of the partners, viz., for McLean \$30,062, Stewart \$15,031, Smith \$15,031. Stewart having furnished \$25,292, from which must be deducted his share of the losses, \$15,031, there was a balance in his favor of \$10,261. Smith having fur-

nished \$30,350, from which was to be deducted his share of the losses, \$15,031, there was a balance in his favor of \$15,319. McLean's share of the debts was \$30,062, and his capital \$4,480, making a balance against him of \$25,582.

After reviewing the different pleas, the Chief Justice spoke as follows on the merits of the case: "Respondent alleges that appellant drew from the firm \$29,079 over and above his capital, and he pretends that he owes this amount to his partners to reimburse them pro tanto their capital, deduction being made of the amounts which they had themselves received from the firm, viz., appellant \$17,185, Smith \$27,379. This demand is irregular. What a partner can exact from his co-partners is an account and partition. In this account and partition each returns to the mass what he received; the debts are deducted, and the balance is divided between the partners in conformity with law and their agreements. If objection had been taken to the form of action, I would have been disposed to dismiss it, but as the object of the action was to obtain a partition of what remains of the partnership, and as by the conclusions respondent offers to tender any account which might be held necessary, an offer which appellant did not think proper to avail himself of, I am disposed, as was the Judge of the court below, to render justice to the parties on the action as brought. The assignment having swallowed up the partnership property there are only the returns of the partners to constitute the mass. But, on the other hand, the partners having been discharged from the debts of the firm, the mass should revert entirely to the partners according to their respective rights. From the mass, therefore, the partners should get back their capital, then divide the balance in the agreed proportion.

"It has been pretended that the partners were not entitled to exact an account of a lost capital. The rules of law seem to be very clear on this point. When a sum of money is put into a partnership capital it becomes the property of the firm which does not owe any account of it. At the dissolution the partner cannot claim it. But the partners may stipulate that they shall get back the amount of their contributions to capital before the division of the assets, and this stipulation may be inferred from their drawing interest on their contributions during the existence of the firm. In my opinion there was an agreement between the parties that the capital should be brought back before the division. But this capital was not, for the purpose of the division, subject to increase or reduction as shown by the books of the firm. This bookkeeping was for the convenience of the partners, but could not change the extent of their rights as determined by the deed of partnership. In one sense the court below was right in saying that the capital being lost, the partners should contribute to the loss of this capital in the proportion agreed. But before applying this rule it should have taken into account the amounts received. Applying the above rules, the mass must be formed by making each partner return what he received from the firm, to pay it pro tanto the capital of each partner, and to divide the loss in the proportion of one-half for McLean and one-quarter for each of the other two partners."

"If it were not so childish and out of date I could take a real good cry," said the woman with the short hair. "What is the matter, dear?" "I wore my husband's vest downtown shopping yesterday by mistake, and there were three big cigars sticking out of the top pocket. I never noticed it till I got home."

# OUR NEW . . WAREHOUSE



OUR New Warehouse, corner Melinda and Jordan Streets, is now nearing completion and will be ready for us to occupy in December. Though we will only have a short distance to move, at the same time we realize that it will be a big undertaking, and in order that we might have as few goods as possible to take from our present premises to the new, we commenced a big removal sale on the first of this month, which, though at the cost of a season's profit, promises to be a great success. Our whole stock has been reduced in price from fifteen to fifty per cent., including all kinds of Dress Silks, Silk Velvets, Dress Plushes, Velveteens, Mantle Plushes, Ribbons, Dress Trimmings, Millinery, Millinery Adornments, Mantles and Mantle Materials. It may be possible that you have not seen our advertisements previous to this, and therefore have not yet shared in any of our bargains, but now is your opportunity—we intend the whole trade to share in them. The eyes of honest doubters may fall on these lines, but in order that all may be satisfied that what we here state are solid facts, we extend a cordial invitation to the trade to call, inspect our stock, get our prices and be convinced that, as usual, we are prepared to do all we either say or advertise. We have twelve representatives on their respective routes at the present time, all in a position to quote the same prices as can be obtained in the warehouse; only, let us add, there are many odd lines very cheap in the different departments which cannot be sampled to advantage, so that there are many things in favor of visiting the market as often as convenient. We will be pleased to mail samples to any address for the Trade.

**TERMS LIBERAL AS USUAL.**

## S. F. MCKINNON & CO.

Cor. Wellington and Jordan Sts.,  
TORONTO.

Offices: 35 Milk St.,  
London, England.

## THE MILLINERY TRADE.

VERY little snap is displayed by the millinery houses just now. Whether this is due to dulness among the retailers or to a chronic slowness among the wholesalers it is hard to say. But it can be safely said, they are not showing the enterprise at this dull season that is being displayed by their brethren, the wholesale dry goods men.

The millinery houses make one big mistake. They make a stupendous rush for about three weeks just when the openings are on, and then like the bears they retire to winter quarters. It is the everlasting dropping of the water that wears away the stone, and it is the everlasting pounding away at business that brings the largest measure of success.

The feature of the trade during the past four weeks has been the demand for walking hats, despite the efforts of both retailers and wholesalers to discourage them. The ordinary shapes, illustrated last month, are selling well, while squarer crowns are being sold to the extreme trade. The latter are made in imitation of ladies' riding hats and men's silk hats.

## REMOVAL SALE.

On the 1st of October S. F. McKinnon & Co. inaugurated a removal sale, preparatory to placing their stock in their beautiful new building, now rapidly approaching completion. This is not a farce sale, but genuine reductions running from 15 to 50 per cent. have been made. In black and colored dress silks, silk velvets, velveteens and dress plushes, some excellent bargains are offered. In dress trimmings and ribbons of all kinds, the stock is new and large, and yet offered at prices which are moving large quantities. Mantle materials in cloth, plush, astrachan curls and scalettes are away down. Some lines of mantles and jackets are reduced 30 to 40 per cent., others 15 to 25 per cent. Hats of all kinds are offered at cut figures, while hat ornaments such as wings, feathers, etc., are lowered from 15 to 33½ per cent., some even 50 per cent.

Any millinery dealer who does a decent-sized business can make his expenses and good wages by visiting this warehouse for bargains. Many large dealers have done this, and some large parcels have been sold.

## D. McCall &amp; Co.

D. McCall & Co. report a lively demand for walking hats. They control special qualities and makes not found elsewhere. Their advertisement on page 25 is well worth the notice of the trade. This house is always well up with its sorting stock, and retailers can depend on securing what they want, if it is possible to procure it.

## SAMSON, KENNEDY &amp; CO.

Samson, Kennedy & Co. have repeats to hand of velvets and velveteens in black and all colors. Scalettes are also shown, and one special line in a fawn can be retailed at \$3.75. It is 56 inches wide, and is both new and valuable. Black, white and gray astrachans are seasonable goods, and are in good demand at present. They have a nice range. Knit shawls, hoods, clouds, wool mitts and all fancy wool goods are being shown, and dealers can always secure everything desirable in this class of goods.

Buckles in jet, pearl and rhinestones are shown in abundance for dress trimming. Six cases of jet trimmings arrived last week. White coney and white angora trimmings are shown for child-

ren's cloaks and dresses. Side combs are again used by the who follow the fashions. They have a new assortment. Large buttons are also well displayed.

Among the newest novelties are golf cloakings and a silk crepon for dress trimming. The latter is shown in the new shades—jacquinet and bluet—and is a most taking fabric.

The specialties of the moment are five lines in dress good novelties, a drive in velveteens, and a fresh shipment of cream and white moire ribbons.

## POINTS FROM A LIVE HOUSE.

W. R. BROCK & CO. have just received a case of the R.D.F. dress facing. This is the article that wears better and is much cheaper than other braids or velvets for skirt facing. The demand has been so great that Messrs. Brock have had to order large quantities by cable, and now hope to be able to supply their customers' demands for this useful and durable dressmakers' requirement.

The dress trimming department received a further shipment this week of fancy lace braid insertions, gimps, jet trimmings, etc. The stock in this department is "up-to-date," and no extreme goods. Just what the trade wants at moderate prices.

The smallware and fancy goods department reports arrivals of hair-pin cabinets, buttons, laces, frillings, ribbons, umbrellas, etc., to sort up stock after the exhibition rush.

They have purchased a line of chenille table covers, being a manufacturer's stock, at a price which enables them to sell them at about one-half of the regular wholesale price. One of the latest novelties from the United States market is a line of Josephine draperies, which for design, effect and durability are striking. They can be used for curtains, coverings of all kinds, such as cushion coverings, and for all kinds of fancy needlework. It is shown in various shades of green, blue, gold and red, and is procurable either in plain or stamped goods. This promises to be a great fad for the fancy goods trade of this season.

Their leading lines of kid gloves, Ava, Laura, Princess, Josephine, Padella, Prince and Otta are selling well and are much appreciated.

Special plum lines are being offered in Cardigan jackets, sweaters and Jerseys.

A large shipment of Swiss embroidered handkerchiefs from St. Gall, also Japanese goods from Tokio, have been received. They were bought specially for the approaching holiday trade.

Golf cloakings arrived last week. This is the novelty of the season in cloakings and Stuart and 42nd plaids are shown as well as fancy check backs.

They are receiving numerous repeats from retailers for their line of grey flannels to retail at 20 cents. Some clearances in shirts and drawers and in top shirts are being offered.

Mr. Darnley, traveler for D. McCall & Co., is now canvassing the Lower Provinces.

Mr. F. H. Hart, formerly woolen buyer for Daniel & Boyd, has been appointed Maritime representative for Chas. Cockshutt & Co., Toronto, with headquarters in St. John. He will cover New Brunswick, Nova Scotia and Prince Edward Island. James Scott, Jr., of the firm, has spent some time in the east, and is more than pleased with the condition and prospects of business affairs there.

THE RETAIL SYNDICATE.

**D**URING the past week a movement has been going on whereby the retail syndicate of this Province is seeking to force certain arrangements on Toronto wholesalers which the latter regard as inconsistent with the dignity of their business.

This retail syndicate includes such firms as Messrs. Crompton, Appleby & Co., Woodstock; John White, Brantford; Bartlett & McDonald, Windsor; Geddes Bros., Strathroy; Pratt & Watkins, Hamilton; Hall, Gilchrist & Co., Peterborough; G. B. Ryan, Guelph; A. Bristol & Son, Kingston; Geo. Ritchie & Co., Belleville, and Dundas & Flavelle Bros., Lindsay. Perhaps about fifteen firms are included altogether. These men have combined to import together and thus secure a better price than if they imported separately. They also purchase their Canadian goods through a local jobber who does their work on commission. Thus they hope to save the middleman's profits and turn them into their own coffers.

For a considerable length of time they have viewed with envy the big city retailer who would go into a Toronto or Montreal wholesale house at the end of the season and clean out the balance of a stock of dress goods, of silks, of embroideries, etc., at a very low price. They have taken steps which they hope will enable them to secure part at least of these bargains.

The wholesalers talk rather disdainfully of the move, and argue that these men do not buy from them regularly, hence they have no right to expect snaps at the end of the season. They declare that if they have snaps they will give them to their customers who buy regularly from them and do no importing.

It will thus be seen that the wholesalers have the theory of their business down fine. But their practice does not run

parallel with their theory. If they find themselves loaded up to the end of the season they are willing to sell to any man whether he represents an Eaton, a Cousineau or a Syndicate. They are going to sell to the man who will give them the most and who will handle the largest quantity. Then they will try to hush the matter up so that their customers, who are not on hand, will not hear of it.

The syndicate, while it may have some redeeming features, will fall to pieces in the ordinary course of events. Its methods are too crude and competition is too keen.

WAGES REDUCED.

Wages in all the cotton factories in Canada under the control of the two big companies have cut wages 10 per cent. This is the way they have of maintaining profits. The public's sympathy is always with the laborer, and will be in this case. It will say, and perhaps justly, "The company might have retrenched at some other point than on wages."

What the cotton companies need is a little less watering of stock, somewhat less of the profits to go to one or two men, a little more freshness about the designs of the goods, and somewhat more care in the regulation of prices.

STOCKS SOLD.

The stock of J. T. Hutchinson, Mono Road, \$1,600, was sold to J. W. Shields, at 55c. on the dollar.

Sloan & Scott, dry goods, Nanaimo and Wellington, B.C., have sold the latter branch to C. R. Masters.

Spring Season, 1895

**IRVING & CO.**

Manufacturers of . . .

- LADIES' UMBRELLAS
- LADIES' PARASOLS
- LADIES' SUNSHADES
- MEN'S UMBRELLAS



We have purchased the plant, etc., of the Colonial Manufacturing Co., and commence operations Nov. 1st. We shall endeavor, by turning out only first-class work, to merit your patronage.

See Our Samples Before Placing Your Orders.

**Irving & Co.,**

**Toronto.**

Factory, Cor. Yonge and Walton Street.  
Entrance, No. 1 Walton Street.

## MEN'S FURNISHINGS.

**M**EN'S furnishings are active at every season of the year. The retail merchant with new and dainty selections is bound to sell at all times. The latest tie, the latest hat, the latest cane, the latest sock, the latest waterproof coat, the latest collar, the latest boot—these are bound to sell, even when times are duldest.

The feature of the past month has been the run to the front of green and grey neckwear. These colors are leading, and the dealer who could get the stock ready quickest got some nice orders.

In hats the full brim, with a considerable dip, is coming steadily to the front, crowns remaining the same. Dark browns are having a good run just now.

Considerable clearing of top shirts, winter underwear, mitts and socks has been going on at the wholesale houses, and stocks are very low.

## A. A. ALLAN &amp; CO.

A glance over the spring samples of A. A. Allan & Co. shows that the crowns of stiff hats for spring will be fuller than the extreme styles of this season. Of course, a few of the taper crowns are still shown, but they are less numerous than for fall. The brims show a heavy open role in the newest shapes, and there is also a considerable dip. But in the less extreme shapes, the brim is somewhat closer.

Fedoras are still in the market, and the range of colorings is magnificent. Pearls, cubas, cedars, tans, bronzes, cigars, moles and beavers, make up a long range. The shapes follow last season pretty closely, the brims running from 2 to 2½ inches, and the crowns from 5 to 5¾ inches.

Tam O'Shanter's for children's wear are still selling and promise to be good for spring.

## WYLD, GRASSETT &amp; DARLING.

A large shipment of English collars in all sizes and heights is just to hand with Wyld, Grasset & Darling. The leading varieties are Grandee, Glendowe and Mentone—names familiar to the furnishers of Canada. Two special lines of men's fine natural wool underwear for the best trade are now shown. A job in top shirts will interest the general trade.

In ladies' ribbed underwear they have special lines to retail at 25c, 50c, 75c and \$1. All are worthy of attention. They have an excellent line of ladies' hose to retail at 25 cents, and a line of plain heavy cashmere to retail at 50 cents. Boys' heavy ribbed goods in all sizes and prices are kept in stock. Ladies' and children's wool mitts and wool clouds are in full display for the sorting trade.

The newest thing in trimmings is the lace effect braid or fancy lace trimming. It is like an insertion, but is used in other ways. Large mantle buttons are in good range.

"I have been in St. John, N.B., for 39 years, and I never saw so many visitors as we have had this year," said Mr. Manson to THE REVIEW. "Numbers and numbers have come by boat and train, and, failing to get accommodation, have returned by the same boat or went west by the night train, and we have lost any amount of money by not having a large summer hotel. There is a good deal of talk about building such a hotel, and they say the C. P. R. will put one up."

## A NEW UMBRELLA FIRM.

**O**NE of the brightest buyers in the Toronto wholesale houses has thrown up a good position and has gone into the manufacturing business. For the past three years Mr. George T. Irving has bought the dress goods, silks and trimmings for Caldecott, Burton & Spence, and has made this department equal to that of any other Canadian wholesale house. Should the same degree of success be attained by Mr. Irving in his new venture, he will be able to count all the best retailers of the country among his customers.

Personally Mr. Irving is a clever and ambitious young man with a host of friends. He entered the establishment of Caldecott, Burton & Spence ten years ago, when he was a mere schoolboy. His natural aptness brought him frequent promotion, and he soon was buying laces, embroideries and household furnishings for the firm. Ultimately he received the position of dress goods and silk buyer, and as such is well-known to the trade.

Mr. Irving has purchased the business of the Colonial Manufacturing Co., corner of Walton and Yonge streets, Toronto, and will continue to manufacture umbrellas and parasols, as per his advertisement on another page. He has taken over all the stock and materials of this company, and all their spring arrangements, and spring samples will be on the road on November 1st. Over a dozen hands are now employed in the business, and Irving & Co. expect to double the number in a very short time.

The history of umbrella manufacturing in Canada is not the brightest. There have been many trials and few successes. Yet there is no reason for these failures but bad management. American goods of this nature are protected by a 45 per cent. tariff, and are so high in price that they cannot be imported into Canada. All the umbrellas and parasols imported are made by cheap labor in London, England. But their great fault is that the styles are unsuitable for this market, where fashions follow those of New York. The English goods are strong and bulky, and they lack the nice and natty effect of the goods turned out by the American manufacturers. Canadian goods must resemble the American rather than the English, and Irving & Co. will aim in this direction.

With a progressive Canadian manufacturer in their midst, retailers should be able to secure goods which will be more satisfactory to their customers.

## E. &amp; S. CURRIE.

Green and grey graduated silk Derbys are leading for the best trade, and E. & S. Currie are busy manufacturing goods of this description. Their new Teck is also finding considerable favor among dealers generally. For a general range of quick-selling neckwear, their display cannot be beaten. Owing to the fact that they are manufacturers, their goods are always up to date in style.

D. K. Mollison, of Mollison Bros., St. John, N.B., was probably the first traveler who sold goods from ocean to ocean. He made the first trip to the Pacific Coast for McMaster, Darling & Co., Toronto, before the Canadian Pacific was completed, taking nine months to do it. He afterwards covered the same ground for Gordon Mackay & Co., Toronto. He is now doing the Maritime Provinces for his own firm.

FALL, 1894FALL, 1894

# Samson, Kennedy & Co.

## THE GREAT FANCY DRY GOODS HOUSE OF CANADA

And Importers of Irish Linens



MOTTO: "WE ALWAYS LEAD, WE NEVER FOLLOW."

(REGISTERED TRADE MARK.)

WE beg to ask you to peruse our AUTUMN CIRCULAR, now in the hands of our friends. It is with pleasure we note the effect which it has already produced by the number of orders we have received for our . . . . .

### SPECIAL LINES

And the crowds of buyers that have thronged our Warehouse during the MILLINERY OPENING.

Never before in the history of the house have we had such an early response to our Circular, thereby showing that our numerous customers fully appreciate our efforts to give them THE RIGHT GOODS AT THE RIGHT PRICES.

---

## SAMSON, KENNEDY & Co.

44, 46 and 48 Scott Street

15, 17 and 19 Colborne Street

TORONTO

And 25 Old 'Change, LONDON, ENGLAND.



## TRADE CHAT.

A MANCHESTER, Eng., correspondent writes that during the last two weeks in September the following Canadian buyers visited the warehouses of that city: Messrs. Fraser and Hardy, of Greenshields, Son & Co.; Mr. Bremner, of Hodgson, Sumner & Co.; Mr. Black, of Robert Linton & Co.; Mr. Cronyn, of W. R. Brock & Co.; Mr. Kennedy, of Sanderson, Kennedy & C.; Mr. Gault, of Gault Bros.; Mr. Grasett, of Wyld, Grasett & Darling; Mr. Anderson, of Alexander & Anderson; Mr. Hewat, of McMaster & Co.; Mr. Cockburn, of G. B. Smith & Partners; Mr. Bentley, of Blanchard & Bentley; Mr. Sanderson, of John Macdonald & Co.; Mr. Slessor, of Jas. Johnston & Co.; Mr. Reeve, of J. G. Mackenzie & Co.; Mr. Bizzy, of Knox, Morgan & Co.; Mr. Boak, of Murdock Nephews; Mr. Barrette, of Thibaudeau Bros.; Mr. Siguere, of McCall, Shehyn & Co.; Mr. Whinnery, of Stobart, Son & Co.

Markham woolen mill is running five days a week.

Fred R. Smith, a Hamilton clothier, was married recently.

R. Score & Son, merchant tailors, Toronto, are enthusiastic over the results obtained from adopting the cash system.

Misses Milne and Wilson, of Toronto, have commenced in the millinery and fancy goods business at Havelock, Ont.

Charles Reid, of Reid, Taylor & Bayne, Toronto, has purchased a fine house on North Drive, Rosedale, price \$10,000.

Mr. J. R. Strome, of Brandon, is opening a branch dry goods store in Rapid City. Mr. Jas. MacCartney takes charge.

Mr. A. W. Grasett, of the firm of Messrs. Wyld, Grasett & Darling, Toronto, has just returned after a thorough tour of the European markets.

Burglars broke into the dry goods store of Fagan & Shewan, Brandon, Man., at an early hour on September 28th, and stole a quantity of goods.

J. S. Boddy & Bros.' dry goods store at Bradford, Ont., was damaged to the extent of \$15,000 on Sept. 27th. Insurance, \$9,000.

John Muldrew, of McMaster & Co., Toronto, has recently purchased a handsome new residence, No. 64 Glen Road, for \$11,000.

A. S. Binns, the well-known representative of R. J. Whitla & Co., Winnipeg, was married to Miss Margaret M. Gray, London, about two weeks ago.

The Schofield Woollen Company, Oshawa, Ont., have made a reduction in the wages for certain jobs of piece work, amounting in some instances to over 25 per cent.

The death of Mr. Nicholas Wilson, Jr., of London, a popular merchant tailor and furnisher in that city, is much regretted. He had been in business there for eighteen years.

J. H. and Mrs. Deeks leave for London, Ont., in two weeks to permanently live there. Mr. Deeks has secured a partnership in a leading tailoring establishment there.—Dundas Banner.

The Montreal Cotton Co. have awarded a contract for the erection of seven new brick cottages at Valleysfield, Que. This is a portion of a number the company proposes to erect next season.

A New Brunswick dispatch of October 2nd says: "Yesterday Charles H. Hatt, chief bookkeeper in Alexander Gibson's factory at Marysville, drew \$3,300 from a bank to pay wages due to-day. The money was deposited in a large vault in Gib-

son's general store. Last night burglars entered the store, blew the doors off the safe, and took \$3,300 in bank bills. They also rifled the till in the shop and took all loose change. No clue to the burglars."

A most peculiar incident is reported from Hamilton. Last Friday a waterproof coat was stolen from Ross & Co.'s store, James street north. Next day the coat was returned by express from Toronto.

About 5 o'clock on the morning of the 4th inst., D. Fisher woolen mill, Paisley, Ont., was badly damaged by fire, the wool storehouse being completely destroyed. Total insurance, \$9,000; loss, \$8,000.

Mr. Geo. C. Rogers, for many years with Jas. H. Rogers, the hatter and furrier at the corner of King and Church streets, Toronto, has opened a new store at No. 83 King street west, with a fine new stock.

Quite recently Chas. Robertson, aged 46, merchant tailor and councilor, of Charlottetown, P.E.I., attempted to board a moving train at Kingston, missed the handrail and was run over, receiving fatal injuries.

A Bracebridge dry goods merchant and a painter had a spat not long ago, during which the painter threw his paint pot at the merchant, spilling the contents over him and his stock. It cost the painter \$20 and cost.

The Toronto Feather and Down Co., with a total capital stock of \$20,000, in \$100 shares, has obtained its charter, the incorporators being D. Hope, A. Blachford, H. Barber, Mrs. Elizabeth Blachford, James Bink and Charles E. Blachford.

A Milton paper says: "Mr. Wm. McLeod, of Georgetown, has leased the James Eaton premises on Yonge street, Toronto, and will take possession early in 1895." Mr. McLeod has been in the dry goods business in that town for over 30 years.

A leading wholesaler remarked last week: "I have withdrawn every other advertisement in a Canadian trade journal, and will now retain only that in THE DRY GOODS REVIEW. I find it is the best." This gentleman has enlarged his space twice during the past two years.

A meeting of the merchant tailors of Montreal was held at the Monument National, 218 St. Lawrence street, on October 10th. It was decided that the monthly bulletin of the association should be called the Intelligent Tailor Recorder, and should be issued from the above address.

T. M. Kinsman, Oshawa, writes: "In answer to yours of last week regarding subscription to DRY GOODS REVIEW, I would say that I wish to continue a subscriber of yours. I consider it a good paper, and from its columns I procure many valuable hints pertaining to my business."

Hirsch & Cozens, tailors, 72 Bay street, Toronto, have issued a neat circular to their customers. This is a new firm, both men being of English training. Mr. Hirsch has been for several years in business at 354 Spadina avenue. They have two specialties, sovereign trousers and fine Venetian twill dress suits at \$30 each.

Butler & Smith have only been in Simcoe, Ont., about a year, but they have already a large dry goods business. One of their advertising schemes is to issue 5,000 school scribblers. In order to have them judiciously distributed they procure a list of the names of teachers in the county and the number of pupils attending each school. They put their scribblers in

**A. A. ALLAN & CO. | John D. Ivey & 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.

For the assorting season  
we keep our stock

**Well assorted**

. . IN . .

**Each Department**

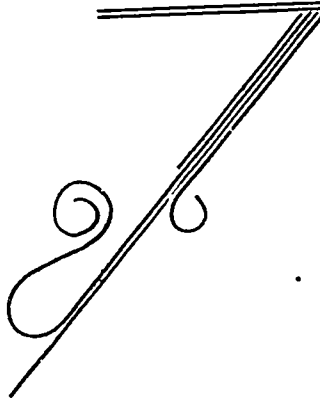
by the use of the cable, so  
the trade can always de-  
pend on getting the very  
latest novelties.

SEND FOR SAMPLE ORDERS

**John D. Ivey & Co.**

Write for Prices  
of the

**“ MANCHESTER ”**



**Odorless  
Waterproof  
Garments**

To the Manufacturers

**FOR LADIES AND GENTLEMEN**

**THE DUMARESQ CO.**

GENERAL DRY GOODS JOBBERS

368 and 370 St. Paul Street

**MONTREAL**

bundles and mail each teacher a bundle sufficient to go around the school. They then write the teachers asking them to distribute them, and for the trouble this will entail they give them a discount of 10 per cent. off their purchases (for their personal use) during 1894. They have found excellent results from this method of advertising.

The Williams, Greene & Rome Company, of Berlin, have made a settlement with their creditors, and will continue the business as formerly. The company pays the creditors 60 cents on the dollar as a compromise, and they are now in as good a shape as ever they were, being \$40,000 ahead. The usual number of hands will be employed, and the ten travelers will be sent out on the road again as soon as possible.

The Richmond Water Power Co. has another factory project in view, that of the manufacture of trunks, valises and satchels, in wood and leather; to employ from twenty to forty hands. The company had an interview with the Melbourne Council in regard to restoring the bonus of \$2,500 voted to the dam, of which the company had not availed themselves.

One of THE REVIEW'S canvassers writes thus from Victoria, B. C.: H. Knowles, representative of the Dominion Suspender Co., has been my companion on part of the trip and he is a hustler. Moreover, all the furnishing men tell me that the line of goods sold by this firm beat anything on the continent. From this, the bulkiness of Mr. Knowles' orders can be readily explained. Mr. Knowles has been connected with this company for four years.

During the eight months ending August 31st. the United States importation of free goods declined from \$303,267,483 to \$269,897,164. The dutiable imports declined from \$275,757,277 to \$183,030,177. The exports declined from \$517,025,698 to \$504,463,442. The United States decline in imports is thus about 22 per cent., while exports declined only about 2 per cent. Canadian imports declined fully as much, but the exports increased about seven per cent.

The Toronto Empire of the 12th inst., says in its dry goods report: A gratifying feature of payments of late is the increased amounts received from merchants in Manitoba and the North-West. Wholesale houses here who do business with the west-erners are outspoken in their regard for the pluck shown by the merchants, as a class, of Manitoba and the North-West. "There is scarcely an instance," said a leading jobber to-day, "of a retailer in the west offering to compromise. They talk nothing less than 100 cents on the dollar. When a retailer in the older provinces gets into a hole there are any number of lawyers and assignees to talk him into a compromise, and the outcome is that he throws up the sponge with the idea of making something for himself out of his assignment. My experience with the merchants of Manitoba and the North-West, however, is that they will fight against adversity, and eventually make their payments in full, coming out of their difficulties with honor to themselves and credit to the trade."

#### AMONG OUR READERS.

ST. JOHN, N. B.

"MY experience," said Fred. A. Dykeman to THE REVIEW, "is that window dressing is one of the most important departments of my business. On a much frequented thoroughfare, such as this one, the number of people who pass and see the window are greater than the number who read the paper. I have tried the experiment of advertising—and I am always using

the four dailies here—a good line and then putting another equally fine but different lot of goods in the window, and the results from the latter were quite as good as those from the papers."

Chas. A. Everett, of C. & E. Everett, thinks they have the longest established hat, cap and fur house in Canada. His father began in 1824, and he went into partnership with him in 1848. Their present position is within 200 feet of the original stand. Mr. Everett at one time represented his constituency in the Dominion Parliament.

A. O. Skinner goes to Montreal about September 25 to make next season's purchases of oil cloths. If any of the importers have something extra in carpets he might be induced to look at them.

S. C. Porter, who carries a very nice stock of dry goods, buys largely from Stewart & McDonald, Glasgow. He has been dealing with them constantly for over twenty years, being formerly with the late firm, Turner & Finlay.

C. B. Robertson, of Daniel & Robertson, is in New York purchasing notions for the winter trade. He is laying in a stock of American fringes, draperies, shaker flannel, blankets. The latter, by the recent change in duty, he is able to buy to better advantage there than in Canada.

John Calder does a steady trade in general dry goods. He imports the bulk of his supply from Glasgow. "They are giving us goods now in any quantities we want," said Mr. Calder to THE DRY GOODS REVIEW. "They will cut the better qualities of dress goods in dress lengths, 6½ or 7 yds as we want them. In cheap goods they will send out two or three dress lengths."

"We are doing a very nice business in mantles and dress goods," said B. J. Dowling, of Dowling Bros., to THE REVIEW. "We buy most of them from Berlin, but we occasionally get a few from the west. Alexander & Anderson, Toronto, sold us a nice line last year; they were very good, but a little too good for our trade here. We make up quite a few ourselves during the season. We had a tremendous demand for the tight-fitting jacket with leg-of-mutton sleeves, and could not supply it. Our fall goods are just arriving now, and we look for a run on jackets with large stitched revers, with a leg-of-mutton sleeve considerably larger than last year."

MacAulay Bros. & Co. are doing a jobbing business in hosiery, lace curtains and a few lines of ribbons. These they import direct, and sell to one firm in each town only. They have been doing this trade for the past eight years, and find it works very satisfactorily. It gives them a profitable line, and the retailers get something in which they have no local competition. They send their samples by mail, and retailers order from them. They have done a little business west, but have not pushed it."

Charles K. Cameron makes a specialty of corsets, and probably does the largest business of this kind in St. John. He has a special make, "Cameron's Health Corset," which is not only popular, but is a good advertisement for him. The other half of his store is devoted to millinery and fancy goods.

The wholesale and retail trade who waited on the two commissioners from the Dominion Cabinet on the tariff reform last fall agreed that 25 per cent. all round on dry goods would be ample protection for any manufacturer, and no dealer would object to this. Some of them who urged this wonder why their suggestions were not adopted, and now ask that the notes of interviews be published to show how far the Government followed the recommendations of the trade.

Kinnear Bros, who began in the men's furnishing business last spring, have a good stand just next the Royal hotel, in which they are catching a good deal of the extensive travel which has been passing through St. John. They divide their shop with C. B. Pidgeon, a merchant tailor, and both have found this an advantage, as the trade of each draws in customers for the other, besides dividing rent. Harrison Kinnear spent a few days in the early part of the month among the Montreal jobbers.

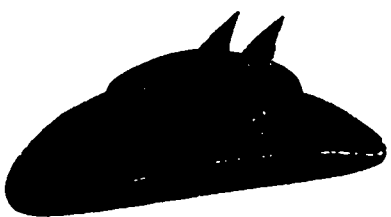
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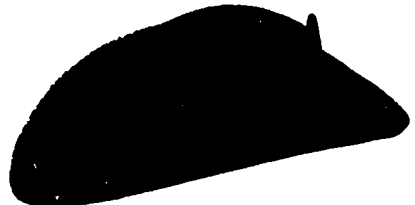
FALL AND WINTER

# Walking Hats

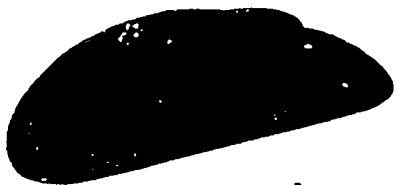
THE  
Latest  
and most  
Popular  
Ideas in  
Walking  
Hats...



No. 68. Trimmed



No. 897. Ladas. Trimmed.



No. 504. Untrimmed.



No. 75. Trimmed.

COLORS

- Black
- Brown
- Tabac
- Fawn
- Navy
- Cardinal

Manufactured exclusively for ourselves, in the Best Quality of Wool Felt.

Stock constantly on hand of above Leading Shapes in all colors, in both . . .

**Trimmed and Untrimmed**

Orders by letter or telegraph will be promptly filled.

# D. McCALL & CO.

Wholesale Millinery

TORONTO, ONT.

## THE CLOAK TRADE.

WONDERFUL indeed is the growth of the trade in ready-to-wear cloaks. Some years ago, two or three cases would do the large retailer, now he uses \$10,000 worth in a season. Then the small retailer bought one mantle a year—that was for his wife; now he carries a respectable stock, has numerous cloth dummies to exhibit them on, and is teaching his salesmen the value of this department of the business.

The Germans are the leaders in cloak manufacturing, and any similar work on this continent is done mostly by German Jews. These men seem to have a knowledge of this business which no other class can acquire. The cloak manufacturing in New York, which has grown to such large proportions, is in the hands of this class. They also are found in the factory of Alexander & Anderson, having been specially brought to this country to make this industry a success.

As regards Canadian cloak manufacturing, Alexander & Anderson's establishment stands at the head. Although only under its present control some eighteen months, it has been brought to a state of perfection which is surprising. Mr. Alexander has devoted his time to the introducing of new ideas, better system, and greater attention to the details of manufacturing to such an extent that the goods turned out cannot be surpassed by any imported goods. The truth of these remarks can be verified by any doubting Thomas. The finish, cut and style of these garments are irreproachable, and deserve the close attention of every merchant who deals in this class of goods.

All the fashionable styles and colors are made up, and in this respect the firm give the preference to the American over any other, as Canadian ladies invariably follow New York styles. One of the most popular styles of ladies' coats shown is what is called the Princess of Wales. This has a very stylish cut, and is made up in various shades of fawn, wood browns, navys and myrtles, either in faced cloths or in rough effects. Another stylish coat is called the Prince Albert. This coat is made with a one-piece back and is much in demand by ladies who possess graceful figures. The Princess Alix combination is the latest thing in ladies' garments. This is made in two pieces—a jacket and a cloak. The cloak is so made that it can be worn as a skirt to the jacket, and this makes a very swagger coat. The skirt can then be worn as a cloak during mild weather, or else the waist, which makes a fine jacket with an Eton effect, can be worn alone. Another combination is to wear the skirt over the jacket as a cloak for very cold weather. This garment is a marvel, and the finish on the front and throughout is exquisite. Another fashionable style is called the paletot. It is very much in demand in New York, and has long, graceful skirts. The cloth is brown, faced with black moira revers, and large sleeves. A very handsome style of coat is also made up of black beaver, with Persian lamb revers and edge seams. It is finished with a three-piece back and a military front. Another jacket of wood-brown, with moira sleeves, and front trimmed with passementerie braid, is worthy of notice. Another style that is obtaining much notice and is the rage in England and New York this season is the famous golf cloak. A great many styles of these golf capes are shown, an endless variety of colors, with different linings, some with capes and others with capote hoods. The most noticeable feature of the product of this interesting department is the beautiful finish and trimmings in all the work

turned out. The retail trade will doubtless find it preferable to deal with a local manufacturing establishment of this character that turns out all the fashionable lines, over foreign houses, where it is almost impossible to obtain the very latest up-to-date ladies' coat or mantle.

## SPECIALS AND CLEARANCES.

Specials and clearances are numerous at the warehouse of John Macdonald & Co. just now. Three low lines of flannel-ettes have just been passed in'o stock, and they claim that the value is right. Twenty patterns are shown in each line. A large shipment of both cotton and Oxford shirtings is to hand, and also a large number of cases of cottonades and denims. The prices in these three lines are, of course, away down, and dealers are safe in stocking heavily at present quotations.

Prints for spring promise to remain at last year's prices. Their full range of spring goods of this character was on the road on the 10th inst., and they claim to be the first house to show the full range of the season's goods. Such enterprise will no doubt prove once more the old saying that "the early bird catches the worm."

In their dress goods department, fewer clearances are to be seen than at this time last year, but, nevertheless, some bargains are offered, and are being rapidly picked up. Two special lines of serges are being offered, to meet the urgent demands of a serge season.

## A LINE OF SPRING SAMPLES.

While the sorting season in carpets and curtains is not yet over, and considerable trade on immediate delivery is still being done, John Macdonald & Co.'s travelers are out with spring samples. The range is longer than that shown at this time last year, and perhaps the most prominent new feature is the numerous patterns in carpets containing the new shade of green in a variety of combinations.

In Brussels, prices remain about the same, in spite of the increased duty now paid on carpets. In fact, in a few lines, the price is somewhat lower. The patterns and designs are all new, and show that Brussels manufacturers have not yet exhausted their ingenuity.

The tapestries follow the Brussels in patterns and colorings, and the same remarks on prices will apply to the former as well as to the latter.

In lace curtains new patterns are extensively shown, all personally selected by the buyer, Mr. Dewar, who has had a long experience in this kind of work. They claim to be showing better qualities than ever at the popular prices.

Chenille curtains and table-covers are down in prices very considerably, and dealers must purchase from reliable houses to get full advantage of this.

Their stock of rugs is very large. In Axminsters the Princess, Excelsior and Mecca are leading varieties. Wiltons are in good display. Sheepskins comprise a large variety of colorings.

Cocoa mats and matting, napier mattings, hemp carpets, linoleums and floor and table oilcloths make up the range of goods carried in this department of John Macdonald & Co.'s business.

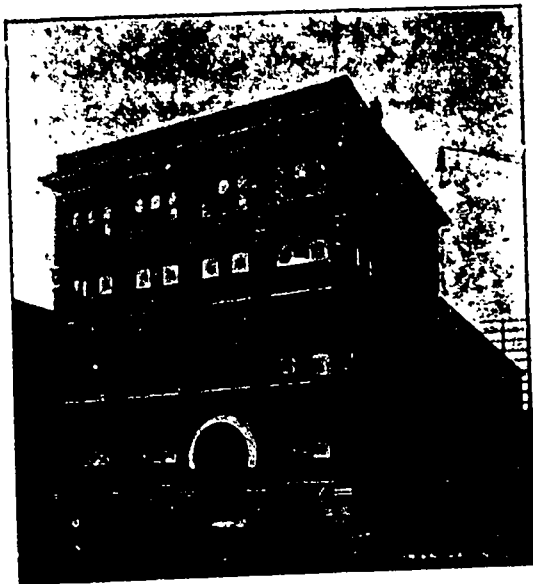
# EAGLE KNITTING CO.,

HAMILTON,

MANUFACTURERS OF THE CELEBRATED **HYGEIAN** BRAND OF CHILDREN'S AND LADIES' . . .

**Vests, Drawers and Combinations**

Our goods are superior to all others for quality and finish, being the oldest and largest manufacturers of ribbed goods in the Dominion.



**WARNING**—Any manufacturer or dealer offering for sale any Drawers or Tights made of tubular elastic ribbed knitted material that is an infringement of our patented Hygeian Drawers will be prosecuted according to law. Our patent applies to all tubular knitted ribbed Drawers or Tights of any shape or pattern, open or closed, plain goods or brushed.

# Thibaudéau Bros.

& Co.

Importers of —

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN

# DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

# FLANNELLETTE SHIRTS

WILL GIVE . . .

SIZE  
VALUE  
FINISH

HOLD FOR PRICE.  
WRITE FOR PRICE.

# Spring Underwear and Half Hose

Mr. Brais has just returned from an extended trip in England and on the Continent. Our travellers are now out and showing full range of above goods from the leading Manufacturers. See lines specially made for us.

White Shirts,  
Collars and Cuffs.

Makes: Canadian, English, and German.

FRENCH BRACES A SPECIALTY.

FALL GOODS . . .

We are now jobbing

WOOLLEN UNDERWEAR  
and HALF HOSE.

WRITE FOR SAMPLES.

# GLOVER & BRAIS

184 McGill Street,  
MONTREAL.

## FROM FOREIGN MARKETS.

## LONDON WOOL SALES.

LONDON, Oct. 10.—At the wool sales to-day 11,302 bales were offered. The United States took 500 bales at extreme prices. Any fine cross-breds sold readily at very full rates. Shabby parcels were irregular. Inferior merinos dragged, and occasionally went in buyers' favor. Falkland wools, which were mostly of poor quality, rather declined, and many bales were withdrawn. To-day's sales in detail were as follows:—New South Wales—2,000 bales; scoured, 5¼d. to 1s. 2½d.; ditto locks and pieces, 5¾d. to 1s.; greasy, 5¼d. to 10d.; ditto locks and pieces, 5¾d. to 7¼d. Queensland—200 bales; scoured, 8d. to 1s. 1½d.; greasy, 5½d. to 8¾d.; ditto locks and pieces, 8d. Victoria—1,300 bales; scoured, 7¾d. to 2s. 1d.; ditto locks and pieces, 6d. to 1s. 2d.; greasy, 4¾d. to 10½d. South Australia—800 bales; scoured, 7¾d. to 11½d.; ditto locks and pieces, 6¾d. to 11d.; greasy, 4¼d. to 8½d.; ditto locks and pieces, 3d. to 5¾d. New Zealand—3,100 bales; scoured, 8d. to 1s. 4½d.; ditto locks and pieces, 5¾d. to 1s. 0½d.; greasy, 4d. to 10½d.; ditto locks and pieces, 4¾d. to 6¾d. Cape of Good Hope and Natal—2,300 bales; scoured, 6½d. to 1s. 4d.; greasy, 4¾d. to 7½d. Falklands—1,300 bales; greasy, 5½d. to 7¾d.; ditto locks and pieces, 3d. to 6d. To-day's sales were conducted by Irwell & Co., Hoare & Willner, and Overbury, Helmett, Schwartz & Co. They say competition was spirited, bidding was most keen, and the demand was active for all good wools. A parcel of superfine hot-water washed fetched extreme rates.

LONDON, Oct. 11.—The attendance at the wool auction sales to-day was fair, and the tone better. Competition was good, even for faulty goods. American buyers took 400 bales of greasy Victoria wools. The American purchases so far amount to fully 16,000 bales. German, French and English were all active buyers. The number of bales offered was 11,978, of which 1,500 bales were withdrawn. Following are the sales in detail: New South Wales—509 bales; scoured, 9d. to 1s. 1½d.; greasy, 4½d. to 8d. Queensland—206 bales; scoured, 10d. to 1s. 2½d.; greasy, 5½d. to 6d. Victoria—2,439 bales; scoured, 3d. to 1s. 5d.; greasy, 5½d. to 11d. South Australia—250 bales; scoured, 6d. to 10d.; greasy, 4d. to 7¼d. New Zealand—7,653 bales, scoured, 4½d. to 1s. 2d.; greasy, 4d. to 9½d. Cape of Good Hope and Natal—1,726 bales; scoured, 7¼d. to 1s. 4d.; greasy, 3¾d. to 8d.

## THE COTTON MARKET.

A Manchester letter of September 29th says: "During the last week cotton has experienced a sudden and somewhat unexpected fall in price. This is the more remarkable as the stock here is still declining in quantity, and is likely to continue shrinking for a few weeks to come. The present condition is entirely due to the fear of an unprecedentedly large supply in the near future. The new crop shows signs of being a "bumper," and though it is as yet far too early in the season to attach any great importance to the receipts at the ports, nevertheless, certain significance attaches to the fact that the receipts this season are the heaviest known for any corresponding period. Prices have shrunk 5-32d., and are fast approaching the lowest level reached. The minimum recorded price in cotton was 3½d. per lb. in 1848, when taking quality into consideration it was about equivalent to 8¾d. for American to-day. Many merchants expect to see this price reached before the year closes.

LIVERPOOL, Oct. 11, 4 p. m.—Closing: Cotton—Spot, fair demand; freely met. American middlings, 3¾d. Sales of the day were 15,000 bales, of which 1,000 bales were for speculation and export, and included 13,800 bales American. Receipts, 10,100 bales, all American. Futures opened quiet, with a moderate demand, and closed barely steady at the decline. Spot quotations: American middlings, fair, 3 27-32d.; good middlings, 3½d.; low middlings, 3 9-32d.; good ordinary, 3 5-32d.; ordinary, 2 9-32d.

John J. Dixon & Co. report the following fluctuations on the New York Cotton Exchange:

	Opening. Cents.	Highest. Cents.	Lowest. Cents.	Closing. Cents.
November . . . . .	5.83	5.83	5.79	5.80
December . . . . .	5.92	5.92	5.85	5.86
January . . . . .	5.98	5.98	5.91	5.92
February . . . . .	6.04	6.04	6.97	5.98
March . . . . .	6.10	6.10	6.03	6.04
April . . . . .	6.09	6.10	6.09	6.10

## SCOTCH MARKETS.

A Glasgow despatch of September 29th to the Diapers' Record says:

"There is no activity in the Glasgow retail trade, and an improvement is not now expected until the coal strike has been settled."

"Complaints are still to hand with reference to the South of Scotland tweed trade. Confirmation orders are not coming in well, and consequently a number of looms are idle. A few makers are reported to be busy. It is believed that the lowest prices for wool and yarn have been reached, and many manufacturers have, therefore, placed large orders with the dealers."

"The Kirkcaldy linen industry is in a fairly active condition, the most of the factories running full time. An improvement has taken place in the linoleum and floorcloth industries."

The Dundee trade report says there is very little change noticeable in the position of affairs. Orders are not over plentiful, and the advance seems checked. In the linen department, United States reports continue good, and business there will develop as the season advances, and the effects of the tariff become better known.

## THE INDIAN COTTON CROP.

The first cotton forecast of the Central Provinces of India for the season 1894 states that early rain in June enabled cotton-sowings to be started in good time, and in all the important cotton-growing tracts the operations were facilitated by moderate rain, with short breaks during the latter part of June and the beginning of July. Crops germinated well, and weeding started, but was impeded temporarily by heavy falls of rain in the third week of July. A timely break in the last week of July was very beneficial, and the weather has since been favorable. Crops in all the districts where cotton exports are important are progressing, and prospects of a full outturn are decidedly good. The above remarks apply to 75 per cent. of the cotton area of the provinces. In Hoshangabad, Saugor and Chhattisgarh heavy rain has done some damage, but fortunately these are all districts where cotton is of minor importance.

## CREFELD SILK TRADE.

At Crefeld the demand for silk fabrics by retailers is fair but not large, and travelers on the road are picking up the first autumn business with retailers. Wholesale houses, having ordered very sparingly for the autumn, have only small stocks,

# Wyld, Grasett & Darling Mantles <sup>AND</sup> Jackets

Have recently received

Large Shipment of Great Job Purchase of Flannelettes, perfect goods; offering these to clear at much below anything hitherto sold by the house. Shirtings in all prices, latest designs, including Galatea Stripes. 8 oz., 9 oz., and 10 oz. Cottonades; new goods at the lowest prices.

## GREY COTTONS AT NEW PRICES

Imported Woolens, Overcoatings in Meltons, Naps, Beavers, Friezes, etc. Full assortment of Heavy Suitings, Trouserings, Vestings, etc. A very complete range of Tailors' Trimmings always on hand.

**WYLD, GRASETT & DARLING**  
TORONTO.

*THE* subscribers desire to call attention to their **MAGNIFICENT DISPLAY** of **NEW** and **STYLISH CREATIONS** for the **EARLY FALL** and **WINTER TRADE**.

Our "**PRINCESS ALIX**" Combination Jacket is a pronounced success. "**GOLF CAPES** a specialty.

INSPECTION SOLICITED.

**Alexander & Anderson**

MANTLE MANUFACTURERS

TORONTO

# GREEN NECKTIES

**ARE HAVING  
A RUN.**

We have just opened a shipment of novelties in Silks, comprising new effects in Green and Black, Red and Black, White and Black, and different weaves of silks in Grey Combinations. . . . .

These lines are now being shown by our travellers, in all the new shapes in Tecks, Four-in-hands, De Joinvilles, Bows, etc.

Letter Orders get Prompt Attention.

**E. & S. CURRIE**  
64 Bay Street, Toronto.

# A Carpet Trade

**WITHOUT STOCK**

Not a difficult matter, when you know us. You do know how difficult it is—practically impossible in nine cases out of ten—to carry a stock of carpets of sufficient size and variety to enable you to please your customers with any degree of satisfaction—if at all.

Beyond any doubt we carry the largest assortment of carpets, linoleums and oilcloths in the Dominion. You can arrange with us to secure samples of the most sure selling lines. From out of these you will, invariably, be able to make a sale. Ascertain how many yards are needed and despatch us the order. The goods will go to you by return freight or express. Good scheme—isn't it?



**John Kay, Son & Co.**

34 King Street West.

**TORONTO.**



and there is a prospect of their being steady buyers this autumn from manufacturers' stock if the consumption of silk fabrics is anything like fair. For the present, however, manufacturers are not benefiting by the improved business outlook, and the looms are not so well provided with work as is usual at this time of the year. The policy of buyers, which has been a hand-to-mouth one for some time past, has not changed, and the improvement in the raw silk market has caused no change either in the price obtainable for goods or in buyers' disposition to make large purchases. The summer has been sufficiently rainy to be favorable to the umbrella business, and consequently umbrella silks have done fairly, and are still keeping a good number of looms at work. Tie silks have been ordered for next spring in fair quantities, and export orders for these have been fair. Manufacturers are, therefore, keeping their production of tie silk up to a good level.

AUSTRALASIAN WOOL EXPORTS.

From 1st July, 1893, to 30th June, 1894.

COUNTRY.	1893. Bales.	1892. Bales.	Increase. Bales.	Decrease. Bales.	1892. Bales.
N.S.W.....	724,628	638,892	85,736	—	624,219
Victoria....	461,468	452,870	11,598	—	466,898
S. Australia.	172,431	148,476	23,955	—	156,443
Queensland.	130,388	190,829	—	60,441	184,703
W. Australia.	22,931	16,662	6,269	—	22,512
Tasmania...	15,773	19,274	—	3,501	17,617
N. Zealand..	368,357	345,956	22,401	—	308,861
Totals.....	1,898,976	1,812,959	149,159	63,942	1,791,253
					Net increase, 86,017.

H. BRISTOL & SON, PICTON.

This firm was first established in Picton by the senior partner in 1857, and has continued uninterruptedly until the present time. They occupy a substantial three-storey brick building, with a frontage of fifty-six feet, one half of it having a depth of over one hundred feet and the other half seventy-seven feet. It contains general dry goods, carpets, oilcloths, millinery and mantles, ready-made clothing, tailoring and dress-making, occupying five sale-rooms of seventy-five by twenty-six feet. Three years ago the whole store was remodelled and fitted up in first-class style, and is not surpassed by any in Ontario outside of the cities. The number of hands employed, exclusive of the dressmaking and tailoring, at the present time is twenty-seven, and, judging from appearances, they all have enough to do to keep them busy.

FLAX.

Flax thrives in situations from the sea level to very high elevations. It is cultivated in Russia, Italy, Austria, Belgium and other European countries, as well as in Egypt, Turkey, India and China. When grown for fibre it gives a small quantity of seed, but as a seed crop it yields only a coarse fibre.

Flax grown from fibre alone, in Ireland, costs about \$50 an acre for both cultivation and preparation. Irish flax growers pull their crops before the seed is formed to obtain a better quality of fibre. It is proposed now to sacrifice something of the value of the fibre by allowing the seed to mature.

An increased impulse to flax culture in Scotland seems likely to be given by the invention of machinery for scutching the flax. A well-known firm in Leeds is manufacturing a newly invented machine which is said to work to perfect satisfaction, yielding a good fibre, with very little tow, and without breaking or damaging the tenderest fibre of the flax.

SITUATION WANTED.

TO HOUSES STOCKING SWISS EMBROIDERIES, having already, or wishing to open a branch office in St. Gall. Smart, energetic and pushing young man with intimate knowledge of the embroidery trade, gained through 15 years' practical experience in all its branches, is open to accept engagement as Manager of same. Expenses very small. A few references. Address Y. M., Dry Goods Economist, New York City. (11)

BUSINESS CHANCE.

FOR SALE—IN A WESTERN CITY—FANCY DRY goods business; established 16 years; all sales cash only; well assorted stock, \$8,000; this is an opening that seldom occurs; an enterprising man can do profitable business at once; best business block. Apply G. C., Samson, Kennedy & Co., Toronto. (10)

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 all its branches. French Cleaning Ostrich Feathers

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 258, Montreal or 90 King St. East, Toronto.

We have now been 40 years in business, and the 26,736 safes we have sent to the different parts of this Dominion, show that the merit of our goods is appreciated----- somewhat.

J. & J. Taylor

Toronto Safe Works.

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HIGHEST AWARD  
**WORLDS FAIR**  
 CHICAGO 1893 FOR  
 INGRAIN CARPETS

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HIGHEST AWARD  
**WORLDS FAIR**  
 CHICAGO 1893 FOR  
 AXMINSTER CARPETS

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KENSINGTON ART SQUARES  
 IN ALL SIZES  
 INGRAIN CARPETS  
 IN ALL QUALITIES

Received the only medal for Carpet at  
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THE BEST SELLING TOILET SOAP IN THE WORLD.

Excels 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

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

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10 St. Peter Street, MONTREAL,

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Agent for Ontario { **BEN ALLEN,**  
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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.

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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

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Letter orders receive our personal attention

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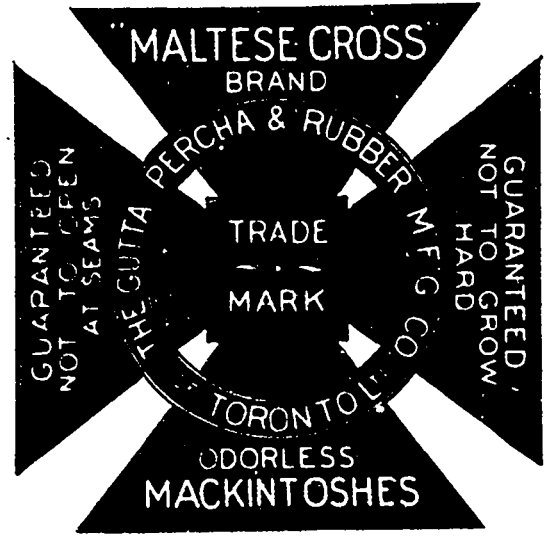
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ARE THE CHEAPEST.  
ARE PERFECTION.

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ODORLESS, TAILOR FASHIONED, SEAMS SEWN.

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"FITS LIKE A GLOVE."

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Only the very  
best materials  
are used in the  
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these Goods

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A Full Range of PURE INDIGO PRINTS is now  
being shown to the trade. Ask Wholesale Houses  
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All Goods Guaranteed and stamped "WARRANTED  
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and the adjustment of Capital Accounts. Unless you have competent inspection  
the errors pass uncorrected. My forte is a knack for dealing with them.

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Chartered Accountant, Auditor, Trustee, etc. 32 Church St., Toronto.

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

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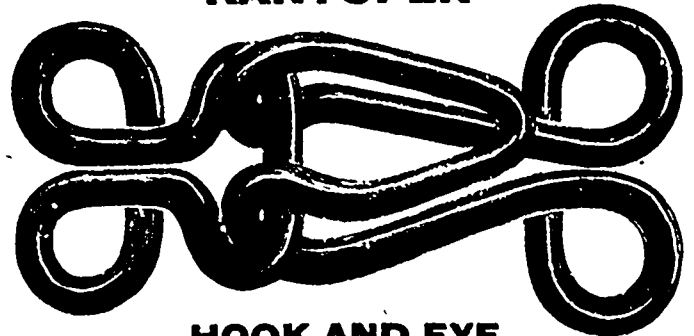
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