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THE DRY GOODS REVIEW

THE
MACLEAN
PUBLISHING
COMPANY.
LTD.
MONTREAL
AND
TORONTO

Turn the Stream Your Way



The underwear that the public want this fall,

"HEALTH"

BRAND

If you have it, make your customers aware of the fact through the newspapers. We can send you some excellent new cuts for the purpose, free, if you drop us a line

MONTREAL SILK MILLS CO.

MONTREAL

Health Brand.

Suspenders AND Buttons



C. K. HAGEDORN, Manager.



Our Samples for Fall Trade are now being shown by our representatives in all parts of Canada.

Our Suspenders in past seasons were much appreciated, and to further increase their popularity we have greatly improved the selection in both value and variety.

We show a magnificent range of Tailors', Mantle, Jacket and Dress Buttons, in either Ivory, Horn, Pearl, Cloth-Covered or Jet.

Remember, "We Fear Nae Foe." From those to whom we are still strangers we would solicit a trial order. Satisfaction Guaranteed.

THE BERLIN SUSPENDER & BUTTON CO.

Manufacturers

BERLIN, ONT.

The Harding Hose Supporter

THE BEST

Once tried, always worn.

Easy to clasp.

Easy to unfasten.

Handsome and secure.

Ask your Dealer for it

.. AND **GET IT**



Warranted not to tear the Hose.

Fastens to Corsets or child's Waist without Hooks, Pins or Buttons.

No more trouble with the children's falling Stockings when the Harding is in use.

Made in all sizes for Ladies, Children, and Gentlemen.

SOLE AGENTS FOR CANADA

BAKER & BROWN 260 St. James St. Montreal

WHOLESALE ONLY



Open



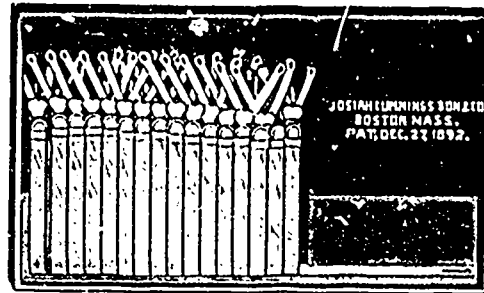
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Sample Trunks and Sample Cases

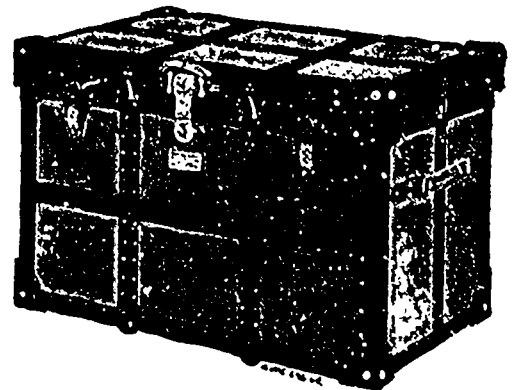
BEST MAKE IN AMERICA

- Steel Trunks
- Raw Hide Trunks
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Canvas Trunks
- Steel Bound Canvas Trunks

In all grades
For all kinds of business.



Cummings' Pat. Suspender Trays.
Patented Dec 22, 1892 Patented in Canada

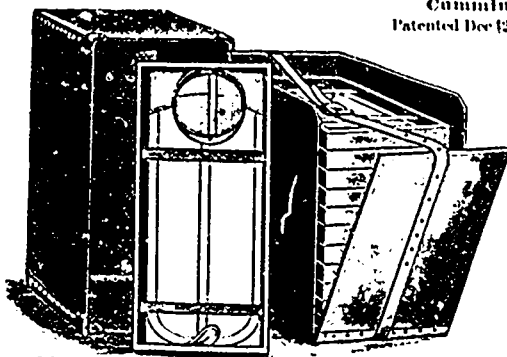


Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of

"Hub Fibre" Trunks and Sample Cases

Also a full line of
Common Canvas Extension Cases for the Trade.



Busom Shirt Box and Trays.

JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

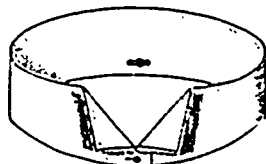
All goods made by us are stamped as follows :

Absolutely No

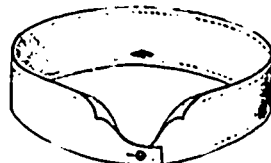


TRADE
CELLULOID
MARK.

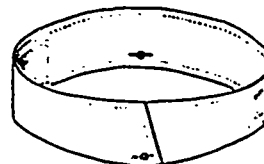
Others Genuine



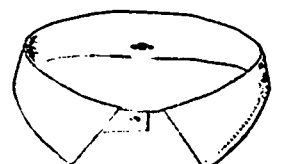
STERLING
Sizes 12 to 18 1/2 in.
Front 2 in.
Back 1 1/2 in.



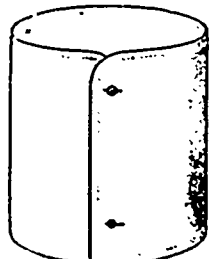
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 1/4 in.
Back 1 1/2 in.



BRIGHTON.
Sizes 14 to 18 in.
Front 1 3/4 in.
Back 1 3/8 in.



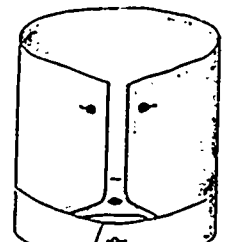
ROYAL
Sizes 12 1/2 to 20 in.
Front 1 7/8 in.



EXCELSIOR.
Sizes 8 to 11 1/2 in.
Width 3 1/2 in.

CAUTION

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



FIFTH AVE.
Sizes 9 1/2 to 11 1/2 in.
Width 3 1/2 in.

THE CELLULOID COMPANY

Caldecott, Burton & Spence

We Call Attention to

46 and 48 Bay Street, TORONTO

THE NEW DYEING PROCESS

FOR STAINLESS BLACK.

Chemistry has made the old ways obsolete to the technical dyer. A Black that on All-Wool, or Cotton, or Silk-Mixed Dress Goods will not spot in color, nor go rusty, that is fast also in rain or shine, is the latest triumph in dyeing. Old concerns with very large connections and well-known reputations often keep in the old paths.

We watch for the very best and grasp it.

We guarantee all Black Dress Goods fast to acids, lemon or fruit juices, etc., that bear the following mark on Bands and Tickers:



Cotton Warp Goods, such as Lustres, Alpacas, Sicilians, Mohairs, Piques, etc., dyed in the old way, have a White Edge. By the new process, the edge is Black—as well as the piece. Look out for Black Edges on all Cotton Warp Goods.

“Test our Congo Brand for yourself and see.” A little muriatic acid, ordinary strength, will answer. If the acid is too strong, the cloth may suffer, but not the color.

WE ARE THE PIONEERS OF THIS DEPARTURE.

CALDECOTT, BURTON & SPENCE ♦ Dress Goods Specialists and Converters



An Invitation...

is hereby extended to all buyers of Millinery visiting Toronto to inspect our high-class

DRESS GOODS

It will be found to be an **EXCELLENT GUIDE** when buying new Fall Trimmings.

Our selection of materials is acknowledged to be the finest and most suitable for Canadian Trade ever heretofore imported.

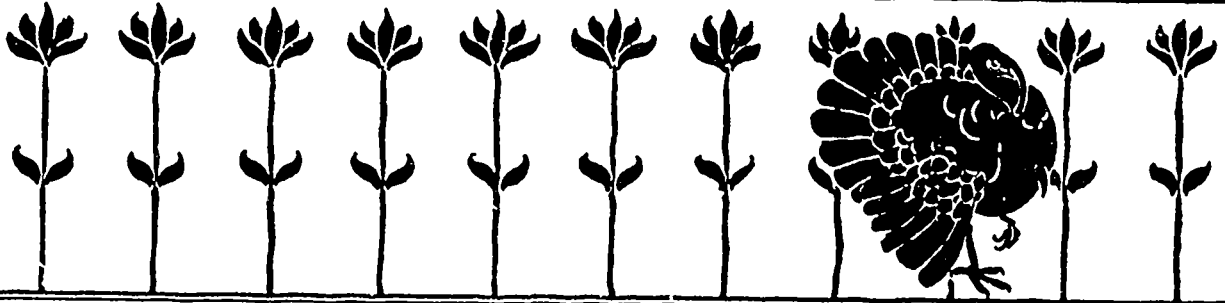


W. R. Brock & Co.

TORONTO

THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS, MILLINERY, CLOTHING AND HAT TRADE



Vol. VI.

MONTREAL AND TORONTO, AUGUST, 1896.

No. 8.

The MacLean Publishing Co., Ltd.

TRADE NEWSPAPER PUBLISHERS,
AND
FINE MAGAZINE PRINTERS.

J. B. MacLEAN,
President.

HUGH C. MacLEAN,
Sec.-Treas.

TORONTO, - - - - - 26 Front St. West.

MONTREAL, - - - - - Board of Trade Building,
Telephone 1255

LONDON, ENG., - - - - - Canadian Government Offices,
R. Hargreaves, Representative.

Subscription, \$2.00.

Published the First of each Month.

THE MILLINERY OPENINGS.

THIS issue of THE REVIEW is specially devoted to the new ideas and styles of fall millinery, owing to the openings which are to take place on the 31st. The illustrations of Paris and London hats will be found of value, and have been imported specially for this paper. The novelties and special lines in the general dry goods houses of the country have also been studied by representatives of THE REVIEW, with special reference to matters that interest millinery and other buyers, who are accustomed to visit the larger centres at this season.

BUSINESS MEN IN PARLIAMENT.

A MERCHANT told THE REVIEW the other day that he had voted in the last Dominion election for the first time. When asked to explain, he said: "I have always been careful to exercise the franchise in Municipal and provincial contests, but in federal contests I never did till June 23rd last. The reason was because the candidates never represented the business community before. The men put up were not suited to represent business interests, and I simply declined to countenance the kind of nominations which were made for years. As soon as competent business men came out, I voted with satisfaction." This is a remarkable proof of what THE REVIEW has been saying for a long time, that the business men are tired of being run by professional politicians. The latter are often glib

talkers, no doubt, and not easy men to tackle on a public platform. But the fact is, the country, as a whole, is getting sick of them. They degenerate quickly into mere office seekers, and become selfish, if not corrupt, in time. The political parties must bear this in mind. They must put down the present enormous influence of the party machine, the wire-puller, the caucus. Elections are far too expensive. Why should they be? The law limits expenditures to a certain figure, yet everyone knows that large sums are spent outside of the legitimate cost of holding the election.

This is one of the chief reasons why we can't get more business men into Parliament. A merchant would often sacrifice the time necessary to serve his fellow citizens in the House of Commons, but the prospect of having to pay heavily in cash in addition to what in itself is a valuable donation—i.e. his time and intelligence—deters him. THE REVIEW can vouch for the truth of this story: A well-off business man, now dead—and no wonder!—sat in Parliament for some years. A strong candidate was put up against him at one election, and his friends assured him that more elaborate preparations and more expensive organization were necessary. Being honest himself and believing his political supporters were likewise, he gave them a blank cheque signed, with a general understanding of the amount to be filled in. This was to depend entirely upon the actual necessities of the case. When he looked at his bank balance after the election he was amazed and horrified. When another five years had gone by and a new election loomed up he declined to run, retired from Parliament and his party lost the seat. The person who told THE REVIEW this, giving names and dates, thought it was one of the best jokes of the campaign.

This bleeding of rich candidates is one of the greatest dangers of the representative system. It means profuse expenditure of money and therefore more or less corruption. It is a well-known fact that in some constituencies, where poor men run whose personal qualities earn the suffrages of the electors, the expenses are often very low. The candidate, it is known, has no money; is liked, and willing, unpaid workers are eager to help.

But, some one will ask, why are these large expenditures not exposed in election trials? Occasionally they are. More often the lawyer for the petitioner just proves enough to unseat the member—the unlawful expenditure of a few dollars will do this—the suit is dropped since the political aim in view has been

achieved, and the public never know the extent of the corruption which prevailed. The daily expenses of court proceedings are heavy and neither party wants to continue them.

In 1887 the election in Kingston only resulted in the return of the late Sir John Macdonald by about a dozen votes. A protest was entered and the case came to trial. After hearing the evidence the judge said it was one of the cleanest elections he had ever investigated. Why? Because the organizers on each side had publicly agreed to co-operate in putting down corruption in their respective parties. It seems, therefore, that if both parties are honestly anxious to keep politics clean then they can do so.

THE FLANNELETTE WAR.

THE leading subject of conversation in the trade during the past ten days has been the cut in flannelettes. The facts, briefly, are that when the mills of Wm. Parks & Son, Ltd., decided to manufacture flannelettes some time ago, the price of the Colored Cotton Co. for the same was quoted at 65 Sc. The Parks' makes, being of lighter weight, were put on the market at 6c., and large orders were at once placed, as the goods were exceedingly fine, and promised to sell well. The Cotton Co., it was understood by the trade, would meet the price of the rival mill, and even go a little under. When the company, however, cut the price of 32-inch flannelettes to 5c., the surprise was great. Wholesale houses began immediately to quote lower figures on these lines, and retailers who had bought at the old figures complained that it was not fair to them. So general was the feeling, that a meeting of the dry goods section of the Toronto Board of Trade was held, Mr. Andrew Darling, the chairman, presiding, and the leading members being present. The subject was thoroughly discussed, and the board, believing that in this matter it represents both the wholesale and retail trade, formulated a strong protest against the cut in prices, as being an unwise move, and not warranted by the firm prices for raw cotton now prevailing.

THE REVIEW voices the opinion current on all sides in deprecating a cut like that to 5c., which, there is every reason to suppose, means a dead loss to the mills. The result is to paralyze a good many staple lines, while the net effect to trade all round is injurious. The retailer feels it difficult to buy at present figures, because one break may lead to another, and, although the prices on raw materials afford no warrant for such a thing just now, how can a retailer be sure of this?

The opinion is freely expressed that the cut is a war between the two mills, and in the Maritime Provinces Parks & Son, Ltd., have the sympathy of the trade in what is apparently an attempt to cut away below profitable values and concentrate the making of Canadian flannelettes in one company. In the west, too, we hear it said that, while all were prepared for the Colored Cotton Co. to meet a rival's price, the 5c. quotation was unwise, and that Parks & Son, Ltd., are in no way responsible for the break. THE REVIEW has always taken the ground that business must be done on a profitable basis, and this is just as true when applied to a manufacturer as a wholesaler or retailer.

Of course, if unduly high prices have been charged for flannelettes, that is another matter, and the trade would welcome rather than resent a reduction in these goods. But it is generally believed that 5c. does not represent a profit to the mills, and is only a temporary incident in a fight between rival makers. If, however, the new price is

defended as sound and reasonable, will the question not be raised whether profits in the past were not swollen far beyond legitimate figures, and will not merchants be forced to consider the utility of a policy that permitted such a condition? Surely the cotton companies are not anxious to raise this point at the present juncture. Other things being equal, we have always favored Canadian industries, and regret exceedingly any occurrences that tend to create the idea that our mills do not deserve fair treatment in tariff legislation. There is no reason why flannelettes, or any class of cottons, should be confined to one mill, and any attempt to force a concern like the Parks Co. out of the market is not merely unnecessary, but cannot succeed.

The proper policy is to put prices on a living basis, and stick to that.

KEYS TO SUCCESS.

BE systematic in your advertising and window dressing if you wish to be successful. You don't take your meals just when you happen to be near home. Nor do you take in five minutes enough to last you a week or a month. Yet, how many men of your acquaintance, yourself perhaps one of the number, take only a few minutes to scribble off an advertisement which is to stand for a week or a month. Besides, they have not thought of it before, and have to put down what occurs to them at the moment, when there is no time to look up material for a good advertisement.

A much better way would be to have a book in which to enter any good catchy idea in advertising. Often in ordinary conversation something may come up which would be the foundation of a good advertisement. Put it down in black and white. No matter how large your head is it can't hold everything. From a hundred different sources suggestions may be got. Keep your eye open for them. Write them down. They will be useful. You can't write an ad. off-hand any more than a cook can prepare a dinner at the last moment with no time to get the proper materials. You would kick lustily at such a scrub dinner. Yet you expect the public to swallow your hastily gotten-up ad., prepared just in time for the press, and grumble if there are no results.

The same suggestion applies to window-dressing. Get a book in which you can enter any ideas on attractive window display. Don't be content with getting the book. Use it.

In these days advertising and window-dressing are the keys to success in business. Pay attention to them or not, as you like. Only, if you neglect them don't grumble. Do some work, and do it systematically.

CONTINUOUS ADVERTISING.

Many a man who feels he must do something to keep up his business goes into advertising in a half-hearted way. He spends a little money and gets no results. He is firmly convinced that advertising does not pay. So he sits down and waits for the end. He is much like the man who is at the foot of some cliff with the tide coming in. A rope is hanging down. He takes a strand or so and can break them. So he says the rope is no use and calmly awaits his fate. Because you can break a single strand is no reason for saying the rope will not bear your weight. Because a single insertion of an advertisement brings no results is no proof that either the medium or the advertisement is bad. A single insertion may bring results. It very often does. But you can't be sure. Carefully choose your medium. Carefully prepare your advertisements. Results must and will follow.

OUR TRADE WITH THE STATES.

NATURALLY enough, the United States manufacturers are enquiring into the possible trade openings afforded in Canada for their goods owing to the change of Government here. The Industrial Record, of Boston, an able advocate of the interests of the textile manufacturers in the States, says.

"Previous to 1878, and before the Canadian cotton mills had become such extensive producers as they now are, our manufacturers of coarse sheetings, gingham, denims, ticks, chevots, low grade prints and other similar productions, found quite an extensive market across the border for 'job lots,' even against English competition. On prints and other colored goods this preference was accorded the American article more on account of style than price, although there was little, if any, difference as against the States. As to woollens for men's or women's wear we never had, and probably never will have, any chance at all at the Canadian market. Our northern neighbors are great wearers of tweeds, and if they did not themselves beat us at the manufacture of that class of woollens, we should stand no show whatever against the English. On woollens, then, we have little to hope for in the coming change of tariff duties. On cottons, too, the situation has changed considerably since 1878, owing, as above intimated, to the great growth of domestic cotton manufacture in Canada. On the other hand, our southern mills have nearly all been built since 1878, and in the lines formerly sold Canadian merchants by northern mills, have distanced the latter in economy of production. Even as the Canadian tariff now stands, our shipments of cotton cloth to that country are not entirely insignificant. In the first nine months of the present fiscal year ending March 31, 1896, our exports across the border amounted to 13,451,385 yards, valued at \$812,502. With the present 40 per cent. duty reduced to 10 or 15 per cent. the probable result seems very obvious. It looks to us, therefore, as though the mills of the south had the fair prospect of a somewhat larger market being shortly opened to them, although the 5,000,000 of Canadians are by no means such large consumers of cotton goods as the same number of Americans would be. This fact is partially due to a colder climate and partially to a smaller purchasing capacity. Wages are much lower in Canada than in the States, although there is less difference now than before the protective tariff of 1878 stimulated Canadian industries to such a large extent. We think our northern neighbors will realize within the next year or two that, in returning their free trade party to power they have made the same tremendous mistake which we did in 1892. But it behooves our manufacturers to take advantage of their economic and political error none the less. That is something the foreign manufacturers have not been at all slow to do in our own case, and we should have learned the lesson by this time."

From our contemporary's last remark we infer that it favors protection. But protection, as such, was hardly as clear an issue in the campaign as an outsider might imagine. The new Government in Canada has stated definitely that no sudden shock to trade need be expected. No change in duties will be made this year, and those decided on eventually will only be enacted by Parliament after careful inquiry. If this investigation, as THE DRY GOODS REVIEW hopes and advocates, assumes the form of a thorough business enquiry, conducted by business men, the trade of the country stands in small danger of injurious disturbance.

It is quite true that during recent years imports into Canada from the United States, in certain lines of manufactured articles subject to duty, have tended to increase. We have compiled a few of these which may prove interesting at the present moment :

	1891.	1892.	1893.	1894.	1895.
Cotton manufactures, ...	\$731,407	\$818,230	\$719,277	\$749,115	\$727,283
Curtains, made up ...	30,831	57,457	64,111	71,971	67,151
Flax, hemp and jute goods ...	38,751	44,897	42,661	43,355	55,831
Leather goods ...	975,131	805,576	943,651	743,637	1,016,231
Trunks, purses, carpet bags, etc	33,974	34,210	46,749	47,306	46,121
Woolen goods ...	106,593	159,564	131,659	180,338	145,602

There is no doubt at all that freer trade in manufactured goods—supposing both countries decided to try a measure of

reciprocity—would greatly benefit United States mills and factories, for, though the Canadian market is only 5,000,000, while the United States have one of over 60,000,000, their competition is keener. In fact, the wonder is that so shrewd a business nation have not long ago seen the value of the Canadian market, which is so much nearer to them than a number of petty South American republics.

THE CONDUCT OF CLERKS.

IT is a fact familiar to all merchants that there are clerks who are continually changing their locations and are out of work a great portion of the time. It has often been stated that a good workman can always secure a job and we think this same is true of clerks, except perhaps under extraordinary conditions when a great depression in trade compels the curtailment of help.

No doubt every purchaser of goods has had experiences with clerks which explain clearly why the services of some are dispensed with. Even in the great department stores, says The Dry Goods Reporter, where it is supposed the clerks are under the eye of some floor-walker, a buyer is met with the most complete indifference by a clerk who seems to be without any desire to sell goods. Only a few days ago the writer was in one of the departments of a big store. While waiting for a clerk three young women stood unconcernedly chatting, no doubt about their adventures of the preceding night, and, after waiting a reasonable time, the writer left without making any purchase. Some years ago we remember going into a hardware store in a New Jersey town to purchase some necessary article and the only inmate was a clerk who was sitting with his feet upon the counter reading a paper. He continued reading without asking if anything was wanted. We started to leave the store; he made a motion as of getting up. We told him to excuse us, that we had no desire to interrupt him in his amusement, that we only wished to purchase some small article and we supposed that he did not consider it his duty to wait upon us.

We have no doubt that every purchaser at retail stores has met with any number of cases where clerks are singularly careless as to the wants of customers. Yet these same clerks who find themselves without work complain of not receiving just treatment at the hands of their employers. The fact is, the trouble is wholly with themselves. An employe who shows that he is interested in his employer's business and anxious to advance his interests and is willing to take hold and do hard work, is not apt to be out of a job. While there are hard employers, they yet are not indifferent to real merit in anyone in their employ and they do not like to dispense with the services of any first-class help. Permanence in any position depends upon whether the labor is profitable or not. If it is not profitable he should not expect to be retained.

DEATH OF MR. DAVID FLEMING.

David A. Fleming, one of the oldest commercial travelers on the road, was found dead in his bed in Belleville July 24. Mr. Fleming, who was 56 years of age, was born in Stanley, Perthshire, Scotland, coming to Canada twenty-five years ago. After being in the employ of several prominent Montreal firms, some twenty years ago he engaged with Messrs. Gault Bros. as commercial traveler, in which capacity he continued until his death, being highly respected by all with whom he came in contact.

WINDOW DRESSING.

THE SIZE OF THE WINDOW.

MANY a man neglects window dressing because he is not able to afford the elaborate displays of some of his competitors. It is a poor reason. It is little better than none at all. Size certainly makes a difference. A large window is more striking than a small one, provided that one is as skilfully draped as the other. But a window is by no means twice as striking as one half the size. Choose a subject in keeping with the size of your window. A large window partly draped is about as attractive as a house partly built. That kind of a window doesn't sell goods. Neither does a window with too much draping. Perfection is always attractive. A small thing can be perfect as well as a large one. Both are objects of admiration. Make your window as perfect as possible. Small as it is, it will pay. It may as well, in proportion, as the large one.

A CHAT ON WINDOW DRESSING.

"We've seen all this before, dozens of times." Of course you have. Like most good things the suggestions here are not new by any means. But still the fact remains that too many of our stores are remiss as regards attractive display in their windows. Especially in the hot months of the year, when even spending money is too great an exertion, it is necessary for the merchant to make his store attractive outside and in. First of all, the display outside must be attractive in order to get people inside, then the interior must be pleasing to retain their custom. In walking down the street of your town notice the places which pay attention to this line. Are they not the best houses in the town, and do they not carry on a large business? Are they not, as a rule, among the most wealthy of the men in the trade?

Many say it costs money and time, and that they cannot afford it. What, not afford to increase your business! It is rather the other way. The large merchant cannot afford to do without it. It pays him. He is not spending money for fun, as the expression is. He has built up his business in this way. Then, why not follow in his footsteps? What he has done you also can do if you only believe so and apply yourself towards that end.

To be effective a window display must not remain too long unchanged. People get tired of seeing the same thing in the same place and are apt to think that you have no other goods to display. Change frequently. It is not necessary to make a complete change of the material, as a limit would soon be reached, but after the arrangement, make another color more prominent or some such change, so as to give the whole a different appearance.

Another point worth noticing is not to put too much in a window at once. No one demands of you to put your whole stock on exhibition. There is, of course, a danger in having too little, but the most common error is in having too much. There is a happy medium which a little thought, together with ordinary common sense, will enable each merchant to find out for himself.

COSY CORNERS.

Fashion has decreed that every well-appointed home shall possess a "cosy corner," and no wonder, for there is nothing more inviting than one of these luxurious corners. The Toronto Feather & Down Co. claim to be headquarters for all kinds of cushions, etc., for this purpose.

THE WOOLEN CREDITS.

THE following is the circular referred to in the last issue of THE REVIEW regarding the shortening of credits in woolen goods:

MONTREAL, July 11, 1896.

DEAR SIR,—I have been instructed by the committee of the Woolen Manufacturers' Association to inform you that at a meeting of woolen manufacturers held here on the 19th May last, the following resolutions were unanimously adopted, viz.:

Resolved:

1. "That in future the terms for the wholesale trade be 4 months from March 1, and 4 months from September 1 respectively, and four months from the first day of the month following delivery for goods delivered after these dates, this arrangement to come into force for spring orders of 1897.
2. "That the rate of interest to be allowed for prepayment shall not exceed 9 per cent. per annum.
3. "That the giving of sample ends for the purpose of taking orders should be discouraged to the utmost, and that in no case should sample ends be given without double price being charged."

An agreement binding the members of the association to adhere strictly to these terms has been signed by the following: Auburn Woolen Co., Peterboro'; A. W. Brodie, Hespeler; Wm. Clark & Son, West Flamboro'; Cobourg Woolen Co., Ltd., Cobourg; Cornwall Mfg. Co., Cornwall; The R. Forbes Co., Ltd., Hespeler; Granite Mills, Ste. Hyacinthe; Globe Woolen Mills Co., Montreal; R. Gemmell & Son, Perth; Gillies, Sons & Co., Carleton Place; Hawthorn Woolen Co., Ltd., Carleton Place; A. Lomas & Son, Sherbrooke; Lambton Woolen Co., Lambton Mills, Mississippi Co., J. A. Teskey, Appleton; Markham Co., Markham, Montreal Woolen Mills Co., Montreal; Moorhouse, Dodds & Co., Glen Tay, Ont.; P. McDougall, Blakeney; Duffton & Sons, Stratford, Thos. Waterhouse, Palmerston, represented by A. A. McDougall & Co.; Paton Mfg. Co., Sherbrooke; Rosamond Woolen Co., Almonte; Trent Valley Woolen Mfg. Co., Campbellford; Wm. Thoburn, Almonte; A. S. Van Esmond's Sons, Seaforth; Waterloo Woolen Co., Ltd., Waterloo; S. T. Willett, Chambly, Que.; Yarmouth Woolen Co., Ltd., Yarmouth, N.S.; D. Morrice, Sons & Co., Montreal; Millichamp, Coyle & Co., Montreal; G. D. Ross & Co., Montreal; Stevenson, Blackader Co., Montreal; Ferguson & Pattinson, Preston; A. A. McDougall & Co., Montreal; T. A. Cantlie & Co., Montreal; James Lockhart, Son & Co., Toronto.

I am yours truly,

(Signed) A. H. PLIMSOLL, Secretary.

Concerning this agreement, now supposed to be in force, The Montreal Shareholder says: "At several meetings of the dry goods section of the Board of Trade the credit question was earnestly discussed and a definite arrangement to shorten credits from six to four months was arrived at. Had this arrangement been honestly carried out by all in the trade the success which was aimed at would have been reached, but it now transpires that while some houses stood firmly by it and refused orders rather than violate it, others were found to have broken it and to have sold goods at six months, the old rate, instead of adhering to the terms agreed upon by the trade. The delinquents referred to are among those who are still protesting against the evils of the long credit system."

ENGLISH AGENTS-GENERAL FOR THE COLONIES.

AN interesting letter has appeared in the London press upon the subject of improving the commercial relations between the United Kingdom and the greater colonies of the Empire. The writer quotes the remarkable fact that while the commercial interests of England are represented in every foreign country under the sun by ministers, consuls and vice-consuls, the great self-governing colonies are in this direction entirely neglected, and that if information on matters commercial in Australia be required by the Home Government, the Colonial Secretary has to ask the Colonial Government to be good enough to obtain the information for him. Briefly put, the position amounts to this, that there is not in any of the self-governing colonies an official of any kind paid by the United Kingdom to safeguard or study its interests; while the colonies, on the other hand, have Crown agents in this country, whose duty it is to devote themselves to the commercial and other interests of those who appointed them. And those who have been brought in contact with the various agents-general for the colonies know full well, says *The Drapery World*, what benefits these officials have been able to confer upon the trading community of their respective colonies. The suggestion put forward is that the United Kingdom should be officially represented in all the self-governing colonies in the same way as the colonies are represented in England, and as we are represented by consuls in foreign countries. In order to avoid placing the colonies in the same category as the latter, these officials might be called commissioners or agents instead of consuls. They should not be in any way attached to the Governor of the colony, but should have a separate office, in the same way as the foreign consul in London has functions and an establishment quite distinct from those of his Embassy. They should obviously be men of experience in public affairs, and should, of course, be well paid, and have funds at their disposal. The scheme is essentially practical; it is free from castle built theory, and is in every respect well worthy of the mature consideration of Her Majesty's present Secretary of State for the Colonies.

DRAWING CUSTOMERS IN SUMMER.

THE hot months in summer are often very dull in trade circles. People are not in the best humor for buying, consequently more effort is necessary on the part of merchants if they wish to keep up anything like their average business.

Special sales and similar attractions are frequently used, while some details of store management which might promote trade are left unnoticed. Some of these are mentioned here:

To attract people, make the store as comfortable as possible. It is very warm outside; see that it is cool inside. Why not have the floor sprinkled with water? It will help to make the air fresher.

Ladies would certainly appreciate a dressing room where they could rearrange their costumes and rest a moment before continuing their "shopping."

Iced water placed conveniently for customers would not drive trade away, to say the least. It would give a good impression and a pleased customer means larger orders.

Darken the store somewhat and have it free from flies. It is restful to enter a darkened room after the glare of the sun on the streets. If more light is needed to show the goods it can easily be obtained when wanted.

Have plenty of seats placed, so that customers may sit when

selecting their goods. Fans would do no harm placed conveniently for the ladies.

Don't neglect the small details. In the more important points, such as the stock, most merchants in the same line in a town are on a par. It is by attention to the details, which some disregard as of no consequence, that the man builds up his business, it may be from former customers of a rival in the trade.

THE LATEST THINGS IN DRESS GOODS.

THE fashions in dress goods for this fall will show a considerable change from those of last season. Rough stuffs in from two to four colorings, together with high-grade Scotch mixtures, bright silk flock effects in the following tones, being the most fashionable: Green and gold, eveque and black; eveque, black and gold, brown and black, matelot and black, cardinal, matelot, gold and black, also fraisier, shrimp, parrot and black. Similar combinations of colorings in broken plaids with the silk flock effect replace the plaids of the last two seasons.

Semi plain effects in twist corkscrew and coverts, with faint flecks of colorings, which by their nature are particularly appropriate for tailor made suits, may be classed as beautiful, quiet effects, and they will be deservedly popular. Black crepons in good qualities, black mohair curls, black mohair and wool, black silk and wool, and black pierolas will be largely in demand for the better class trade, while mohair and sicilian figures and heavy plain black sicilians, leaders at present, will hold their place throughout the season.

Velvets and velveteens, both plain and printed, will be largely used in combination with other textures as well as for blouses and full costumes.

Blouse silks will be much used, the Dresden effects holding first place. Among the new taffeta are taffeta Pekin, Pekin broche, Pekin velour, Pekin glace velour, warp-print velour and shaded Pekin velour. The velour stripes are always in harmony with the ground color, but are darker in tone, occasionally even appearing in black.

In trimmings, jets will be as much used as ever, while sequins in all colors will be in demand for both insertions and edging. The buttons this year will be large and of exquisite design, Rhinestone and medallion effects being among the most common. Small gilt buttons are also coming in again, and in some cases as many as a gross will be used on a single dress.

IT PAYS TO ADVERTISE.

Mr. H. G. Marr, the enterprising millmer, is one of *The Times'* foremost patrons, and believes that it pays to advertise. Mr. Marr started out a year or so ago in the determination of ascertaining whether advertising paid. The result of his experiment, it is needless to say, has been eminently satisfactory. Yesterday Mr. Marr took great delight in handing over to a *Times* representative his cash book, with the request to compare the cash receipts of the busy months in 1895 and 1896. The comparison at once revealed the grounds for Mr. Marr's faith in advertising. In one or two instances it was found that the cash receipts in 1896 were well on to double those in the corresponding months of 1895, and this, notwithstanding the fact that two more millinery stores have been opened up in the city within the period mentioned. Mr. Marr's solution of the problem is a reasonable one. Keep goods the people want, advertise them and give the people what you advertise.—*Moncton Times*.

A WORD TO THE EMPLOYER.

CLERKS are but human. You can't expect them to stand up all day in the heat and look cool and keep their tempers. You couldn't do it yourself. Why expect others to do it day after day, especially when they are not directly interested in the business.

The position of a clerk is no easy one in summer. Customers require more attention the hotter it becomes. In justice, then, to the clerks, more thought should be given to their wants. Provide chairs which they can use when not otherwise engaged. At the same time let them distinctly understand that this move on your part does not mean that they are at liberty to develop their latent laziness.

If you keep your store open Saturday afternoon and evening try and arrange to let some of your employes off each week. It is not lost time by any means, as those testify who have tried it. A New York firm gives its employes one week free at the seashore. This costs several thousand dollars and yet the firm says it pays.

In many ways the employer can arrange to have the clerks more comfortable. In their turn the clerks serve the customers with more care and attention, and the good-will of the customers is the result. Old customers are more satisfied than ever, and chance customers become regular ones. Take care of your employes; it pays.

THE FUR SEASON.

THE REVIEW had a chat with Mr. J. D. Allan, of A. A. Allan & Co., regarding the outlook for furs. The house has prepared for a good trade, and expects a greater demand for really good stuff than the present supplies warrant. An enormous trade is now being done in electric seal, and THE REVIEW saw some beautifully made garments in this fur, especially ladies' jackets, in the most fashionable mode and finished in the perfection of taste. Here were also seen sets of Russian sables and every other fur: in fact there is nothing, from rabbit skins to Russian sables, that cannot be got from the Messrs. Allan, whose establishment is not excelled in this country both for its completeness and the quality of the work done in it. The representative of this paper was courteously accorded a view of the fur room, where many skins of enormous value are carefully stored, showing that Mr. Allan looks ahead, knows his market and is prepared for the future. A glimpse was got of the new dye seal, which bids fair to revolutionize the seal trade in time. After a long period in opposition, the grebe has been taken up in the English fashions, and when its turn arrives here Mr. Allan will not be caught napping. In muffs and skating caps the grebe looks charming. There are some very handsome coon jackets for ladies and a host of other specialties well worth looking into.

A GOOD STORY, IF TRUE.

A London paper tells a story which may or may not be true, but is amusing enough to be believed. It concerns a trick played on the Chicago newspapers by a firm designated as P. F. R. & Co. some years ago. One of the partners went into court and asked for an injunction to restrain the other partner from sacrificing the goods in their store at figures far below first cost. The plaintiff said his partner had, with some insane desire, marked all the goods in the store down below cost. Then he went into details and showed how different

articles were being sacrificed, notwithstanding his protest, and asked the court to issue an injunction and restrain the fractious partner. It was a strange fight, and the newspapers took it up and devoted columns to the novel case. The result was that people on the look-out for bargains flocked to the store and purchased goods. Day after day the hearing for an injunction was delayed, and, finally, when the free advertisement had been worked to its end, the suit was dismissed without prosecution, the whole cost to the firm for hundreds of dollars worth of advertising being about \$25.

THE EDMONTON FUR MARKET.

LAST month (July) THE REVIEW paid a visit to Edmonton, Alberta, the northern terminus of the C. & E. railway, and while there had a look through the establishment of John A. McDougall & Co., wholesale and retail jobbers.

This firm, besides doing a large retail trade, supplies a number of traders who do business with the halfbreeds and Indians of the Peace River country. They have a separate warehouse for inspecting and packing furs, and THE REVIEW was shown a number of bales ready for shipment, containing about fifteen thousand dollars worth. They ship direct to England, and last year had over one hundred thousand dollars worth on the London market.

Messrs. Larne & Pickard and the Hudson Bay Company are also large dealers in furs. Other buyers are annually attracted to this market. THE REVIEW had for traveling companion from Calgary to Edmonton Mr. Rose, of St. Paul, wholesale fur merchant, who, besides paying a yearly visit, has a local buyer. Edmonton, the outlet of the immense northern fur producing country, with large deposits of coal in the immediate vicinity, placer mining in the Saskatchewan, and a surrounding country unsurpassed for grazing, is destined to become a commercial centre.

MR. BOISSEVAIN'S RETURN.

MR. KAREL BOISSEVAIN, of the Alaska Feather & Down Co., returned last week from Europe, where he spent four weeks of combined business and pleasure. He visited several of the chief business centres in England, Holland, and Germany. He reports making some good business connections while away.

Mr. Boissevain says that the silk houses in Germany are doing a very large business. Trade in Manchester is also very good. A cheap silk centre is springing up in Germany, however, which will hurt trade in other places.

In regard to the markets, Mr. Boissevain reports good goose-down as very scarce, and the prices are very firm. Chinese feathers are scarce also, probably owing to the late war. Prices generally have an upward tendency.

WELL OCCUPIED.

All the sojourners at seaside and summer resorts do not, as some people think, spend all their time in idleness. Many of the young ladies, and elderly ones, too, may be seen busy at fancy work. Crocheting with Victoria crochet thread seems to be a favorite employment. As this thread is made in 40 different shades one can have an idea of what beautiful articles, such as tidies, mats, etc., can be made with it. Possibly some of the industrious ones have as an incentive the \$100 in prizes offered by the manufacturers of this thread.



.. NOVELTIES ..

READY FOR INSPECTION

High-Class Dress Goods

Our collection of *HIGH NOVELTY BLACKS* is unusually large and our lines of *low and medium priced* goods especially strong.

*Silks, Velvets, Velveteens, Sealettes
Ulsterings, Mantlings, Jacketings
Cedo Nulli Ribbons, Gloves, Hosiery
Buttons, Trimmings
Fancy and Shelf Smallwares*

We invite an inspection of the above lines by the best Retail Merchants of the Dominion.

BROPHY, CAINS & CO., 196 McGill St., MONTREAL



Look at this List

We have so many machines and methods, and so many expert workmen, that we can re-dye and re-finish almost anything. We don't stop at Dress Goods and Tweeds.

Here is a partial list of things that we make stylish and salable by changing the color and by re-finishing :

Dress Goods (all kinds), Tweeds, Overcoatings, Soft Silk and Union Ribbons, Ostrich Plumes, Flats, Tips, Hose, Berlin Wool, Yarns, Braids, Velveteens.

Our Blacks on Dress Goods of all kinds are guaranteed fast to acids, lemon or fruit juices.

No matter what the fabric is, write to us about it. Of course, we can't re-dye and re-finish everything, but the chances are we can handle more kinds of fabrics than you have any idea of. Ask for our price lists.

R. PARKER & Co.

Head Office and Works
787-789 YONGE ST.
Telephones 3037, 3840, 2143 and 1004

Toronto

AN UP-TO-DATE CONCERN.

A VISIT to the warerooms of E. & S. Currie will amply repay the buyers of men's furnishings who will be in Toronto during the Exhibition.

Since moving to their new warehouse at 32 Wellington street west, the increased facilities, given by the larger premises, have enabled this firm to deliver their fall orders to their many customers promptly in one shipment only.

This good delivery, coupled with the fact that no substituting of any kind is done in filling orders, and their goods are sent out neatly and tastefully boxed, has led them to expect a visit from all their friends who will be in Toronto during the trade opening.

In anticipation of this they are working their factory full time on stock to show in their salesroom.

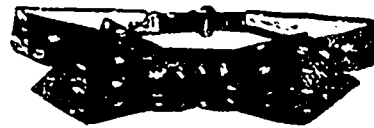
This stock will include some of the choicest and latest pattern silks from the European

looms, in the prismatic and startling combinations of colors now so much in style, and made up in the latest shapes the trade is acquainted with.

Now that E. & S. Currie have such fine, well-lighted and roomy premises in which to show neckties, it is their intention to keep a full stock at all times, not only of ordinary neckwear in all prices, but also novelties, such as can now be seen in their fine stock of bows and club ties, made from Dresden silks, which they have in stock and in which they have done such a successful midsummer trade.



No. 233. E. & S. Currie



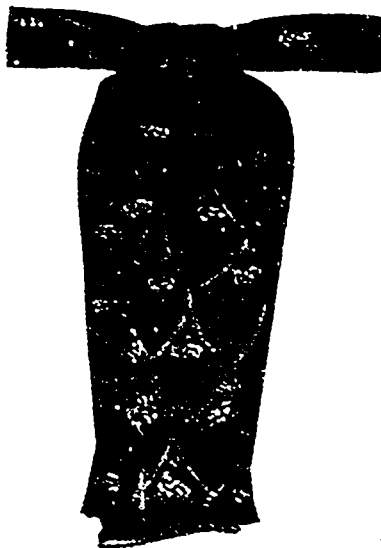
No. 219—E. & S. Currie.

THE LATEST TRADE NEWS.

F. James Gibson, an old Canadian, has been whirling through Canada and renewing old acquaintances. He is now the advertisement writer for A. A. Vantine & Co., New York, where he draws clever pen-and-ink sketches of the extensive lines that firm has to sell, and, incidentally, a princely salary. He has made himself as popular in New York as in Canada, for he was recently elected an officer in the Advertising Writers' Association.

Mr. P. H. Burton, of Caldecott, Burton & Spence, left for the European markets on the 1st. It is Mr. Burton's 112th trip across the ocean.

Mr. H. Laurencelle, Canadian manager of the well-known Perrin kid glove factory of



No. 224. E. & S. Currie

Grenoble, France, who has been on the continent for the past two months looking after the interests of their Canadian customers and also picking up novelties for their fall trade, is expected home about the end of the month.

Mr. P. J. Miller, formerly with W. R. Brock & Co., who was appointed six months ago to the Chicago agency for Brook's spools, spent his holidays in Toronto in July. Mr. Miller is a bright young Canadian, and is doing well in Chicago.

R. J. Laidlaw, tailor, Dunnville, has sold out to John Norris.

Merchants visiting the coming millinery openings are cordially invited to call and inspect the range of kid gloves shown by the well-known Perrin kid glove manufacturers of Grenoble, France, with Canadian salesrooms at 7 Victoria square, Montreal.

The Galt Knitting Co., of Galt, will have sample rooms at 22 Wellington street west, between Yonge and Bay streets, Toronto, during the week of the millinery opening and the Industrial Exhibition.

C. M. Babcock, the well-known Brockville merchant, is dead.



No. 187. E. & S. Currie.

CALDECOTT, BURTON & SPENCE.

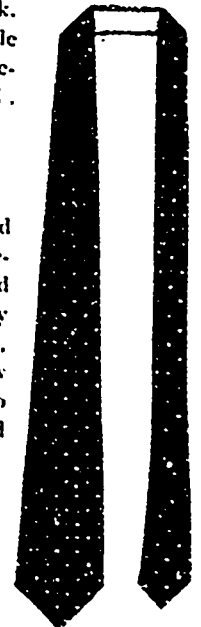
Ribbons will be much used for the fall season of 1896. Caldecott, Burton & Spence have made special provision for this important department, and are offering several ranges of satin, double-faced and silk faille ribbons in every variety of shade and in several qualities. No dry goods stock being complete without a full line of smallwares and notions, they have a fully assorted stock of the little things that go to please the ladies, and which are so essential to a well-assorted stock. They show this season a choice range of mantle cloths and cloakings in the latest designs. Retailers who must have the correct thing should make a point to see these goods.

CONGO BLACK.

Caldecott, Burton & Spence's famous brand "Congo Black," which they guarantee will resist acids and fruit juices, has had a splendid effect upon their black dress goods sales. They offer a great range of bicycle serges, sicilians, cashmeres, henriettas, etc., dyed by this new process, and the retail merchant is not slow to perceive the great advantage this registered "Congo Black" gives him in making sales.

THE HARDING SUPPORTER.

The Harding hose supporter is still a favorite. It is made in all sizes for ladies, children and gentlemen. Baker & Brown, Montreal, are the sole agents for Canada.



No. 224—E. & S. Currie.

THE HAT TRADE.

As already stated, the well-known firm of Z. Paquet, of Quebec, are adding the hat trade to their extensive wholesale fur department. Their large range of samples will include the following celebrated makers of England: W. Wilkinson & Co., Henry Carter, Gordon Bennett & Co. and John White & Co., for which Mr. Paquet is sole agent in Canada. This firm can safely claim to have an exceptionally large and handsome range of hat samples in every shape, style and quality for men, youths, boys and children, and also cloth caps. It will pay all buyers to see their hats and caps before placing their orders.

Mr. G. S. Page, late partner in the firm of B. Levin & Co., is now interested in the firm of Z. Paquet. His long experience in the hat trade will surely inspire confidence in intending purchasers. To accommodate customers visiting Montreal Mr. Paquet has secured two large flats at No. 7 Victoria square, where skins and furs, gloves, mitts, moccasins, hats and cloth caps will be kept in stock under the management of Mr. G. S. Page.

A. A. Allan & Co. every season show one or more lines of hats that strike the popular taste and are appreciated by the trade. Last season the Boston Pride was an instance of this. Now their Barrymore, in the latest American style, low crown, very stylish, well finished and in black and brown, is likely to repeat the success. A great many have already been sold.

A LARGE CLEARING.

In last issue 1,000 job down quilts were offered by the Toronto Feather & Down Co., which could be retailed from \$4 to \$4.50. This month they offer the balance, 385, which ought to

be quickly snapped up, as these are a specially low line, and the coverings from which they are made were bought as a "clean up," and cannot be repeated.

AN ATTRACTIVE CARD.

The Camden Knitting Co. is sending out an attractive card advertising its "Florence" combination suit, an undergarment made in cotton, merino and wool. The card, which is 2½ by 6 inches, consists of a gilt film with a handsome, transparent figure worked on it. Behind this is inserted a sample of the "Florence." The card, when thus arranged, has the appearance of a human figure clad in a "Florence" undergarment, which shows to advantage against the gilt background. No doubt, the Camden Knitting Co. would willingly send samples to dealers interested. Drop a card to them at Camden, New York.

INVITATION.

Editor DRY GOODS REVIEW:

DEAR SIR:—We extend through the REVIEW a hearty welcome to all our friends, and to buyers generally, who purpose visiting Montreal this and next month. Our offices are at their disposal, and all mail matter can be sent to our care. The fact of not having done business with us heretofore, need not deter anyone from accepting this invitation.

Sincerely yours,

BROPHY, CAINS & Co.

196 McGill street, Montreal, August 7th, 1896.

PRINTED VELOURS AND EIDERDOWNS

For fall and winter house wraps, for dressing sacques, for ladies' wrappers and lounging robes, are shown by Brophy, Cains & Co.

READY FOR FALL

Our travellers are now on their respective routes with a full line of samples for Fall trade, gathered through the best facilities and selected with care from the world's first markets.

Stocks will shortly be complete in every department, and while we invite your personal inspection at our warehouse, we beg to solicit your usual kind consideration for our representatives. We are showing

Special Values in all our Departments

DEPT. A

- Linens
- Towellings, Tackings, etc.
- Shirts and Drawers
- Cotton Blankets

DEPT. B

- Flannels
- Mantlings
- Worsted and Tweeds
- Floor and Table Oil-Cloths

DEPT. C

- Dress Goods
- Velveteens
- Magog Novelties
- In Tartans and Wrapperettes
- Gents' Furnishings

DEPT. D

- Hosiery, Shawls
- Ladies' Underwear
- Gloves and Mitts
- Yarns, Baldwin's
- Canadian Fingerings

Enquiries for samples promptly attended to.

KNOX, MORGAN & CO. - HAMILTON

BUCK CHAMOIS AND A BONUS.

THE cash bonus to retail dealers through Canada, offered by the King-Jones Co., of Toronto, will enlist general interest among the trade, and merits a fuller explanation than is given in the announcement on page 29. The firm, as is well known, are the manufacturers of "Royal" and "Textile Buckskin"—the two famous brands of high-grade dress interlining which have won the favor of the trade as a ready selling and satisfactory wearing interlining.

The output of the firm for the year ending July 1, 1896, exceeded all expectations to such an extent that both of their large mills have been running on full time day and night, and increased facilities for manufacturing are being added as rapidly as possible to meet the promises of a still greater demand. The cash bonus now is offered in the nature of a substantial recognition of the friendly co-operation of retail dealers everywhere which contributed largely to this firm's success.

No reduction will be made in the retail price of the "Royal" interlining, which retailers continue to sell at 35c. per yard, nor on "Textile Buckskin" at 25c. per yard—and the liberal discounts to the trade will remain unchanged. But the company propose to give a bonus to the retail dealers, divided among all in proportionate amounts equal to the number of pieces of "Royal" and "Textile Buckskin" interlinings material that each dealer orders from his wholesale house and sells over his counter.

The bonus in each case will be computed at 10c. a piece for every piece of "Royal" and "Textile Buckskin" interlining ordered during the four months beginning August, and ending December 31, 1896, and the only voucher that retail deal-

ers need send to the King-Jones Co. in Toronto in order to claim this cash bonus is a postcard in each case, stating total number of pieces of either or both interlinings ordered, and the name of wholesale house which supplied them, together with a statement that the price paid was the regular trade price, with the regular trade discounts, and that the material was sold at retail at regular retail price. And promptly on receipt of this the marked cheques of the King-Jones Co. for the bonus on the total number of pieces ordered by each dealer will be forwarded to him.

It is claimed by the manufacturers—and the experience of the trade seems to prove it—that the "Royal" and "Textile Buckskin" brands are not excelled by any interlining material in the world. The essential qualities of light weight, great wearing durability, uncrushable elasticity and resistance to moisture—whether rain or perspiration or both—have been so thoroughly tested by actual use continuously so long that dealers feel perfectly free to commend them to their best customers as articles of genuine standard excellence, and the retail selling price never varies. "Royal," 35c. per yard; "Textile Buckskin," 25c. per yard. And every yard of either bears this trademark: The royal head of a buck chamois embossed on the material in burnished gold.

SLEEPING GARMENTS.

Those who have not yet made arrangements to stock the "Crown Brand" sleeping garments, will find in them a garment exactly suited for children's nightwear. They can be retailed from 35 to 50c.; in six sizes. No doubt they will meet with a very ready sale. Boulter & Stewart are the sole Canadian agents.

WYLD, GRASETT & DARLING

Have received fresh shipments
of Seasonable Goods.

To the Trade . . .

NEW PRINTS

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

VICTORIA LAWNS
SPOTTED MUSLINS

DIMITIES In great variety.

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

Wyld, Grasett & Darling
TORONTO

An Opportunity

for up-to-date dry goods men in leading towns and cities. The secret of selling dress goods to the best class of customers is to assure them of something distinctive, and different to what other people wear. We enable you to secure this distinctiveness.

Our extensive trade makes necessary the purchase of large lines of dress goods. These are always selected personally by our own experienced buyers. Not only do we make sure of everything newest and best, but, with an intimate knowledge of Canadian tastes, many lines are made up specially for ourselves.

What we propose is to give one dealer in each town an opportunity to avail himself of these conditions by buying from us in dress lengths, thus securing, without a large investment, a wide and unique assortment.

We send no travelers out, but samples will be mailed and orders have prompt attention. Prices will be right, for the volume of our purchases in dress goods assures this.

The ROBERT SIMPSON CO., Ltd.
S.W. cor. Yonge and Queen streets
TORONTO

DANGER IN DELAY

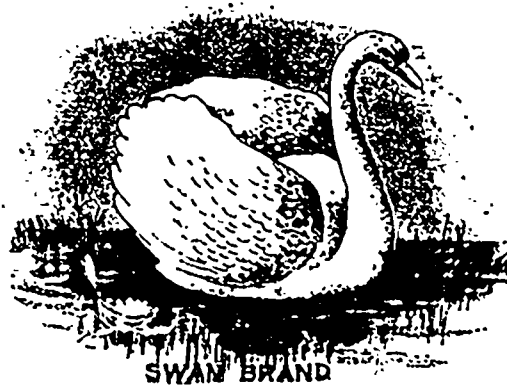
385 LEFT

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Last month's offer
of **1,000**

job sateen cover-
ed down quilts to
retail

\$4.00 to \$4.50



Now reduced to

385

This cleans up a
purchase of cover-
ings which cannot
be repeated.

385 LEFT

385 LEFT

If one of our repre-
sentatives has not called
upon you yet do not delay,
but wire for 1/2 dozen assorted as
sample lot. You will be delighted.

Toronto Feather & Down Co. Ltd.

BOULTER & STEWART

Sole Selling Agents .

30 Wellington St. TORONTO
East . . .

MR. R. H. COSBIE'S NEW AGENCIES.



MR. R. H. COSBIE.

IN calling upon the dry goods trade in Toronto this week THE REVIEW visited the Manchester buildings, on Melinda street, and on the door of one of the new offices there saw for the first time the name of Mr. R. H. Cosbie, who has lately come back from Europe, as Canadian representative of several important Old World concerns. Mr. Cosbie has chosen his offices well, as the Manchester buildings are centrally situated, fitted up in the most modern style, and provided with every aptitude for trans-

sacting business. Mr. Cosbie himself, as so many REVIEW readers know, is an experienced dry goods man, popular with the trade and thoroughly trusted in commercial circles. He was for nearly 20 years with the late firm of Sampson, Kennedy & Co., and determined, after that house closed its doors, to turn his intimate knowledge of goods and prices, and his personal acquaintance with the trade of Canada, to practical account by representing some important British and foreign houses. With this object in view he visited Europe a few months ago, and has lately returned as the representative of several important concerns.

On the way to England, Mr. Cosbie stopped in Ireland and secured the Canadian agency of Martin Mahony & Bros., Ltd., of Blarney, whose Fingering yarn is of peculiar value both in make and color. Mr. Cosbie, on his way home via New York, sold a large quantity of this yarn to Claffin & Co., who were much taken with its qualities. It promises to take well in the Canadian market. Having secured this and other Irish agencies, Mr. Cosbie spent some time in London, Manchester and other English manufacturing centres, and must have been well received there from the number and standing of the agencies he has brought back with him.

He is now Canadian representative of Barlow & Jones, the well-known Manchester house, and his sample rooms contain very fine lines, which this house is now offering to the Canadian trade. The samples are made attractive by being well displayed, but in themselves the goods are highly commendable. The celebrated Elephant brand of Barlow & Jones appears on all their goods, such as Bath towels, Turkish towels, bath room rugs, bath mats, etc., which are beautifully made and famous the world over. The Osman, a soft, white Turkish towel, is a specially fine line. There are also to be seen gems of art in Quilts, satin and silk embroidered, printed and Irish hand embroidered. The Sappho, Venetian, Dryden and Van Dyke, and there is a large range of Tapestry, sateen, Marseilles, honeycomb, alhambra and terry quilts. The toileting department of Barlow & Jones, containing sets, etc., includes white Marseilles toilet covers, camco covers in Turkey, pink, pale blue and terra cotta. The silk embroidered duchesse suites and tray covers are very fine. These are but a few of the most striking goods in this line.

The Hosiery of the Turton Manufacturing Co., makers of the celebrated Rob Roy brand, is also to be seen in Mr. Cosbie's sample rooms. These goods include cashmere, silk and embroidered hosiery, bicycle hose for men and boys, cardigan jackets, ladies' underclothing in all colors and of fine finish.

Some excellent lines of new mantles, made by I. Misch & Co., Berlin, Germany, are shown in the latest styles and at suitable prices.

It would well repay a visit to this sample room if for nothing else than to see the display of fancy table linens and other embroidered linen goods manufactured by A. Baum & Co., in Diez, Alsace Lorraine, Germany, whose agency for Canada Mr. Cosbie was also fortunate enough to secure.

BROPHY, CAINS & CO.

THE REVIEW has been shown some of the new fancy velvets, fancy silks and handsome novelties in dress goods carried by Brophy, Cains & Co. They have a variety of very beautiful new designs, and as usual show trimmings and buttons to match.

Brophy, Cains & Co. admit they have not given their smallwares department the prominence in their ads. that it deserves, but their samples show complete ranges of fancy and staple smallwares, including novelties in sterling silver, pearl and fancy blouse sets. The smallware stock is always kept fully assorted. They have opened up their standard ranges in towels, damasks and napkins, also all numbers in French canvas. The attention of those buyers who visit Montreal for the millinery openings is directed to their "Cedo Nulli" ribbons. Among the many lines of fashionable buttons shown will be found several ranges of rhinestone, now so much worn. They are quoting very close prices on these lines. Close, keen, up-to-date buyers will find it to their advantage to inspect Brophy, Cains & Co.'s stock of underwear.

SMALL CENTRES BUY QUILTS.

The Alaska Feather & Down Co., of Montreal, report business very satisfactory in their line. Orders are not as large as in other years, but more numerous. This is largely owing to the fact that storekeepers in the smaller towns are beginning to handle their goods.

STRONG IN SMALLWARES.

F. F. & C. B. Kelly report steady increase in business, and their warehouse and staff, which has already been added to, taxed to their utmost to accommodate the demands of the trade, which they consider a mark of appreciation of the fact that the long-felt want of a house giving their entire attention to the supplies of the smallware counter, has at last been supplied.

THE SEASON'S SPECIALTIES.

Lonsdale, Reid & Co. report a good demand for ladies' cycling jerseys. These goods are stylish, warm and just the thing for fall wheeling. This firm control the Eclipse brand of velveteens, in blacks and colors, and claim it to be the best line in the market to retail at 50c. A large range of cashmere hose is shown. One of the latest improvements is the patent lock-stitch double knees, for boys.

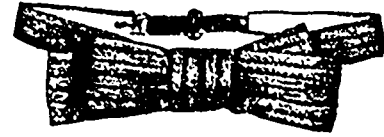
KID GLOVES TO ARRIVE.

Messrs. Perrin Freres & Co., Montreal, are in receipt of advices from their Grenoble house of the shipment of a large consignment of their well-known brands of kid gloves, including their celebrated Bretagne lacing glove, all for early September delivery. Merchants who have been holding off from buying earlier would do well to send in their orders as soon as possible. To sell a Perrin glove means satisfaction to the purchaser.

TRY A SAMPLE OF IT.

Have you seen the new multi-colored velvets for blouse and trimming purposes? If not, write for samples of a special design shown by James Johnston & Co. It is a seller.

Buy
A
Taylor
Safe
Best made



E. & S. CURRIE
Neckwear
Manufacturers
32 Wellington West
TORONTO

Nobby Domestic Woollens For Fall Trade

SUITINGS

Cheviot Finishes and Worsted Curls are going to be all the rage. "We have them."

TROUSERINGS

The 10-oz. Worsteds, in medium and wide stripe, are going to be sure sellers. "We have them."

OVERCOATINGS

We have the latest things in both Domestic and Foreign makes.

IMPORTED WORSTEDS

We have full ranges in our own special numbers in Venetians, Twills and Cheviot Finish.

FANCY VESTINGS

We have the very latest things.

SAMPLES

We shall be pleased to send any merchant in the Dominion samples of any of above, on application, Free of charge. Merchants are respectfully requested to look through our travellers' samples.

John Muldrew & Co. 22 Front Street West . . . Toronto

NOBBY WOOLLENS A SPECIALTY.

CANADIAN WOOLENS AHEAD.

THE trade in Montreal, Toronto, and other centres have received a visit from Mr. H. L. Hewson, representing the Oxford Manufacturing Co., of Nova Scotia, who is showing the new samples of this mill. The Oxford makes have grown extraordinarily in popularity during the past year or two, due to the taste and value displayed each season in the lines turned out. This season the samples are certainly the finest yet shown. The range is large, and such taste and thoroughly up-to-date ideas have been incorporated into the new goods, that it is small wonder they are appreciated by the trade. The line of specialties and novelties this season is marked, and all are taking well with those who have seen them.

The Oxford makes owe no small slice of their favor to the close connection kept by the mill with the newest patterns in the leading centres abroad, and as an evidence of this the new samples contain the checks now fashionable in the United States. There is being shown, for the first time, a combination of linen and wool, which is likely to come into favor as something new and well adapted to certain purposes. The Oxford Co. continues to do a large trade in supplying monasteries, schools, and other uniformed institutions, with their typical woolen homespuns, which are now famed at home and abroad. Mr. Hewson is on his way to the American centres before returning to Nova Scotia.

ART DRAPERIES.

There has never been a period in the history of this country when the demand for artistic and finely-printed cloths for interior decoration have been more sought after than at

the present time. The reason for this is not hard to find, when it is remembered that by making a judicious display of these goods a house can be made to look "furnished" with very little beside. A desire for everything of the latest in this line will be fully satisfied by dropping into the well-stocked drapery department of Boulter & Stewart.

NEW GOODS FROM NEW QUARTERS.

The Singer Underwear Co., formerly known as the Singer Ladies' Underwear Manufacturing Co., have moved from their old quarters on Cadieux street to a more commodious factory, 589 St. Paul street. The first week in August saw them fairly settled and in shape to execute their orders promptly. All their old stock was cleared out, so that what they are sending out now is entirely new.

THE SAPHO.

Glover & Brais have an enticing exhibition of fabrics for fall season's scarfs. They report a big demand for their Sappho bow, which they have just put on the market. It is the straight, square end, adjustable bow, so much in vogue in New York just now, and can be had from them in all the new color combinations, to retail at 25 and 50c.

COVERS AND DRAPERIES.

McMaster & Co. are in receipt of a new shipment of chenille table covers, in all sizes from 4-4 to 12-4, of exceptionally good colorings and value. They also call the attention of the trade to a new delivery of golden draperies in all the latest shades, of handsome designs. Very attractive these, and good sellers.

A Gem
REPRESENTS GREAT VALUE
IN A SMALL COMPASS



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

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

There are
Others—
THE FEATHERWEIGHT
For instance.

ALL MADE BY

I. B. Kleinert Rubber Co.,

Toronto:

New York:

26 and 28 Front St. West.

715 to 737 Broadway

The
MANUFACTURERS
Irving
Umbrella
Company
Limited.

Fall
samples
now
ready



20 Front Street West, TORONTO

BARRYMORE HAT



LATEST AMERICAN
STYLE FOR FALL

Black Bay Brown

Lined or Unlined.

Lined or Unlined.



ADVERTISING CARD FREE

Selling Agents for Canada

A. A. ALLAN & CO.

Wholesale Importers and
Manufacturers of
HATS, CAPS, FURS, Etc.

51 Bay Street **TORONTO**



OUR FALL GOODS ARE WELL FORWARD

INCLUDING A SPECIAL EARLY DELIVERY OF

6/4
DRESS TWEEDS
OUR OWN PATTERNS.



RIBBONS

COLORS AND BLACKS
SATIN AND FAILLE.

SILKS SPECIAL LOW LINE
FALL COLORINGS
TO RETAIL AT 35c.

GOLDEN DRAPERIES,
JUTE AND TAPESTRY
FURNITURE COVERINGS.

English Flannelettes, PINK, CARDINAL,
BROWN,
SKY AND NAVY BLUE SOLID COLORS



DRESS TRIMMINGS BLACK AND COLORED

(TINSELLED IN ALL SHADES) **JET.**

FUR TRIMMINGS IN ALL COLORS.

DRESS AND MANTLE BUTTONS

SEE OUR
BEAVER AND MELTON
OVERCOATINGS
CAN. TWEEDS, FRIEZES
AND CLOAKINGS.



EMBROIDERED

HDKFS.

SWISS, LAWN, AND
LINEN.

BUY YOUR WHITE COTTONS NOW AND BENEFIT BY
THE REDUCED PRICES.

McMASTER & CO.

WHOLESALE DRY GOODS. 12 FRONT ST. WEST

TORONTO



THE MILLINERY OPENINGS.

THE large houses in the trade this year agreed upon a common date for the Fall Millinery Openings—Monday, August 31 and following days. This is the opening day for the Industrial Exhibition in Toronto, while the Montreal Exhibition follows the week after, so that the attendance in both cities promises to be large.



Specially Prepared for THE DRY GOODS REVIEW.
FALL MILLINERY—The Latest London Styles

THE DRY GOODS REVIEW has been favored with glimpses of the new models from Paris, London and New York, and is able to give the first general idea of what Canadian milliners may expect to see at the coming openings.

CAVERHILL & KISSOCK.

Caverhill & Kissock, Montreal, will have their fall millinery opening August 31 and two days following. It is one of the largest houses in Canada, and all the latest styles will be seen in their show rooms after August 30. They are just bubbling over with news of what is to be the correct thing this fall, and though busy, were quite willing to give the public the benefit of their knowledge.

SHAPES.

One would think that new shapes could hardly be devised, but still some change or other is made every time. Occasionally old shapes are revived. This is the case with the English walking hat, which will be quite the thing this autumn. Another revival of old models is a large bonnet of heavy bias velvet braid with a square crown.

The hats this year will be made with larger crowns so as to fit the head. Some will be very tall, the average being distinctly higher than last year.

RIBBONS.

As in many other lines, the tendency is to a plainer line of goods. Plain satin ribbon will be much worn and will take the place of many of the fancy styles. One of the most popular, and also one of the very latest, things in ribbon trimming is an edging of velvet on ribbons used for trimming. A variation of the moire effect is to have the watering lengthwise instead of crosswise as heretofore.

FEATHERS.

As usual, ostrich feathers will be well to the front, especially for the late autumn. More of the short tips will be used. In many of the imported hats clusters of tips of different lengths are seen arranged irregularly, some standing and some drooping about the crown. Black will be the favorite color.

Paradise birds' plumes will be used again and will be the correct thing. They will be perhaps the most popular of all. They are used in pairs in all colors.

The regene wing also will be much in evidence this autumn. The use of cocks' feathers will be revived this season.

FLOWERS.

The use of artificial flowers is too general to be done away with. Besides, the practice of trimming the under brim of hats necessitates the use of flowers. Roses continue to hold a very prominent place. Violets also are reappearing in many of the models.

COLORS.

The tendency in millinery, as in other lines, is to quieter effect. Black will be used as much as in the summer hats. White in combination with it is seen in many of the newest models. Green will be popular in all shades, the yellowish green and the very dark green being seen most frequently. Grey, as always, will be fairly prominent. In blue the deep marine is most common.



Specially Prepared for THE DRY GOODS REVIEW.
FALL MILLINERY—The Latest London Styles.

Gault Bros. Co.

MONTREAL



DEPARTMENTS

Cottons and Staples
Woollens Imported and Domestic
Mantlings and Costume Cloths
Dress Goods and Linens
Gent's Furnishing Goods
Smallwares, Curtains, Etc.
Carpets, Rugs and Squares
Shirt Factory

SOME OF CAVERHILL & KISSOCK'S SPECIALTIES.

A full line of chenille millinery trimmings in all the various shades.

A complete equipment of misses' and children's felt hats in all the numerous shapes and in all colors.



Specially Prepared for THE DRY GOODS REVIEW.
FALL MILLINERY—The Latest London Styles.

Silk, cashmere and wool headwear for children. Great care has been taken to have nothing lacking in this line.

Fancy feathers, all kinds: ostrich, paradise plumes, regene wings, etc.

As their opening is not till the end of the month, it was only through the kindness of the firm that I was allowed to see anything of the fall goods. The models, which were not set out for display, were from such renowned milliners as Mme. Pouyaune, Mlle. Linn Faulkner, Julia Delmotte, Mme. Colomb, Mangin Maurice and Miss Cotel.

JOHN D. IVEY & CO.

In the course of a chat with Mr. Ivey, THE REVIEW learned that this firm is fully equipped with the latest ideas. The taste is for made-up hats, and chenille trimmings, velvet, fancy feathers, etc., are the vogue. Some handsome ribbons are out this season and will be much used. There is a feeling for roses, and rose effects and paradise ospreys are in order. In hats the favorite shapes are walking hats, which are close-fitting and can be used for bicycling. In felts, the leading feature at the moment is also for walking hats. A good season for ostrich goods is anticipated, as usual, a little later on.

The trimmings point to a good season in millinery. There seems no reason why a good moderate trade should not be done, and while caution should be displayed, there is every reason for

milliners to be sure and catch the early trade. They should be prepared for it.

With this in view, Ivey & Co. show, as usual, all the latest styles. Their stock is well forward, and they are prepared to score the usual advance on previous seasons in all that pertains to a complete millinery opening. While caution is needed, this should not be overdone, for these are times when every spurt should be put into business, and milliners, like others, should be ready for the trade.

D. M'CALL & CO.

Preparations for the openings at this house are in a forward state, and by courtesy the new hats were shown to THE REVIEW. Green in various shades is much used in the new hats, which are lavishly trimmed with ribbons, velvets, flowers, steel ornaments, enamel and hand-painted buckles, feathers, etc. The hats are wider this season and will be worn with a decided tilt over the face, and a slight raise in the shape at the back. Bonnets are rather larger than usual, come over further on the hair, and are full in the sides. Shot effects in ribbons are common, and feathers are used in great quantities. Ribbons bound with narrow ribbon velvet are a feature, and piece velvet is used for trimming with raw edges.

Several of the new styles are very striking. One, a turban, with cream velvet, edged with black in ruching, had many fancy feathers. Another was a chenille hat in green and white, with the ruching effect in velvet and a black feather. Another in two shades of green has, as a feature, velvet folds on the brim. A stylish hat has a band of high-standing wings round the crown. It is trimmed high and full with ribbons, and flowers are massed in under a high bend at the back.



Specially Prepared for THE DRY GOODS REVIEW.
FALL MILLINERY—The Latest London Styles.

Wholesale Millinery

Our preparations for Fall Trade are on an extensive scale.
We shall be ready to show the latest ideas in

Trimmed Millinery and Millinery Materials

ON —————>

MONDAY, 31ST AUGUST

and continuing for the following 10 days. Customers will thus have the advantage of visiting the opening as well as the **TORONTO EXHIBITION** at reduced railway fares.

D. McCALL & CO.

WHOLESALE MILLINERY IMPORTERS

Toronto and Montreal

Our Fall Opening

Takes place on **MONDAY, AUGUST 31st**, and during the ten days following we will show the latest ideas in

French Pattern Bonnets

. . . AND OTHER . . .

Imported Novelties

Importations will be complete and patterns to hand on Aug. 24, when we will be pleased to receive and wait upon early buyers. Our stock is second to none in Canada, and our trimmed Hats and Bonnets are a special feature.

JOHN D. IVEY & CO., - TORONTO.

S. F. M'KINNON & CO.

A glance through the five busy flats of this warehouse on Bay St. convinces one that this is the centre force of a great thriving and energetic business, as piles of cases are arriving from the European centres of fashion, while others are being shipped out through the breadth of Canada in execution of orders taken by their ten to twelve popular travelers.

But our visit was rather to learn how Dame Fashion has decided to grace the heads of the fair sex for the coming fall season, and as the main portion of a hat is the foundation or shape, one should commence on the first flat where every conceivable new design and style can be found. This day a large consignment of New York goods were being opened out with shining silk crowns and pretty brims and various smart and pretty styles for visiting, walking or cycling; the walking hat will be very popular, and very stylish and pretty the varieties are. Crowns are decidedly growing higher, and that particular shaped crown known as the jam-pot, from its similarity to that article turned upside down, is a sure seller and from the fact that aigrette and upright trimmings are entirely the right thing, these high crowns suit such adornment.

On the next flat can be seen the choicest Paris creations in feathers, flowers, jets and fancy trimmings and ornaments of every kind. The newest colorings are euphrate, jourdain, gange and caspienne greens, and pourpoint and venilien in purples. The green shades, almost emerald, are a decided change and vary in tone as a leaf from tender age to maturity; the purples are beautiful and elegant in combination. In feathers, the paradise plumage, which is the most graceful and elegant of birds, will add the greatest and costliest charm to the ideals of fashion. They come in the natural or gold color, in black, white or pale emerald, and in some cases blended colorings. But the bird of paradise is not alone, the plumage and heads of many rare and handsome birds made into

elegant wings and dainty aigrettes in a hundred designs, soft in tone and charming to the eye, are to be seen, fans of feathers and pointed quills with, in many cases, the studied work of an artist's brush to perfect the appearance.

In such a season ostrich feathers will have a big run; and narrow velvet ribbons seem also to be returning to favor in rosette and loop trimming. Then come those Parisienne novelties, which include hand-made ornaments of every description, horse-hair mixed with chenille in braids, laces and ornaments. The hair, for lightness and staying powers, has no equal, as any milliner will appreciate, and the chenille and sequin effects give it a handsome effect. We noticed beautiful crowns, wings and quills of the same materials, and elegant velvet crowns studded with gem-like sequins in pretty designs; also cabachons of steel, and paste, and gilt, and green, and, in fact, everything to make a milliner's eye sparkle in admiration.

Ribbons are not so extreme as last season, but some rich effects in moire and elegant shot and shaded designs. One ribbon, called "chameleon," appears a different color with every movement, and the shading of one line of rich double satins just from St. Etienne is beautiful. A peep at the French patterns reveals a triumph of elegance. Velvet takes the leading part, with pretty, dainty birds or cabachons, nestling within the carefully arranged folds and crowns, flowing Paradise feathers, pointed wings and rich flowers doing their part in adding to the beauties of the assortment.

By the 31st, the day of the opening display, the assortment will surpass all previous fall efforts. A word as to this firm's big mantle business: A sight of the thousands of mantles being shipped and unpacked convinces one that the enormous trade they are doing is a result of their being amongst the foremost mantle and millinery importers. We are assured that the change of styles in man, es will be less noticeable this season.

FALL, 1896

A fine range to select from in Up-to-Date

**CANADIAN WOOLLENS,
GOLF CLOAKINGS,
DRESS GOODS,
SERGES, TWEEDS.**

The best houses in Canada handle these goods.
Wholesale only.

A. W. BRODIE, HESPELER, ONT.



1896  FALL



LONSDALE REID & CO.
MONTREAL

Agents for
CROMPTON'S CORSETS
and
HYGIEAN WAISTS

Have placed in stock the following high-class Novelties in Dress Goods.

Boucle Cloth in black and fancies, Foule Plaids, Clan Tartans.

Cheviot and Rain-proof Serges.

Cycling Cloth in shots and plains.

We are very complete in stripes and fancy shot Silks, Ribbons, Two-tone, Mantle Cloths, Hosiery and Gloves.

Just received, the latest designs in Trimmings and Buttons to match Dress Goods.

ALL LETTER ORDERS HAVE PROMPT ATTENTION.

Buyers visiting this market during Exhibition week will find us located at our new warehouse

20 Front Street West

Our assortment of Wools, Yarns and Art Needlework Goods will be found greater than ever.

F. ROBERTSON & CO.

SOLE AGENTS FOR



"Gloria" Saxony

"Gloria" Germantown

"Gloria" Fingering

THERE ARE NONE BETTER

H. J. CAULFEILD & Co.

WHOLESALE MEN'S FURNISHERS

Stock now complete in all lines, including many Novelties for the Fall Trade. In : : :

TIES

our stock is large and new, including the latest in Derbies, Lombards, Knots and Bows.

Regatta Shirts

will be largely worn this Fall and Winter. We have special values in leading lines.



Our White Shirts

Numbers 50B, 100B, 150B, 200B and B, to retail at 50c., 75c. and \$1.00, are without equal.

Full range of our well-known English Collars.
Special value in Boys' and Men's Braces.
See our range of Mohair Ends to sell at 25 cents.
A call respectfully solicited. Letter orders receive special attention.

H. J. CAULFEILD & CO. 17 Front St. West, TORONTO

DRESS GOODS.

MESSRS. WM. AGNEW & CO. report a good season's trade, in spite of the alarming reports of the state of trade in the country. Not only have the sales been good, but the payments have been as good or better than last year. The demand this year has been along the plainer lines, such as bengalines, corded goods, coating serges, etc. The demand in fancy goods was mostly in the better grades, such as silk and wool broche; cashmeres also are selling well.

For the autumn dress trade the tendency is in favor of fancy costume cloths, which contain an admixture of bright colors, such as reds, golds and greens, in the form of shots. Brophy, Cains & Co. have several very handsome ranges in these goods, from 40c. to \$1.50 per yard.

Jas. Johnston & Co. are showing a very large range of black dress goods in wool and mohair, plain and figured, very special values.

The incoming of each season is always fraught with uncertainties. Where and what to buy are foremost questions. What will have pronouncement during the season few can tell. Brophy, Cains & Co. say: "Look everywhere, go dress goods hunting where you wish, then come to us. We are conceited enough to think we have the best all-round collection of dress goods shown in the trade."

Caldecott, Burton & Spence's range of boucle effects are exceptionally fine. The demand for these goods is exceedingly good, and evidently boucle dress fabrics will be amongst the most fashionable styles for the coming fall season.

Caldecott, Burton & Spence control the fancy dress fabrics of several of the largest French, German and British manufacturers. Their range of choice fancy dress materials for the fall trade is bewildering in variety and charmingly new in style. Confined patterns is the best way for the retail merchant to secure a profit. They can readily give this from their enormous assortment of designs.

S. Greenshields, son & Co. report a large sale for all classes of boucle dress goods in blacks and colors. They are already having repeats from early deliveries. Crepons in good qualities are still in favor with the better class trade. They have a number of confined styles in this make, which are worth inspection. In goods to retail from \$1 and upwards this make of cloth will be largely worn both for evening and street wear.

In black and colored velveteens S. Greenshields, Son & Co. have now a full assortment in their celebrated "Stauley" make. They have also three prices in 32-inch black velveteen, special value for making into capes. In black dress goods for fall Priestley's department is rich in high novelties and strong in popular priced fabrics.

The Gault Bros. Co. have re-ordered for the sorting trip a full range of dress goods of their Alcazar dress curls, which are in great demand. They have also received a stylish lot of black wool figured dress goods from 37½c. up.

The Gault Bros. Co. are still offering to the trade their special line of black cashmere velours at 35c.; also their renowned line of black and colored wool henriettas, No. G 38. These goods are rapidly increasing in favor.

McMaster & Co. report satisfactory sales of their large range of black broche dress goods. They are showing a specially fine line of French boucle dress goods in all the staple shades—black on cardinal, black on myrtle, black on brown, black on

navy, black on electric, and solid black. These are exceptionally taking goods, in great demand this season. A new line of colored broche silks in fall shades has attracted the attention of buyers, and is being handled extensively by this firm.

WOOLENS.

IN woollens, W. R. Brock & Co. are this month running their A124 and A1223, black worsteds, which have been out of the market for some time, and are showing special value in black trouserings.

Some of the lines in the woolen department of the Gault Brothers Co., and which bear their special trade stamp, are Bisle serges, Belwarp serges, Blake serges and Crown beavers. Their object in stamping these goods is to offer an absolute guarantee to the trade that they are selling goods perfect in every essential both as to material, dye, and finish. Keen buyers know the value of any goods bearing their special stamp.

Finley, Smith & Co. have just received another shipment of their splendid serges, "Trafalgar," "Britannia" and "Royal Navy." These goods are now well known and are unequalled in dye and texture.

Before placing your orders see Finley, Smith & Co.'s large collection of overcoatings, which, in addition to German beavers and English meltons, embraces all the latest novelties in vicunas and fancy naps.

McMaster & Co. have just received a special line of fancy worsted trouserings of the latest designs and a full range of blacks at all prices. Their new designs in frieze and golf cloakings and tweed suitings are now in stock and being largely cut into to fill orders already placed.

A NOVELTY FOR DRESSES.

The Wakefield Leather Co. have put on this market a decided novelty for fall and winter dresses. It is "the New Corded Wakefield, patented," and has been successfully used by English dressmakers, for "flaring" out the bottom of skirts. Almost everything imaginable has been tried for "flaring," but none seem to have met the same success. It is a skirt binding, protector and stiffener combined, and is sold at the regular price. All lines, including the combination of leather and textile fabrics, have been patented, and actions are now being taken against those who handle imitations.



THE BLARNEY FINGERINGS

Fine Strong Wool
Knits Evenly

Soft and Pleasant
to Wear

FINGERINGS
"Shamrock"
"Blarney"
"Gaelic"
"Hibernian"

SAXONYS
"Soft Knitting"
"National"

SHAMROCK MENDINGS
on Cuffs or ¼ oz. Hanks

Flacey, Petticoat and Knitting Wastels.
In all shades

Manufactured by

MARTIN MAHONY & BROS., LTD.

Blarney, Co. Cork.

Sold by all Wholesale Dry Goods.

Agent for U. S. and Canada

R. H. COSBIE,

Manchester Building, Melinda St. - TORONTO.

The Dominion Oil-Cloth Co.

MONTREAL



BRANCH OFFICE—Cor. Front and Yonge Sts., TORONTO

MANUFACTURERS OF

OIL-CLOTHS

OF EVERY DESCRIPTION.

For Fall Season we offer a splendid line of New Designs and Colorings.

FLOOR OIL-CLOTH

We make in the following grades: NO. 1 QUALITY—Our Standard Line, in widths of from 4-4 to 10-4; beautiful patterns and varnished backs, finest colorings and best finished goods in the market.

NO. 2 QUALITY—The leading grade, also made in widths of 4-4 to 10-4. This line will give perfect satisfaction.

NO. 3 QUALITY—In widths of 4-4 to 8-4, are superior to any other low-priced goods in the market, both in styles and quality.

TABLE OIL-CLOTH

Our new patterns for Fall excel anything heretofore produced, both in quality and finish.

WE ALSO MANUFACTURE

Floor Oil-Cloth. In 4-yd. wide sheets, C quality.

Oil-Cloth Mats. or Rugs.

Cotton, Canvas and Painted Back Stair Oil-Cloth.

Carriage, Enamelled Leather Cloths, and Shelf Oil-Cloths.

Every Wholesale House in the Dominion handles our goods.

Their Travelers all carry our Samples. The Goods are Right. The Prices are Right.

Office and Works: Corner St. Catherine
and Parthenais Sts. **Montreal**

THE BUSTLE IS HERE.

It is evident that the bustle is to be used extensively this fall; many of the dresses fashioned by Felix and Worth, as well as other celebrated modistes, show a contour which can only be effected by the bustle, which experience proves to be absolutely necessary, owing to the great amount of material now used in skirts. The New York Herald, in its fashion column, says: "If we must have extended skirts, we cannot have them more decently and tidily than to accept at once the most advanced contrivance." The combination bustle and hip pads, which are introduced by Brush & Co., are the most healthful and hygienic improvers ever invented; they make the hips larger and, apparently, the waist smaller. The bustle is made of braided wire, allowing perfect ventilation, is necessarily light and durable, while they can be sold at a low price. For those who do not wish the hip pads the Empire bustle will fill the need, as it is much smaller, but made of the same material.

FANCY DOWN CUSHIONS.

In no better way can a lady display good taste than in the selection of cushions to adorn her home. Hitherto there has been a difficulty in obtaining such, but happily it no longer exists. The goods shown by the Toronto Feather and Down Co., Ltd., are marvels of beauty, and reflect great credit on this enterprising company. They should be seen by every merchant in the Dominion.

STICKS TO "THE REVIEW."

Mr. Geo. F. Williams, formerly with Mr. J. A. Hicks, dry goods merchant, Winnipeg, is just starting in the dry goods line at Trail, B.C. Mr. Williams thinks he has found the right place to do business, as the miners are digging gold within sight of his store. Mr. Williams was a reader of THE REVIEW while in Mr. Hicks' employ, and is now a subscriber.

"ADS."

(With apologies to Mr. Rudyard Kipling, author of "Oonts" in "Barrackroom Ballads"—a collection of poems in the alleged dialect of the British soldier.)

What makes the trader's biz to hum?—what makes his clerks perspire?
It isn't "drummer" sent by train, nor messages by wire;
Nor salesmen's wily artifice, nor chief-accountant's fads,
But the lumping, humping bus'ness, which resulteth from the ads.

Oh! the ad.; oh! the ad.;
The light fantastic ad.;

The column, and the paragraph—the page that faces news;
It saves the merchant's bus'ness from a going to the bad
By a-raking in the patronage the public can't refuse.

The clerk, 'e knows above a bit; the salesman, 'e's a joy;
The "drummer," 'e's a gentleman; the errand boy's a boy;
But the swellest bloomin' artifice (to call a spade a spade)
Is the way trophy gains and co.'s dress goods yanks in the bloomin' trade.

WOVEN LABELS.

The German Artistic Weaving Co., of New York, who are the pioneers in woven labels for all classes of clothing, are showing some novelties in this department. New designs in herring-bone trimming, initial letters and monograms are now being shown, and a card of enquiry will bring samples of the new ideas in this very artistic work. Their address is 274 Church street, New York.

PLUSH HOSIERY.

W. R. Brock & Co. have just received from Germany the latest novelty and most sensible idea in hose and half-hose—plush hosiery. The plush stocking is not to be mistaken for the old fleeced ones.

It is more durable, is spliced with a special thread, more comfortable than an ordinary or fleeced stocking. The perspiration of the feet is absorbed by the plush, and altogether is unsurpassed in its various taking qualities. A great demand for plush hosiery is predicted, and Brock's hosiery department can supply the "Clara" and "Duchess" for ladies, and the "International" for men's wear.

A NEW LEATHER INDUSTRY.

Messrs. W. H. Storey & Son, of Acton, have created a new department for the manufacture of traveling bags. Mr. Wm. Frick, who has had wide experience in this important industry, will superintend the new department. Every description of traveling bags in leather will be produced, and with the business acumen of this well-known firm, there is no doubt of the success of the newly established department.

A DOUBLE PRESENTATION.

The office of R. J. Whitla & Co. was filled with the employees of the house August 7. The occasion was to make recognition of the marriage of two of their fellow-employees, viz., J. W. Warren, who was married a few days since, and S. Kirkpatrick, who was united in marriage to Miss Laut. They were each presented with a heavy oak frame, leather upholstered easy chair. There have been four marriages of employees of this firm since May 1st.

HATS AND BONNETS FOR LITTLE TOTS.

Boy babies of a year old wear Tam O'Shanter hats of white pique, round, with a broad, flat crown and tight band fitting the head. A prettier style is a white corded round hat, the crown buttoning down over the brim with white linen buttons, and tied under the chin with broad strings of white muslin. These hats are also made with a soft crown, gathered on the corded brim and finished on top with a flat rosette of muslin or lace. A pretty hat for a baby boy has a soft shirred brim and a full puffed crown with lace between the puffins. Little girls wear close bonnets, but may have hats if preferred, though they are not as picturesque. The bonnets may have flaring fronts and high crowns, standing well above the head piece, or round crowns and close ruching around the face, sometimes with a fan-shaped piece of lace-trimmed muslin, standing up in front. They are made of tucked muslin, fine Hamburg embroidery, dotted muslin, chambray corded and drawn in puffs, and India silk elaborately embroidered. If the babies are twins, have the hat and bonnet of the same material.—Ladies' Home Journal.

KEEP A STIFF UPPER LIP.

Once in a while a dealer will meet a customer whom it is impossible to please. No matter how much is done for him or how much extra attention is given to him, he will find fault and complain because he is not made more over. The best way to handle such kickers is to let them wear themselves out kicking and then suggest to them that possibly they could get better services around the corner at Neglect & Dirt Bros., or across the street at Ignorant, Slow & Incompetent Dry Goods Co. Let Mr. Kicker make a few purchases from either of your competitors and the chances are that he will be glad to return to his old love, where he knows the goods are all that they are advertised to be, that they are fresh and up-to-date, that the clerks are civil and courteous and that the store is well lighted, stocks clean and everything first-class.—St. Louis D. G. Reporter.

Mr. B. B. Cronyn, of W. R. Brock & Co., has left for the foreign markets to make spring purchases.



Special Announcement
Fall Trade, 1896



A Bonus to Retail Dealers

KEEP TAB of every piece of "ROYAL" and "TEXTILE BUCKSKIN" Dress Interlining that you order from your Wholesale House--- and immediately after December 31, 1896, we will send you our marked cheque for a cash bonus estimated at 10 cents per piece for every piece of "ROYAL" and "TEXTILE BUCKSKIN" Dress Interlining ordered and sold by you from August 1 until December 31, 1896.



OUR TRADE MARK
the head of a

BUCK CHAMOIS

is embossed in Gold on every yard of

"Royal" and "Textile Buckskin"

DRESS INTERLINING

THE KING-JONES CO. LTD. Manufacturers TORONTO

CARPETS AND CURTAINS.

JOHN MACDONALD & CO are showing a splendid range of chenille curtains for fall. All colors and prices are now in the warehouse. They report a shipment of 72-inch wide goods in popular shades at a medium price. A new departure is in heavy chenille portiers in plain colors. These goods are very heavy and closely woven, and have the appearance of a velvet curtain. They are also showing a medium-priced line in a large range of self colors. New patterns in two-yard linoleums are in floral and black designs. They have in stock an attractive range of 50-inch damask furniture coverings, of which they report active sales.

In the carpet department new goods are being received every week. The firm will show excellent ranges in wools, unions, tapestries and Brussels before and during Exhibition. They are passing into stock this week some beautiful effects in all-wool floor cloths. A good demand for squares is reported this season in wools, Axminsters and velvets.

SMALLWARES AND NOTIONS

This is a very special department with James Johnston & Co. In it they say you can get almost anything from a needle to an anchor, both included. They are booking large orders for their celebrated Alpine ribbed underwear for ladies and children.

THE CUTTING IN FLANNELETTES.

Mr. David Morrice, jr., of D. Morrice & Sons, Montreal, agents of the Dominion Cotton Mills, when spoken to in regard to the cutting in the prices of flannelettes, said he had nothing to say. The facts were these, and he had no comment to make: "About three months ago Wm. Parks & Son offered their goods at reduced prices. For some time we waited to see the outcome, our stock

in the meantime lying on our hands. At last we were compelled to lower our prices in order to protect ourselves and our customers."

SWEATERS.

The Gault Bros. Co. claim the most complete range of above goods in the market. Fine imported sweaters, light and heavy weights, in tan or white. Ask for their Duplex collar sweaters in tan or white, retailed at \$2 and \$2.25.

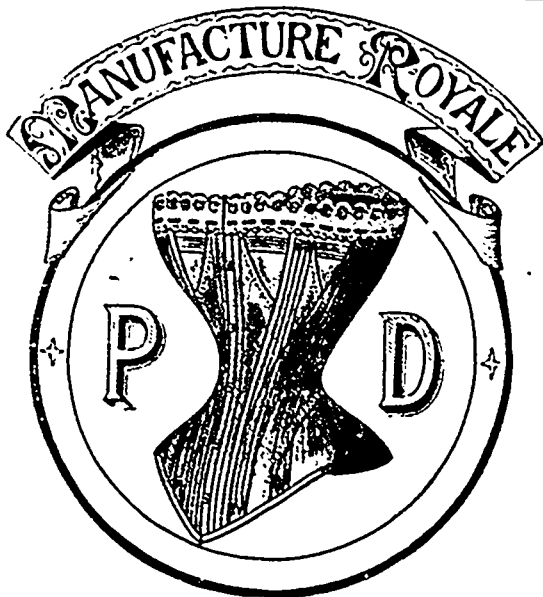
TRADE NOTES.

Mr. Fisher, of John Fisher, Sons & Co., Montreal, is on the way from England. He will, no doubt, have some interesting news of English trade to give on his arrival.

Mr. Dewar, for many years head of the carpet department and buyer at John Macdonald & Co.'s, has resigned, and Mr. T. A. Mitchell has succeeded him. Mr. Mitchell is now in Europe making carpet purchases for spring. Mr. Mitchell's former position as assistant head of the department has been filled by the appointment of Mr. J. Lindsay. Mr. Dewar intends taking a short rest after his long term of service before beginning active work again.

TAMS.

As the cold weather advances there is usually an increased demand for wool tams so generally worn by ladies and children. For the benefit of those who have not had them offered, we might mention that Boulter & Stewart manufacture these lines in over 12 styles, all hand-made, from \$4.25 up. They also duplicate the Turkish fez in wool at \$2.25 per doz., assorted.



P.D. Corsets

ARE SYNONYMOUS WITH

GRACE COMFORT DURABILITY

because they are designed and cut by the most eminent artists, and only the very finest materials are used in these No-spareil Corsets.

Ten gold medals and diplomas of honour awarded at all principal exhibitions during the last 25 years is a record which other makers can show, and proves the numerous qualities of this Corset, the superiority of which is now everywhere seriously contested.

WHOLESALE ONLY

KOENIG & STUFFMANN, 10 St. Helen St., Montreal

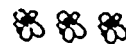
Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

... TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

JOHN FISHER SON & Co.

WOOLLENS

442 and 444 St. James St.

And Tailors' Trimmings

MONTREAL

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

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

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

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

John Fisher & Sons

St. George's Square

HUDDERSFIELD, ENG.

EUGÈNE JAMMET'S ^{FRENCH} Kid Gloves

. . . Our well known brands . . .

La Chartreuse . 7-Stud Lacing.

Muriel 5 Stud Lacing.

Andrée 4-Stud Button.

La Traviata . 4-Pearl Button.

GUARANTEED.

SEPTEMBER DELIVERY for limited quantities if ordered now.

FITZGIBBON, SCHAFHEITLIN & CO.

. . . Montreal.

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY:

BRANCHES:

GRENOBLE, FRANCE | Paris, London, New York



GLOVES

A LARGE STOCK ON HAND

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



575. Made in Black and Navy Beaver, \$1.75



576. Made in fine Imported Beaver, very special quality for a first-class garment.



577. In best quality Frieze, full range of shades, \$6.25

MANTLE NOVELTIES

FALL AND WINTER SEASON

1896-7

RELYING upon the Style, Fit, Workmanship, and Unrivalled Value of our garments, we are convinced that a large trade is to be done in these goods. We cordially solicit your inspection of these garments when in the city, and will be pleased to submit sample coats for comparison.

ELECTROTYPES TO BUYERS GRATIS

MERCHANTS IMPORT CO.

(John Northway & Son.)

64 Bay St.

TORONTO



578. In Black and Navy Curl, \$4.00



579. Made in either Frieze or Beaver, all shades, half silk-lined, \$7.70



580. Made in English Beaver or best quality of Frieze, \$6.50

"A Perfect Fitting Shirt"

This is the way our labels are marked. The goods are worthy the name. They are in every way a perfect fit, and carefully made. We have more than doubled our White Shirt Department, and we are now ready to sell at prices which will give a big profit to the retailer. We have a line at \$4.50 per dozen that no other maker can touch.

We are now handling the largest ranges of Shirts and Collars of all kinds; Regattas, Black Sateens, Flannels, Flannelettes, Tweeds and Fancy Stripe Sateens in black and colors, in Fancy Oxford and ordinary Shirtings.

We also carry a full range of Tweed Pants. All selected patterns and most carefully gotten up.

We have the largest line of Overalls in Canada, and our customers have found that they can always buy cheaper from us than from any other manufacturers, as our output is so large we can afford to sell at low profit.

Our travellers are now on the road with Fall Goods and will start early for Spring with big ranges. Kindly reserve orders until you see our samples.

M. L. SCHLOMAN
MONTREAL

NEPAUL MILLS

Our Superb Line of
Furniture Covering
Chenille Curtains
Table Covers
Silk and Cotton Draperies
is now complete.

Wm. Taylor Bailey

27 and 29 Victoria Square

..... MONTREAL.

The Singer Underwear Co.

TRADE J.S. MARK

Manufacturers
of

Ladies' and Children's Underwear

We are the only firm in
Canada manufacturing

Felt Wrappers
Skirts Blouses
 and
 Shirt Waists

Send for Samples and Quotations

TRADE J.S. MARK

589 St. Paul
Street

- MONTREAL

HIGH-CLASS
Dress Goods
SILKS
AND
Henriettas

WILLIAM AGNEW & CO.

305 and 305A St. James Street

Montreal

HATS FOR THE SPRING OF 1897

Sole agent in Canada for the following celebrated makers of England:
 W. WILKINSON & CO., - - GORDON BENNETT & CO.,
 HENRY CARTER, - - JOHN WHITE & CO.

Which have met with wonderful success in QUALITY, STYLE and FINISH.

7 VICTORIA SQUARE,
MONTREAL.

Z. PAQUET, 165-171 ST. JOSEPH ST.,
QUEBEC.

A SNAP IN RIBBED HOSE.

A VERY special, and particularly good line of black wool ribbed hose in women's and children's has been bought by James Johnston & Co., and which they control for this market. They are booking some very large orders. Price of women's, \$3.50. Write for sample dozen and prices of sizes.

UNDERWEAR.

The attention of the trade is called to the many lines of underwear shown by Brophy, Cains & Co., made by the best makers in Canada, for ladies, misses, men and boys.

FANCY AND BLACK SILKS.

New effects in fancy blouse silks are enquired for by up-to-date retailers. James Johnston & Co. have a full range, including the latest novelties. The leading line in black silk this season is bengaline, and a full range of special values is shown by this house.

FLANNELETTE BLOUSES.

James Johnston & Co. are showing some pretty styles of ladies' blouses in pretty flannelettes, and find quite a demand for them.

EMBROIDERED HANDKERCHIEFS.

A special lot of Swiss embroidered handkerchiefs, to retail from ten to fifty cents each, are shown by Brophy, Cains & Co. These

are particularly well made and finished, and come in over fifty handsome designs. They are put up five dozen in a box, and as they can be retailed at popular prices, should be very desirable.

NECKWEAR.

The Gault Bros. Co. have now in stock a full range of all the most fashionable silks made up in all the standard shapes—puffed scarfs, club house, four-in-hand, and graduated Derbies. They are also showing a large range of band bows with movable ends, all to retail at 25c. to 50c.

SOMETHING NEW IN CUSHIONS.

The Alaska Feather & Down Co. are showing something artistic in their new cushions. They are made both in silk and satin. The top and bottom are art squares, and the ruffle plain. They have a large assortment and can suit anyone's fancy.

FLANNEL AT 15 CENTS.

Lonsdale, Reid & Co. have a very special job in flannel skirting, to retail at 15c.

HEM-STITCHED HANDKERCHIEFS.

A special line, all white, to retail at five cents each, are shown by Brophy, Cains & Co. They claim them to be the best value in the trade.

Weaven Labels.

Shirt Labels & Hangers
 UNDERWEAR LABELS
 INITIAL LETTERS
 INDIVIDUAL NAMES.

KLUGE BROS. Proprietors
 German Artistic Weaving Co.
 274 & 276 Church St.
 NEW YORK.
 CREFELD LONDON PARIS

Silk Labels & Hangers
 NECKWEAR LABELS
 DRESS BELTS
 SHOE LABELS.

Night Shirt Trimmings.

The Summer...

is nearly over and the Autumn here. How is your stock of Spool Cotton? When you are ordering, look out for the leading brand that has stood the test of time.

SEE OUR
NEW
COLORS
WARRANTED
FAST



NO
KNOTS
NO
SNARLS
NOTED FOR
STRENGTH

Our man is on the road, and will call on you before long. If he does not come soon enough, write us.

WM. CLAPPERTON & Co.

165 St. James Street MONTREAL

Strong LINEN Threads Give Best Results for All Uses.

BARBOUR'S SUPERIOR

to all other makes.

First Prize Medals at all Exhibitions.

ESTABLISHED
1784

5,000
EMPLOYEES

The
Best
Known



The
Best
Made

ALWAYS KEPT AT HIGH STANDARD.

When purchasing LINEN THREADS be sure that the name of **BARBOUR** and the trade mark of the hand are on each label. **Quality and Length Guaranteed.** Beware of short-length imitations, and of threads marked "linen finish" that are cotton.

Barbour's Lace Books, 1, 2, 3 and 4, contain instructions for embroidery and lace making. By mail, 10 cents each.

Barbour's Advertising Dolls, by mail on receipt of 6 cents.

Barbour's Advertising Yachts, by mail on receipt of 8 cents.

THOMAS SAMUEL & SON, Sole Agents for Canada.

8 St. Helen St., Montreal, or 22 Wellington West, Toronto.

WHOLESALE TRADE SUPPLIED.

Honest Blankets...

Is what blankets made in our mills might be labelled. . .

We make them of the best selected wool, and they are

FULL SIZE

and

FULL WEIGHT

The borders are neat and tasty, and the colors will not run when the blanket is washed.

You can't buy a better blanket, and you can't find one that will sell easier.

Your order should be in **NOW.**

EUREKA WOOLEN MFG. CO., Ltd.

EUREKA, N.S.



F. F. & C. B. KELLY

8 St. Helen St., Montreal.

AS our season is now at its height and goods arriving and going out daily, we would advise the trade that we are prepared to supply them with the very latest things in **BUTTONS, SMALLWARES** and everything in the line. Early buyers coming to the market will find us in a position to fill out their lists for them in all these lines. Full lines of **LADIES' ADJUSTABLE COLLARS** and **CUFFS** and **STOCK TIES** to match now in stock.

NOTES FROM NOVA SCOTIA.

HALIFAX, Aug. 15.

IN the July number of THE DRY GOODS REVIEW, in some interviews with Halifax dry goods merchants, the following appeared:

"T. M. Jenkins, manager of Murdock's Nephews, says a modification of the tariff will be acceptable to them, but that the country is not prepared for any radical change. He strongly favors a reciprocity treaty with the United States, believing that even the announcement of such would double their business."

On July 22 William Millar, head of the firm of Murdock's Nephews, cabled The Halifax Chronicle from London:

"DRY GOODS REVIEW wrongfully insinuates Murdock's Nephews deprecate radical changes in the tariff."

Three things are to be inferred from this: (1) That Mr. Jenkins does not favor a radical change in the tariff; (2) that Mr. Millar does; (3) that THE DRY GOODS REVIEW is extensively read by the leading dry goods men of England.

Business in Halifax during the past month has been fair. Remittances are not up to last year's.

The dry goods business at Windsor which was carried on for many years by I. Fred Carver, who lost his life while fishing last spring, has been purchased by J. W. Blanchard, lately with McCurdy & Co., Antigonish. Mr. Blanchard was much esteemed by his employers, and his experience should ensure him success in his new venture.

J. Gibson, of Kentville, is to open a dry goods business in Truro on September 1st.

The Yarmouth woolen mills have shut down and about 60 hands are out of employment. Their goods gave general satisfaction and were handled almost exclusively by J. Cantlie & Co., Montreal.

THE GAULT BROS. CO.

The Gault Bros. Co. are now receiving extensive lines of handkerchiefs for the holiday trade. As flannelette embroideries and trimmings have now become an established feature of the trade, every retailer should make a point of having an assortment. A specially attractive range of these goods and also an elegant line of real torchon lace is now in stock and being offered to the trade by this firm.

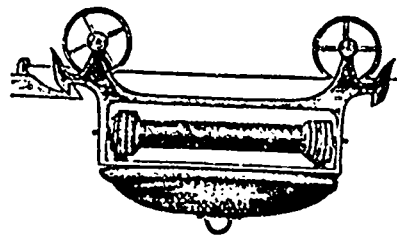
Some extra special lines in lace curtains are being offered to the trade. Buyers should not miss seeing Nos. 1001, 1004 and 1005. They should also ask for a special drive the same firm are offering in the way of chenille curtains.

The stock in the Gault Bros. Co.'s trimming department is complete in every way. They profess to carry everything that can possibly be required in trimming a garment. Overcoat linings are a specialty.

A complete range of the celebrated Fownes gloves are being carried. They draw special attention to their \$9 walking gloves for ladies and men; also to the celebrated Fownes riding and diving gloves, this being a specialty with this celebrated firm. The following specialties for fall and winter wear are shown: "Carnoustie" and "Our Leader" golf cloths, ladies' friezes, mixture mantle beavers and shot serge mantlings. In costume cloths the "Stanley" and "Columbian" lead the trade. Their display this season of mantling and costume cloths surpasses any of their former efforts.

CUTTERS' MEASURE BOOKS.

Finley, Smith & Co. have just published an improved cutters' book in which the newest ideas have been embodied. They will be pleased to send one free to any merchant tailor, on application.

Champion . .
Cash Railways

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

S. S. KIMBALL
577 Craig Street, Montreal

Special drive
in Golf Jerseys

300 Children's, in sizes 1, 2, 3, fancy stripes, to clear for 75c.

500 Ladies', plain colors, for \$1.

400 Ladies', fancy sleeves and bodies, \$1.15.

250 high-class colors, silk stripes, \$1.45.

We offer above prices to clear balance of a large consignment. If you order a sample lot, you will find them sellers.

LONSDALE, REID & CO. - Montreal



"NEW CORDED WAKEFIELD."

All your customers will want it. Their skirts must flare out, and the new CORDED WAKEFIELD causes this. It costs no more with the cord. All the wholesale have it. Your SKIRT BINDING DEPARTMENT will go flat without it. Every yard is marked "WAKEFIELD PATENTED." STEPS are now being taken AGAINST those WHO HANDLE IMITATIONS.

James Johnston & Co.

26 St. Helen Street, MONTREAL

Our Travelers are in the field again with a full range of samples from all our departments for the

FALL OF 1896

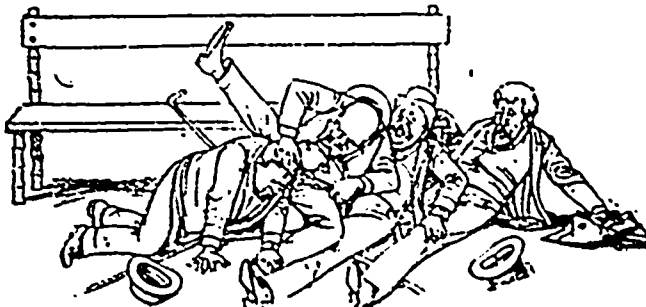
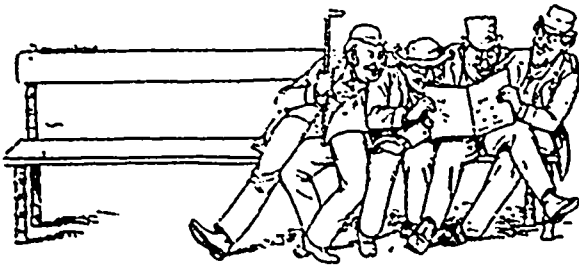
- STAPLES**—Special lines in White, Grey and Fancy Cottons, Flannelettes and Flannels. Special lines in Linens, Damasks, Towels and Toweling. Special lines in Worsted Coatings, Beavers, Golf Cloakings at right prices. Blankets in White Canton, Union and All-Wool, and a great variety of Fancy Blankets, Rugs, etc.
- SILKS**—Black and Colored Silks and Satins in great variety, Plain and Broche.
- VELVETS**—Black and Colored, special value, and 32-inch Mantle Velvets.
- RIBBONS**—Black and Colors in endless variety. A full range of Millinery Ribbons in the latest designs.
- TRIMMINGS**—A full range in Black and Colored. Jets, and the latest novelties in Fur and Feather Trimmings.
- DRESS GOODS**—A full line in the latest designs. Special ranges in Black, Plain and Figured Mohairs and Sicilians, Fancy Broche Effects, Shot Sicilian and Figured Shot Grenada Cloths, and some very good lines in Tartans.
- VELVETEENS**—We are well up as usual in Blacks and Colors.
- HOSIERY**—Here we have one of the largest and best ranges in the Dominion in Plain and Ribbed Cashmere and Wool Hose, Half-Hose and Underwear, in all the different makes and weights, for Ladies, Men and Children. A full range of the celebrated Alpine Underwear for Women and Children. Our assortment and values in this department are considered the best in the market.
- GLOVES**—We are showing a most complete range in Cashmere, Wool and Ringwood, in Plain and Fancies, including the latest novelties. Always on hand, a full stock of 5 and 7-hook Lacing Kid Gloves in reliable makes.
- MUSLINS, LACES, Etc.**—We have our usual full assortment of Muslins, Laces, Embroideries, Curtains and Curtain Nets, Veilings Plain and Fancy, Ladies' and Gents' Cotton, Linen and Silk Handkerchiefs and Mufflers in great variety.
- HABERDASHERY**—Gents' Neckties in all styles, Shirts, Collars and Cuffs, Braces, Ladies' and Gents' Umbrellas, Novelties in Ladies' Ties in Fancy and Tartans.
- FANCY HOSIERY**—Ladies' Knit Wool Shawls, Clouds, Hoods, Caps, Tam O'Shanter, Tuques, Wool Vests, Alexandria Jackets, Golf Jerseys, Infantees, Bootees, Ladies' and Gents' Wool Mitts, Cardigan Jackets, White Fur Boas, Muffs, Caps, etc.
- SMALLWARES, NOTIONS, Etc.**—In this department we aim to excel, and are able to fill orders at all seasons, both in staples and novelties. Our assortment is too numerous to name, but we would draw special attention to the following: Pex Pneumatic Hair Curlers. The Majestic Hat Fastener, The Holdfast Belt Pin in 2 and 2½-inch Black and Silver, Vorwerks Plushette Skirt Binding and Collar Stiffener.
- BUTTONS**—An endless variety of every size and style in Jet, Fancy Metal, Steel, Gilt and Pearl. We have a large range of Small Trimming Buttons in Black, Gilt, Silver and Fancy Effects, for which we are having a ready sale.
- COMBS**—This is a new line added this season. We have a complete assortment of Horn and Rubber Dressing Combs, Side Combs and Hair Ornaments.

Our goods always reflect credit on us and also on those who handle them.

SPECIAL ATTENTION GIVEN TO LETTER ORDERS.

SANITARY BED PILLOWS.

The bed pillow question is one that merits more attention than it often gets. That feathers should be thoroughly purified before being used is of vital importance, but one which is often disregarded. When you think of a sleeper breathing the odor of an impure article for seven or eight hours at a time some idea may be formed of its direful effects. The costly machinery used by the Toronto Feather and Down Co., Ltd., for the purpose of cleansing and purifying proves beyond question that they regard this branch of their business as of first importance.



Reading last month's issue of THE DRY GOODS REVIEW.



MONTREAL FRINGE & TASSEL WORKS

Established 1853

CORDS, TASSELS, FRINGES, BARREL BUTTONS, BRAIDS, ORNAMENTS, ETC.

MOULTON & CO.

19 St. Peter St. . . . MONTREAL
 AGENTS: For Ontario: **Ben. Allen, Toronto** For Quebec and East: **J. H. Hodges, Montreal**

MARINE INSURANCE

The **MANNHEIM INSURANCE CO.**

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

Jas. J. Riley & Sons, . . . MONTREAL
 Managers for Canada

Japanese Silks

K. ISHIKAWA & CO.

MANUFACTURERS
 24 Wellington Street West
 TORONTO

BEAVER LINE STEAMSHIPS

Proposed Summer Sailings, Season 1896.

STEAMERS	From MONTREAL
Lake Huron	Wednesday, Aug. 26
Lake Ontario	" Sept. 2
Lake Superior	" " 9
Lake Winnipeg	" " 23
Lake Huron	" " 30
Lake Ontario	" Oct. 7
Lake Superior	" " 14
Lake Winnipeg	" " 28
Lake Huron	" Nov. 4
Lake Ontario	" " 11
Lake Superior	" " 18

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

SECOND CABIN - To and from Liverpool, Glasgow, Belfast, London, \$30.00 to \$33.00; round trip, \$55.00 to \$61.00

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

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

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

D. & C. MACIVER, Tower Buildings, Liverpool, or **D. W. CAMPBELL,** General Manager, 18 Hospital Street, Montreal.
BEAVER LINE OF STEAMSHIPS.

GLOVER & BRAIS  **Montreal****THE NECKWEAR HOUSE OF CANADA****OUR STOCK IS NOW COMPLETE**

Larger lines of sightly patterns and exclusive designs than we have ever before shown.

Write for samples of our **Sappho Bow** with wide bands, the latest New York fad, to retail at 25 and 50 cents.

A large stock of all styles and grades in Black and Staple Neckwear and Dress Bows always on hand.

Large importations of choice Silk and Cashmere Mufflers, Gloves, Umbrellas, and everything pertaining to legitimate Men's Furnishing business.

BRIGHT RETAILERS ARE INTERESTED IN SEEING OUR LINES

All Letter Orders receive prompt and careful attention. Send us a trial order.

Kyle, Cheesbrough & Co.

**THE
LACE
WAREHOUSE
OF
CANADA.**



Importers of Novelties in

Dry Goods
Trimmings
Silks, Braids
Curtains

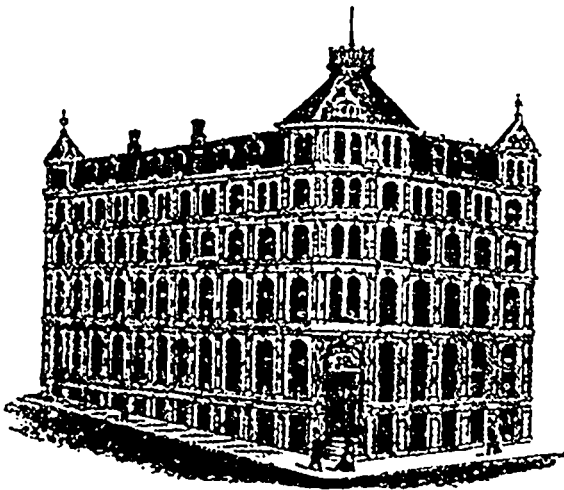
Embroideries
Gloves, Hosiery
Muslins and
Dress Goods, etc.

Our travelers are now on their respective routes with full line for fall trade, and we would beg for them your usual kind consideration. We have added to our collection a number of quite new lines and novelties which it will interest our friends to see before placing their orders. Obediently yours

Kyle, Cheesbrough & Co.**MONTREAL.**

E. A. SMALL & Co.

MANUFACTURERS OF



Clothing

WHOLESALE

MONTREAL

Letter Orders carefully attended to.

Thibaudeau 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

SPECIAL CUT IN EIDER DOWN QUILTS.

GRADE "RUSSIA," 5x6 feet, \$3.00 each.

GRADE "RUSSIA," 6x6 feet, \$3.60 each.

This quilt is covered on both sides with choice Down-proof Art Sateen, filled with Pure Down and stitched with silk in fancy patterns. Complete assortment of 24 colors and designs, all good sellers. If you want this line please let us hear from you at once.

THE ALASKA FEATHER & DOWN CO.,
Ltd.

290 Guy Street,

Montreal.

To Whom it May Concern

Our Travellers are now out with New Samples for Fall, 1896, which are bristling with Novelties in every article of Men's Wear. Every dealer in Canada should see our samples of



TRADE MARK

NECKWEAR

Before completing this season's purchases. Our assortment of KNOTS, PARIS TIES, GRADUATED DERBY and STRAP BOWS has never been so complete.

HIGH-CLASS, HAND-SEWN ENGLISH BRACES

OUR SPECIALTY

Soft leather ends, and our own patent cast-off buckle, which prevents cutting of the leathers. Every line confined to us for Canada.

HALF-HOSE—ALL MAKES

BLACK CASHMERE

As under—special value :

No. 3705, to sell at 25 cts. No. 3803, to sell at 50 cts.
 " 3808, " " 30 " " 3810, Lockstitch, 50 "

UNDERWEAR

In best Canadian, English and German makes, at popular prices

LINEN GOODS

ENGLISH COLLARS

Burlington, turned points	-	-	-	1 1/4 in.
Royal Arthur " "	-	-	-	2 "
Strand " "	-	-	-	2 1/4 "
Grosvenor " "	-	-	-	2 1/2 "
Gresham " "	-	-	-	2 3/4 "
Roll points, Waterloo	-	-	2 1/4, 2 1/2, 2 3/4	" "

Golf and Outing Caps, in Tweeds and Scotch Plaids—
all prices.

GERMAN SHIRTS

10-inch fronts for evening dress. No. 2, Open front with bands. No. 3, Open front with cuffs.

WAIT ON US AND WE WILL WAIT ON YOU

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

ED. SCHULTZE, SON & Co.

Montreal

Sole Agents for
Canada.

Grand Prix d'Honneur, Paris Exposition, 1889

TREFOUSSE & CO.

Highest Grade French Kid Gloves

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

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

INCLUDING

English, Belgian, German and Austrian
Manufactures

Removal Notice

We have recently leased and are now occupying part of the warehouse, 43, 45, 47 and 49 Bay Street, Toronto, as a sample-room. Mr. Sheppard and Mr. Rowland will be pleased to see our friends from Western Ontario when visiting the Toronto market.

TOOKE BROS. - - Montreal

METROPOLITAN

Mackintoshes

Have you seen the Men's Garment that you can job for \$4.00 ?

Absolutely
guaranteed **NEVER** to become hard

 **PROMPT DELIVERY**

METROPOLITAN RUBBER CO.

NEW YORK

Williams & Bell,

16 Lemolne St.,

... MONTREAL

CANADIAN AGENTS

\$4.50 net

We have just received a shipment of full 4-button length Austrian

KID GLOVES

in blacks and assorted colors, for immediate delivery, at the above price.

Write at once for sample package

EMIL PEWNY & CO.

Sun Life Building, Montreal

Barlow & Jones

LIMITED

Spinners and Manufacturers

92 Watling
Street . . . LONDON2 Portland
Street . . . MANCHESTER

For the convenience of our numerous customers in CANADA and to keep in constant touch with the growing trade of the DOMINION we have resolved to make a new departure in our business and have opened a sample room at

Manchester Building
Melinda Street

TORONTO

where we will be represented by MR. R. H. COSBIE, for many years traveller and warehouse manager for SAMSON, KENNEDY & CO. The old and new friends of the firm will here find all the STANDARD LINES and NEW GOODS as produced in the various departments for which we have been long noted.

CALL AND SEE SAMPLES.

BARLOW & JONES, Ltd.

LONDON, E.C.—92 Watling St.; 10 Aldermanbury.
GLASGOW—51 Buchanan St.
LIVERPOOL—31 Tarleton St.
BIRMINGHAM—24 Cannon St.
PARIS—10 Rue d'Uzes.
NEW YORK—28 White St.
DUBLIN—15 Wicklow St.
SYDNEY—8 Barrack St.
MELBOURNE—236 Flinders Lane.

2 Portland Street
.... MANCHESTER

Manchester Building, Melinda Street
..... TORONTO



W. R. BROCK & CO.

THOUGH not claiming to be a millinery house, but essentially in staples, and for that reason prices are not marked on a millinery basis, still W. R. Brock & Co. direct attention to certain lines which, in view of the openings, should be noted. In dress goods the selection is large, and milliners by an inspection can see the styles and the trimmings to match the stuff. A range of silk velvets in black and colors and velveteens is worth inspection. The favorite Clarion brand is handled in Canada solely by this house. In silks this season's is the largest range of fancies and plains ever carried, and great values are shown. A novelty for capes is the beaded velveteens, 23 in., suited also to blouses. A tartan silk check, to retail at 50c., is noticed. In cloakings, golfs, black and blue serge with fancy back (can retail at \$1, a special line), friezes, beavers, curls, etc., are shown. One line in curls in 2-tone effects, brown and green especially good, should be noted.

In men's furnishings a manufacturer's surplus of high-class braces are being cleared out, to retail at 25c. each box, containing a variety of patterns and colorings. Some of the bargain braces are left, which retail at 10c. In smallwares a full line of Scottish vulcanite combs in dressing, barbers', pocket and military shapes, has just arrived. The new collar stiffener for ladies' stock collars is seen in black, white and drab. In handkerchiefs a special assortment of Swiss embroidered goods has just been passed into stock. Special value in the Startler ladies' vests is announced for this season, and in ladies' and children's underwear their assortment is large, and Ollip, to retail at 12½c., and Ruby, to retail at 20c., cannot, they aver, be beaten for value. A large range of fancy knitted, hand crocheted and felt tams in all colors, sizes and prices are shown. Millinery buyers are invited to inspect Brock &

Co.'s selections in these goods; also fancy hoods, bootees, infantees, jackets, caps, toques, clouds and fancy knitted goods of every description. Their honeycomb shawl, called "Dollar," to retail at \$1, is equal in weight, size and pattern to last year's "Dollar," in spite of the great advance in price of fine yarns.

NEW STYLISH MANTLES.

The Merchants' Import Co. are showing some stylish, handsome mantles, which are illustrated in the advertising columns. Those who attend the millinery openings should see these goods anyway. There is a large range in plain cloths, curl cloths, tweeds, etc., and the workmanship is of the best. The latest ideas are embodied in these garments; some have no front buttons, some have the fluted, and others the coated back. The new sleeve prevails, and the storm collar is also a feature. The firm are getting out an illustrated catalogue, which readers might send for, as the mantles are well worth inspection.

A POINTER IN WOOL.

A recent circular from J. & J. Baldwin, the famous English yarn makers, says that owing to the continued firmness in the price of choice wools no change in the present price list of their finest fingerings will take place. Comparing previous lists, it appears that in January, 1895, Baldwin's yarns were at 20s. per spindle; in July, 1895, they were at 21s., and in March, 1896, at 22s., and thus are now firm at the latter figure. This would mean \$7.70 net laid down here to fully cover the importer. But we understand that merchants have been able to buy locally all this class of fingering at \$7.50, subject to a cash discount of 5 per cent., which would net \$7.12½ as against \$7.70. Does this, an experienced buyer asked THE REVIEW, favor direct importing?

R-U-Out of Dress Stays ?

When a Lady asks for Dress Stays and you can supply a style that will bring her back for more of the same kind, that is the Dress Stay you want.

YOU CAN DO THIS WITH THE

"Pre-Eminents"

They are made of the Best Spring Steel, Japanned and Metal-Tipped, Fine, Heavy Corset Sateen and Silk Stitched. In attractive shades of Black, White, Slate, Old Gold, Cardinal, Blue, Pink. Lengths, 6, 7, 8 and 9 inch, and sets of 9 stays.

Order of your jobber or the _____

Ever-Ready Dress Stay Co.

Toronto - Ontario - Windsor



OUR...

Mitts and Gloves

— ARE UP TO DATE

If you want a leader drop us a line.

HUDSON BAY KNITTING CO.

MONTREAL



Ready-Made Clothing

We have the most complete clothing factory in the Dominion.

Samples and prices on application.

Clayton & Sons
Halifax, Nova Scotia

When Visiting Toronto

We would be pleased if you would call and see the extra values we are offering in

CLOTHING

Men's Suits
Men's Pants
Boys' Knickers

If not visiting, write for samples of our "SPECIAL" PANT at \$8.50 doz. Also B91, B93, C1, C25, C26, B15.

Suits Nos. C11, C13, C14, C15, C16.

The G. A. Thorpe Mfg. Co.

Wholesale Manufacturers of Clothing

Office, Factory and Salesrooms
25 Melinda Street.

TORONTO

H. J. CAULFEILD & CO.

THIS house announce that they are fully assorted in all lines. Special value in half-hose, retailing at 25c., is shown, and a line of ladies' hose, got at a bargain in limited quantity, to retail at 25c., is great value. Lines of imported underwear include natural wool, fleeced-lined wool, and arctics, cotton and wool lined.

Exceptional value is shown in regatta shirts, which will be much used the coming winter. White shirts, of Messrs. Caulfeild & Co.'s own make, bear favorable comparison with any in the market. They have secured an exceptional line of heavy 5-lb. wool socks, a great leader for a 25c. line. Several special lines in Canadian shirts and drawers below market values are promised.

In waterproof coats some good lines in black paramattas and tweeds cannot be repeated at the price. A late and catchy novelty is a folding umbrella, handy for traveling, being easily packed in an ordinary valise. The range of braces include a number of American novelties, and are of unusual value. A large shipment of their celebrated English collars has just been received.

The firm will be glad to see all buyers who visit the city during the Exhibition and millinery openings, for even if merchants don't require goods they can see the range and styles, so a cordial invitation is extended to all.

JAMES JOHNSTON & CO.

James Johnston & Co. are showing a splendid range of new ties, the very latest styles, tartans, etc., in Derby and bow shapes, at popular prices. They have just received a very large assortment of Valenciennes laces, and a fine range of the newest things in veilings, flannelette embroideries, and the latest styles in ladies' collars and cuffs. Fancy toques and Tam o' Shanters will be largely worn this fall, and the firm are showing some specially good things

B. LEVIN & CO.

Importers and
Manufacturers of . . .

Fine Furs and Caps

491 and 493 St. Paul Street,

MONTREAL.

in this way. As velvet and velveteen capes are to be all the rage for the coming season, they are showing 32-in. silk velvets and velveteens in plain and beaded, and a very fine range of fur, feather and beaded trimmings and ornaments to trim them.

SOME PRETTY GOODS.

A new line of tinted table covers are fringed as well as figured. These goods are in great variety, and a handsome article can be retailed at 75c. The favorite designs are delft and empire, report F. Robertson & Co., Toronto, who carry a large range. Frills for cushions are being superseded by a heavy twisted silk cord, which is shown in all fashionable colors and combinations. Another pretty line is fancy cypress cloth, used for toilet covers. It has a body of cream, with stripes of pink, or gold, or other tint, and the ends are finished with crochet work in the same color as the stripe.

WHITE SHIRTS.

The "Perfection" brand white shirts, made by the Gault Bros. Co. at their own factory, are rapidly growing in favor, the factory being pushed to the utmost to supply the demand. Splendid value is shown to retail at 50c., 75c. and \$1. No. 102, open front, full dress, is a very strong line and can be retailed at \$1. Attention is also invited to their unlaundried shirts. "No. 3" and "Our Special" retailing at 50c., they claim cannot be beaten.

A BICYCLE NOVELTY.

An attractive novelty for ladies' bicycle costumes this month is a soft make of corduroy. It hangs gracefully, is durable and looks handsome, and can be sold at a moderate figure. A full range of colorings in these 27-inch goods, including black, is shown by Wyld, Grasett & Darling.

High-grade Corsets...

Featherbone Corsets have stood the only possible test, and that is time.

FEATHERBONE CORSETS

Are strictly high-grade goods. There are no low-priced Featherbone Corsets manufactured. It will pay you to handle Featherbone Corsets, as they give perfect satisfaction, and once worn always worn.

Canada Featherbone Co.

LONDON, ONT.

The TURTON MANUFACTURING COMPANY, Ltd.

Turton Mills, Upton St., London Road, **MANCHESTER.**

Manufacturers of Ribbed and Plain Ladies' Underclothing, Shirts, Pants, Hose and Half Hose. Makers of the celebrated "ROB ROY" Hosiery, "ROB ROY" Natural Wool Underclothing and "PENELOPE" Underclothing.

Bicycle Hose and Ladies' Flannelette Underclothing a Specialty.

FACTORIES:

Turton Mills, Upton St., Manchester
Gravel Lane Mills, Salford
Victoria Mills, Turton

Sole Agent for Canada,

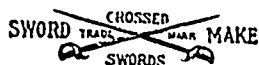
London House, 92 Watling St.
Glasgow, 51 Buchanan St.
Liverpool, 31 Tarleton St.
Newcastle, 3 Forth Lane
Dublin, 15 Wicklow St.
Melbourne, 256 Flinders Lane
Sydney, 8 Barrack St.
Toronto, 16 Melinda St.

CALL AND SEE SAMPLES.

R. H. COSBIE, Manchester Building
Melinda Street. . . **Toronto.**

THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES

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

WALKER BROS.

Manufacturers' Agents

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

McDougall, Barrett & Co.

168 MCGILL STREET

... MONTREAL

This season we are introducing our new

GENUINE IRISH SERGE



COLORS GUARANTEED. This cloth will be a favorite with the public, and will gain their confidence and merit it. Registered in Canada and the United States. Stamped with registered trade mark every 2½ yards.

MCDUGALL, BARRETT & CO.

Sole Proprietors

From A



From A to Z in Dry Goods. Every department replete with the most saleable goods. We offer our clients the keenest values the world's market can supply

STEWART & McDONALD

MONTREAL—206 McGill Street
TORONTO—Manchester Buildings

Glasgow to Z.

JOHN MACDONALD & CO.

In view of the millinery openings John Macdonald & Co. draw attention to their ribbon department, containing reversible ribbons in all colors and widths, black ribbons in gros grains, faille, and reversible satin in a full range of prices. In silks the house is strong in plains and fancies of all kinds, and in black peau de soie, faille, sateen, duchesse, etc. A line of 27-inch Japanese in all colors is being cleared out below the regular price.

A new shipment of the latest novelties in French veilings is expected this week. Mechlins and Brussels nets are shown, and the newest styles in lace collars, showy goods, to retail from 10c. to 50c.

A line of very pretty all-wool plaid with a silk overcheck, to retail at 50c. and suitable for blouses, was seen in the dress goods department. Other features in this department are the black goods in a full range of prices, henrietas, mohair mixtures, etc. Serges have lately been much called for. A job line of French printed flannels are going at interesting prices. In tweeds there is an immense range retailing from 25c. to \$1. This department, like the others, is carefully attended to with John Macdonald & Co. and the buyer leaves this week for the European markets.

In staples a low line of Oxford shirtings are going very cheap, and two extra special lines in crash towelling are noted.

The house this season has special showings of fancy goods for the holiday trade, embracing more continental and American novelties than usual. The output of small articles in haberdashery this season has been enormous. In corsets, a satin corset is offered at a low figure and Thomson's gove-fitting corset at a medium price. In men's furnishings about a hundred cases of overmakes of leading manufacturers, covering every kind of men's underwear, for fall and winter, have just been opened up. The latest novelties in ties are shown in that department under the following names: Dunbar, Rhodes, New York, Seleski (sell easy), Defender, Stanhope, Pullbows, Winner and Startler.

The Wholesale House that
supplies you with . . .

North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.

Even the Pearl grade is guaranteed stronger and better adapted to requirements than any other grade of any other batting.

These grades are the strongest, handsomest and most desirable cotton bats obtainable.

NOTHING DECEPTIVE

They look well in the roll. They have the strength and qualities required by the consumer after unrolling. They make strong comforters.

When you unroll and unfold them you can test the strength and they will not fall apart like so much chalk. You can't blow them to pieces in a hurry.

THREE GRADES. THREE PRICES.
THE BEST AT THE PRICE.

WYLD, GRASETT & DARLING.

THE approach of the millinery season finds Wyld, Grasett & Darling ready with an interesting display, including novelties in buttons: Rhinestone, jet and steel effects in trimming buttons, 60, 70 and 80 buffalo horn and composition; mantle buttons; in dress trimmings, jet gimps, sequins and colored sequins; flannel-ette embroidery, a large range in pattern and color; in wool goods, novelties in tams, toques, hoods, infantees, bootees, etc., a large assortment; in ribbons, a fall line of silk, moire and satin, in all widths and colors. Of fabric gloves a choice line in fancy point cashmere and ladies' and children's fancy ringwood gloves are noted. Ladies' ribbed underwear, special lines to retail at 15, 20, 25, 50 and 75c. are shown. In plain wool hose a special line in large sizes will retail at 15c., 20c. and 25c.

In the dress goods department, staple lines in silks, velvets, velveteens and mantle plushes are shown. The department shows some choice effects in silk and wool plaids and other novelties.

Owing to the warm weather balbriggan underwear continues in demand and the stock from 32 inches to 48 inches is assorted in all sizes. Special lines in boys' and youths' suspenders, both in heavy webs and leather trims, and silk jacquard webs with mohair ends and fancy buckles are shown. A very special number in cashmere half-hose, to retail at 25c. has just been placed in stock.

THE JAMMET GLOVES.

Mr. W. B. Foster, manager of the kid glove department of Fitzgibbon, Schafheitlin & Co., arrived here last week after having devoted several weeks in Europe to the interests of the department. We understand the result of his visit this year will be a very material change in the quality and effect of the goods. Choice lines in Eugene Jammet's make will be forthcoming at an early date.

NONE BETTER

BECAUSE THEY ARE THE BEST

Be sure you get them.

Victoria Crochet Thread

Morse & Kaley Knitting Cotton

*M. & K. Turkey Red Embroidery
Cotton*

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

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

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

Chadwick's Spool Cotton

Chadwick's Mending Wools

Dunbar McMaster's Linen Thread

*Star, Crescent and Pearl Batting
A, B, XX and X Wadding*

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

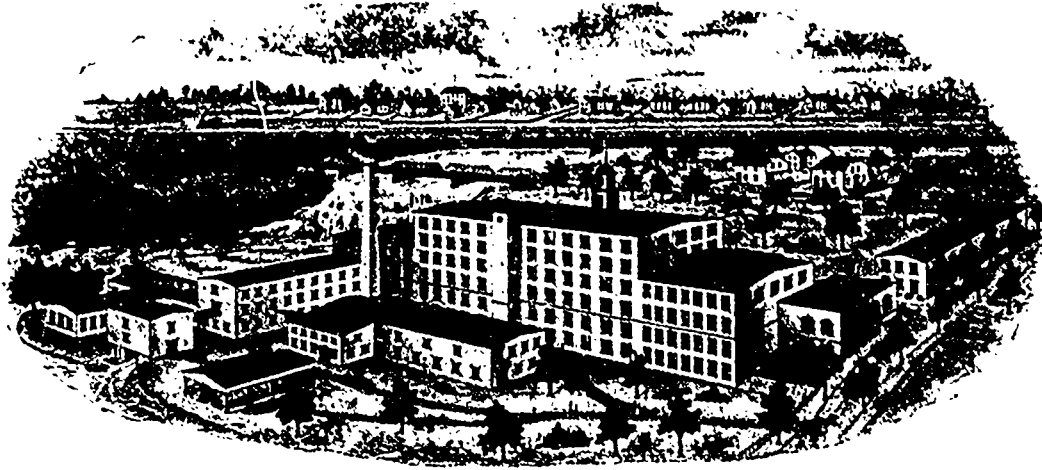
R. HENDERSON & CO. 323 St. James Street MONTREAL

Agents for Canada.

Rosamond Woolen Co. — ALMONTE, ONTARIO.

ESTABLISHED 1857

Manufacturers



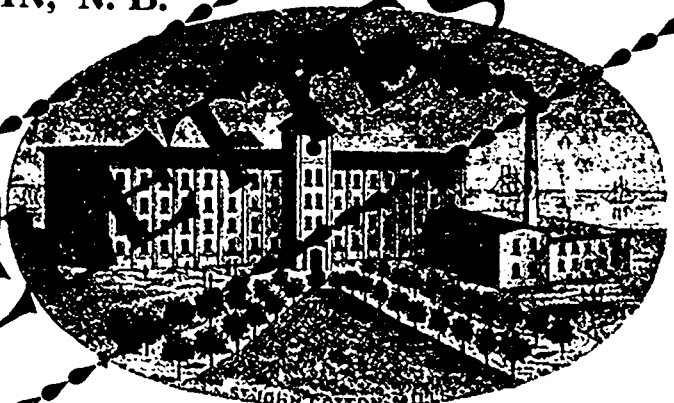
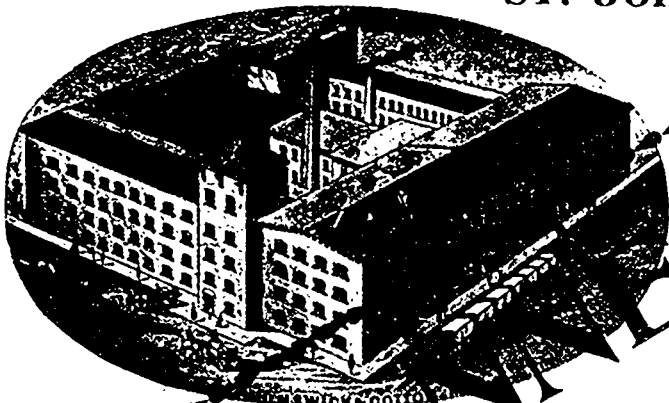
Suitings
Coatings
And
Trouserings
in WOOLEN
and WORSTED

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

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

W.M. PARKS & SON, Ltd.

ST. JOHN, N. B.



Cotton Spinners,
Bleachers, Dyers
and Manufacturers

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

Agents . . .

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

S. GREENSHIELDS, SON & CO.

In the notion department of S. Greenshields, Son & Co., will be found lines that will interest merchants and milliners when they visit Montreal during the millinery opening. Their ranges of ribbons, veilings, laces, jet gimps, black sequin gimps, and colored sequin gimps are very large and are sold at closer prices than before. All the requisites for a millinery work-room may be had in their notion department.

The firm invite the attention of the trade to their lines of underwear for the fall season. Their ranges are complete, from the lowest grade to the best, and are in greater variety than ever before.

They claim the best values in men's neckwear in the trade. Great care has been exercised in purchasing, and their knots, silk-lined four-in-hand, and graduated "Derby" to retail at 25c. and 50c. are unequalled. In men's waterproof coats, rubber kneecaps and umbrellas, large ranges with many "leaders" are shown. In men's and boys' braces they have large lines, nobby, durable and excellent values.

READY FOR FREE TRADE.

The Alaska Feather & Down Co., of Montreal, say they are ready to have the tariff barrier removed, as far as their own business is concerned. Their factory is as well equipped as any in the United States or Germany, and they would welcome a change which would admit their goods to foreign markets. They claim that Canadian feathers and downs excel foreign, in quality, quite as much as Canadian barley or cheese does that of other countries.

UMBRELLAS AND PARASOLS.

This is the time of the year to sort up stocks of ladies' and gent's umbrellas, as wet weather at the time of the fall fairs means a big demand. The Irving Umbrella Co., Ltd., are showing a full range of the above, embracing many new styles in handles, which can be delivered on short notice. Have you ever bought umbrellas by letter order? Give it a trial.

SPECIALS IN LACE CURTAINS.

Kyle, Cheesbrough & Co. are pushing a special line of lace curtains, also fine hosiery. Their travelers are out taking orders for spring of '07. They report that business is very good, and that things in the country generally are picking up somewhat. At the warehouse they have to work overtime every night to get orders filled promptly.

IT IS REGISTERED.

We see that Caldecott, Burton & Spence have registered their "Congo Black" brand of stainless dye. This will be a guarantee to the buyer that where the brand is, the dye will be absolutely fast against all kinds of acid and fruit juices.

THE TRUE TEST.

ST. PETER (on a summer vacation, but looking after business on this side) --See here! why haven't you been up my way?

SURPRISED MERCHANT--Why, I'm not dead yet!

ST. PETER--You deceive yourself! You've been dead some time, and you are very much in the way here!

SURPRISED MERCHANT--I'll call in the neighbors to prove I'm alive and in business!

ST. PETER--That's too much trouble. Here's THE DRY GOODS REVIEW, show me your advertisement!

DRIVES IN TOWELING.

Lonsdale, Reid & Co. are offering some very special drives in linen, huck and damask towels.

R. FLAWS & SON Dry Goods Commission Agents
Manchester Bldg., Melinda St. **TORONTO****SPECIAL SALE OF Real Brussels Point Lace.**

6 1/2 yds. 14 in. Flounce	\$70 yd.	\$442.50.
2 1/2 " 6 " Lace	20 "	55.00.
1 Lace Handkerchief		10.00.
		\$507.50.

J. D. M. MACBURNIE

12 Place d'Armes, MONTREAL

LONDON, PARIS, HAMBURG

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

Write For Particulars.

BLAIKLOCK BROS. - Montreal.**HAMBURY A. BUDDEN**

Attorney and Solicitor

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

World Wide Popularity

The Delicious Perfume.

**Crab Apple Blossoms**

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

277 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE.

"Glove-Fitting." Long Waisted. Trade Mark.

CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

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

JOHN MACDONALD & CO'S, TORONTO.MANUFACTURERS: **W. B. THOMSON & CO., LIMITED, LONDON.**

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

B. & C. Corsets

Peerless Dress Stays
Rubber Tipped Dress Stays
Braided Wire Hip Pads
Bustles and Dress Forms

Manufactured only by

BRUSH & CO. - TORONTO

Re-dyers and Finishers

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

AN HONEST CLAIM

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

BRITISH AMERICAN DYEING CO., - Gold Medallist Dyers

Principal Offices:

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

CANADIAN COLORED COTTON MILLS CO. *FALL* 1896

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

— NOW READY —

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

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON, ONT.

OFFICE.—

24 Catharine St. North.



BARGAINS

Retail buyers always want lines at low prices to draw customers. We have them, 30 to 60 per cent. below the regular market. We get them by paying cash and clearing out manufacturers' stocks. Let us know what you want. We will send you prices and samples.

One of Montreal's largest dry goods houses complained to a prominent manufacturer that we cut prices so low we were ruining the dry goods trade. We thank them for their free advertisement.

To Manufacturers

We are always open for job, in small or large quantities.

To Merchants

Ask any wholesale dry goods house; they will tell you we give away our goods.

GILMOUR, SCHOLFIELD & CO.

THE DRY GOODS JOBBERS OF CANADA

364 St. Paul St., MONTREAL

Established two years ago to protect the cash buyer.

SIZES

Men's and Boys' Underwear

FALL AND WINTER, 1896-97.

WE make a specialty of sizes

34 TO 44 INCHES

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

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

During Industrial Exhibition we will have Sample Rooms at 22 Wellington St. West, Toronto, where full lines of goods may be seen.

The GALT KNITTING CO., Ltd.

GALT, ONT.

THE . . .

C. Turnbull Co.

ESTABLISHED 1859

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

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

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

MILLER BROS. & CO. MONTREAL

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

COLLARS Comet, Opera, Hanlan '76, Oro and Marquis.

MOZART CUFFS

Angelo & Raphael Reversible Id'ene Collars and Cuffs.

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

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

JAPANESE & CHINESE SILKS
AND FANCY GOODS.

BRANCHES
YOKOHAMA
SHANGHAI
LYONS

DIRECT IMPORTER

What about your order for Fall Hosiery?

If not placed, please remember that our travellers will see you again soon. It will pay you to inspect their samples.

Reliance Brand Hose

Are the Best. Try them.

THE WILLIAMS, HURLBURT CO.
of COLLINGWOOD, Limited.

"HIGH GRADE"

In "Bikes" means heaps.
In Homespun it means

Genuine Oxfords

Bought by Best People. See Spring, '97. Samples.

Oxford Manufacturing Co.
OXFORD, N.S.

Want Advertisements . . .

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

The Dry Goods Review, Toronto.

A Pension for Life

DO YOU WANT ONE?

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

MANUFACTURERS' LIFE INSURANCE COMPANY

McKinnon Building, TORONTO, CANADA

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE
AND
MARINE

Head Office
Toronto,
Ont.

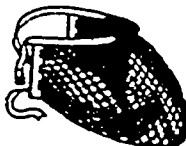
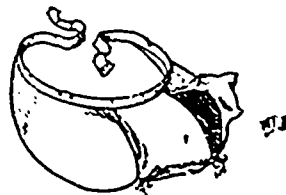
Capital Subscribed - \$2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - 2,320,000.00
Annual Income - 2,400,000.00

GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

THE BUSTLE IS HERE

New Fall Styles require them. Use the best. The Combination Hip Bustle gives graceful fullness over the hips and in back of skirt. It is not only very stylish, but it renders admirable service by relieving the weight of the full skirt now worn.

The Empire Skirt Cushion is very popular. Made of Braided Wire—non heating. If not already in stock, send sample order.



BRUSH & CO.

Toronto.

*Louis Hermsdorf
Dyer*

There has been a noticeable feature this season,
namely, the pushing forward of

Hosiery and Gloves--Hermsdorf Dyed

Merchants find it pays to push

Hermsdorf Dyed Hosiery and Gloves

The demand is immense.

Yet, 'tis increased by these
pushing tactics—and

It Pays!

Push Hermsdorf Dyed Hosiery and Gloves

They greatly increase trade. They suit and satisfy.

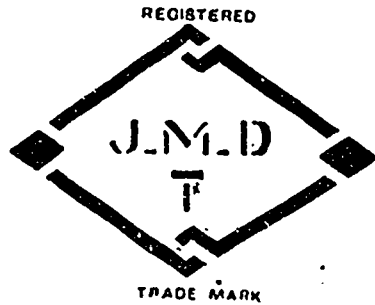
*Louis Hermsdorf
Dyer*

American Bureau of Louis Hermsdorf

78 and 80 Walker Street NEW YORK

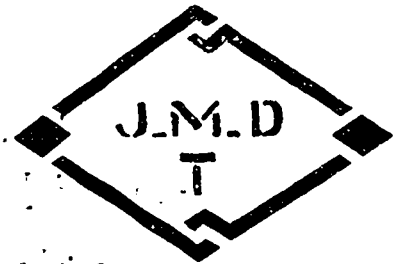
JOHN MACDONALD & CO.

Wholesale Dry Goods, Men's Furnishings,
Haberdashery, Carpets and Woollens



WELLINGTON AND FRONT STS.
EAST

TORONTO



THE SEASON for merchants visiting Toronto to make their Fall purchases is now with us, and we have spared no effort to make our stocks attractive both in style and value. There is no market where a **Canadian Retail Merchant** can buy to better advantage than from us; because we have unequalled facilities in the way of men, cash and experience that enable us to buy, sell and forward goods to the very best advantage of our customers.

We are constantly receiving special lines and at present have in stock limited quantities in

Carpet Department

Two special lines of American Quilts (without fringe)

Woollen Department

A new mixture in Mantlings, Scotch Tweed Effects, 54 inches wide.

Haberdashery Department

The best quality of Knitting, Fingering and Fancy Wools

Men's Furnishings Department

93 doz. Tailor-made Diagonal Tweed Pants, assorted colors and sizes in doz.

Staple Department

31-inch Fancy Flannelette, 30 different patterns, quantity limited.

Linen Department

18-inch Linen Crash Towellings.

Dress Goods Department

41-42 inch Tweed Effect All Wool Dress Goods, only a limited quantity.

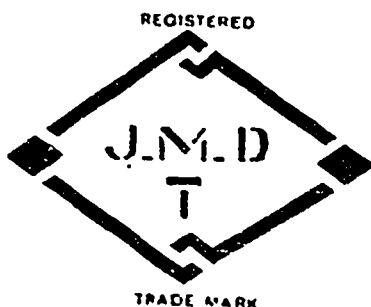
Other Specialties Expected to Arrive Daily.

Unlike regular lines these specialties are always in limited quantities and therefore cannot be repeated.

The sales are so rapid that customers seeing our advertisements should either at once visit our warehouses or forward their letter orders. Prices and particulars of these on application.

Canada's Great Industrial Fair, Toronto, commencing Monday, Aug. 31st, is to be more attractive this year than ever, and the Fall Millinery Openings taking place about the same time, which are still a greater attraction to the Fair Sex, will undoubtedly induce more merchants and buyers to visit our city than usual.

To all we extend a cordial invitation to visit our warehouses and assure you of courteous and prompt attention.



John Macdonald & Co.

Wellington and Front Sts. East, TORONTO