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# The Dry-Goods Review

SURPRISING RESULTS OF DOMESTIC MANUFACTURE  
Will be seen in our **SPRING RANGE, 1897.**

High-Class Goods at Popular Prices

AHEAD

Of all Leaders in a

**25<sup>c</sup>.** Men's Black  
Cashmere  
Half Hose

Our No. 675 will be found

To wear it every one will try, but nobody  
will succeed. This is only **One of**  
the **Many Inducements** in our  
Spring Range (Ladies and Gentle-  
men's Underwear and Hosiery),  
which our travellers are now showing



THE MONTREAL  
SILK MILLS COMPANY  
(Limited)

Montreal and Toronto

December, 1896

ASK THE WHOLESALE HOUSES FOR



LISTER'S Rainproof Sealettes.

LISTER'S Black and Colored Velvets.

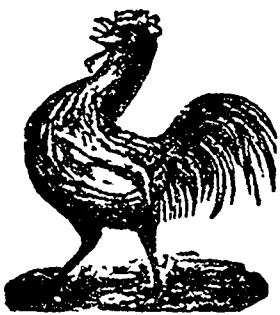
LISTER'S 32-inch Velours du Nord.

LISTER'S Dress Plush.

LISTER'S Printed Art Velvets.

LISTER'S Silk and Mohair Plush For Upholstery  
... Purposes.

THEY ARE UNEQUALLED



"I CROW OVER ALL."

# ROOSTER .. BRAND



This registered Trade Mark  
on a garment means . . . .

- The acme of perfection in fit and finish.
- The artistic idea, allied with common sense.
- The order filled as given by purchaser.
- The maximum of value for money invested.
- The utmost endeavor to please our customers in every particular.

These are a few reasons why the "Rooster Brand" Shirts, Overalls, Jackets, Summer Coats, Bar Coats, Barbers' Coats, Boys' Blouses, etc., etc., are known to all dealers who have used them as goods that give Profit to Retailer—Satisfaction to Consumer.

Manufactured by

## ROBERT C. WILKINS

198 McGill Street



Montreal

NOW IS THE TIME  
FOR CROCHET WORK

# Victoria Crochet Thread

This cut  
a ball of  
Crochet  
It is made  
shades  
colors and



Represents  
Victoria  
Thread.  
in 40  
22 self  
18 shaded

It is made in Nos. 20 to 50 in White, Cream and Ecru; shaded and solid colors in Nos. 20 and 40. The best seller is No. 40. There are cheaper and inferior makes being offered. Be sure you get the "Victoria."

A good storekeeper's stock is not complete without

- Victoria Crochet Thread
- Morse & Kaley Knitting Cotton
- M. & K. Turkey Red Embroidery Cotton
- M. & K. Fast Black Darning
- M. & K. Ball Mending, Black and Colors

Ask for the above goods. If your jobber does not keep them, drop us a card and we will give you names of those who do.

R. HENDERSON & CO. Agents for Canada  
323 St. James St. Montreal

# S. Greenshields, Son & Co.

MONTREAL AND VANCOUVER, B.C.

1897

...Spring Season...

1897

Our Travellers are now showing full ranges in Imported and Domestic Goods in the following departments:

- A** White and Grey Cottons, Linings.  
Canadian, American and English Prints.  
Ginghams, Flannelettes, Shirtings, etc., etc., etc.
- B** 3-4 and 6-4 Worsteds, Trouserings.  
Large assortment Canadian Tweeds,  
Italians, etc., etc.
- C** Carpets, Floorcloths, Cretonnes, Art Muslins,  
Curtains in Chenille, Lace, etc.  
Full Range Household Linens.
- D** Men's Furnishings — Full Range.
- E** Smallwares:  
Hosiery, Gloves, Ribbons, Frillings, etc.
- H** Dress Goods, Silks, Muslins,  
Velveteens, etc., etc.
- T** Notions, Wools—all kinds.  
Full assortment Buttons.  
Fancy Goods for Christmas Trade.

Sole Selling Agents in  
Canada for.... **PRIESTLEY'S DRESS FABRICS.**



C. K. HAGEDORN, Manager.



# Suspenders and Buttons

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

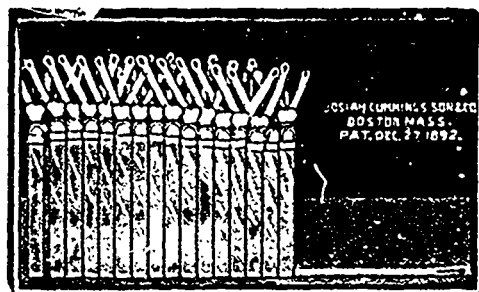
BERLIN, ONT.

# Sample Trunks and Sample Cases

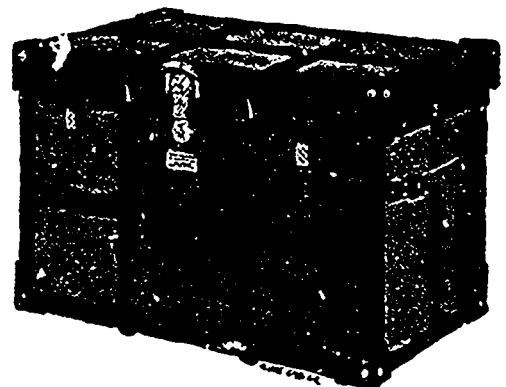
BEST MAKE IN AMERICA

- 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.

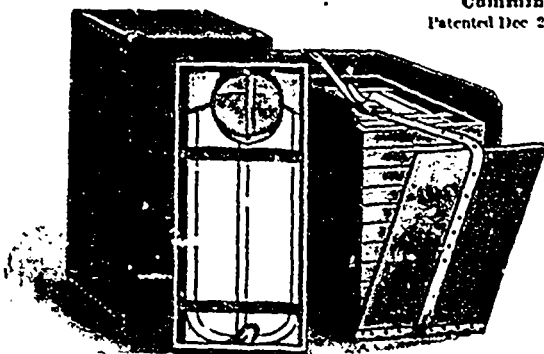


Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of

## "Hub Fibre" Trunks and Sample Cases

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



Boxing Shirt Box and Trays.

## JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.

# UNDERWEAR and HOSIERY for SPRING 1897



This Department has met with such decided approval from all parts of the country, that we feel justified in claiming that we are showing the very best value now in the market.

Our line No. 3313 Natural Wool (shirts with French neck and ribbed skirt) to retail at \$2 per suit is specially worthy of notice.

## Umbrellas

A fine assortment. Numbers 4138, 4141, 4223, 4209 are leaders

## In White Shirts

Our trade is increasing rapidly. Numbers 10, 12 and 13 are marked lines.

## Colored Shirts

Every style. Great variety of patterns.  
All prices.

Bicycle, Tennis, and Outing Caps.  
The latest styles and patterns.

## German Shirts

- No. 1. Open Back, with Bands.
  - No. 2. Open Front, with Bands.
  - No. 3. Open Front, with Cuffs attached.
  - No. 4. Open Back, with Cuffs attached.
- All sizes from 14 to 18.

## English Collars

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

## Cravat Department

- "Elysee" Graduated Derbys.
- "Eton" to tie in Bow.
- "Montrose" Knots.
- "Fashion" Bows.
- "Nominee" Puff Ties.

Washing Goods, all shapes in great variety. DESIGN, FINISH, and STYLE faultless.

## Hand-sewn Braces

### NEW IDEAS

- "Fine Leather Ends."
- "Cast-off Buckles."
- "Mohair Ends."

We are sole agents in Canada for this celebrated make.

## Summer Vests

- A very fine assortment of styles and colorings for import orders.
- No. 4610. Double-breasted, white pique, Evening Dress Vests.
  - No. 4656. Single-breasted, ditto
  - No. 4657. Single-breasted, ditto, with hand-sewn silk spots—a new thing.

RUBBER COATS,  
GLOVES,  
BATHING GOODS,  
LINEN, COTTON, and  
SILK HANDKERCHIEFS, etc.

# Matthews, Towers & Co.

73 St. Peter Street

MONTREAL

# The Dominion Oil-Cloth Co. Montreal

Manufacturers of . . .

## OIL-CLOTHS

Of every description.

FOR SPRING SEASON WE ARE SHOWING AN EXTRA LARGE  
LINE OF NEW DESIGNS AND COLORINGS.

### FLOOR OIL-CLOTH

**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 Spring Pattern Book contains New and Original Designs in our Standard quality.

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.

Our SPRING SAMPLES are now in the hands of all the Wholesale Dry Goods travellers. Be sure and see them before placing orders for any foreign lines, as our GOODS and PRICES are RIGHT.

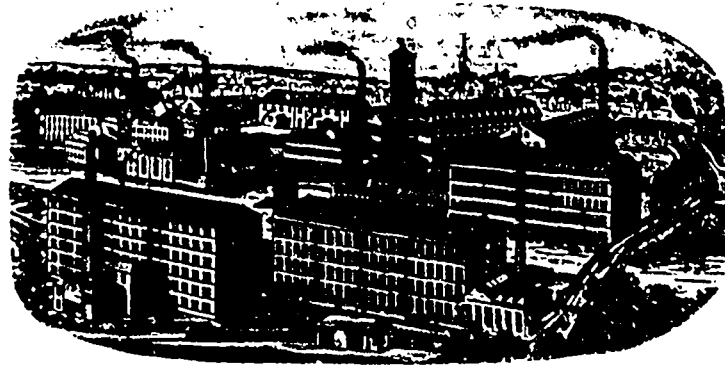
Office and Works

Cor. St. Catherine and  
Parthenais Streets

Montreal

Branch Office — Cor. of Yonge and Front Streets, Toronto

# FINLAYSON, BOUSFIELD & COMPANY



Manufacturers  
of all

## Linen Threads

for Hand  
and Machine  
Sewing.

For Hand and Machine Sewing. Acknowledged by the LEADING CONSUMERS to be the BEST in the MARKET. Our Super Linen Threads are specially prepared for the use of Tailors and others.

Have always had the Highest Reputation, and won the APPROVAL of the Leading Clothiers and Manufacturers, who have pronounced them Superior to all others in Strength and Quality.

Having long and carefully studied the requirements of the Clothing Trade, we guarantee to supply a Thread which will work smoothly, and which cannot be surpassed for sewing on buttons.

The continuously increasing Sale of our Thread where good work is required is the best proof of its superiority to all others.

**JOHN GORDON & SON, AGENTS FOR CANADA. MONTREAL.**



# FIBERINE INTERLINING

TO THE TRADE:-

We take pleasure in advising you that we are again manufacturing FIBERINE INTERLINING.

This formerly well-known material is being placed on the market in better quality than heretofore, and is equal to and will compare, to its own advantage, with anything now being offered, and at a price that will interest you.

Fiberine Interlining is made in Natural, Black and Slate, put up 10 yards to the piece, 64 inches wide and in one weight, for Winter, number 175.

To make yourself acquainted with the new Fiberine Interlining write for samples and price, or order one piece, which we will deliver, express paid. We solicit your sample order, the goods will do the rest.

THE EVER-READY DRESS STAY CO.,  
Manufacturers  
Toronto,  
24 Wellington St. West.

WINDSOR, ONT.



# CHRISTMAS GOODS

## 1896.

Whatever divisions may exist in Christendom, the advent of Christ has always been the token of peace and good-will, so at Christmas time we try to show our good-will to our friends and relatives by presenting them with some token of our esteem.

In the present practical age articles of utility are much more in demand, and, as all articles of Clothing or Dress are always wearing out or becoming unfashionable, the demand for **Dry Goods for Christmas Presents is on the increase.**

### OUR STOCK IS COMPLETE AND WELL ASSORTED IN

**Dress Goods, Plain**, the best value in the Trade.

**Fancies**, a nice selection of Novelties.

**Silks**, good range for Blouses and Trimmings.

**Gloves**, novelties in Cashmere and Kid.

**Hosiery and Underwear.**

**Handkerchiefs, Silk, Linen Cambric, Embroidered, Novelties.**

**Ties**, Windsor, Four-in-Hand, and other styles.

**Umbrellas**, Tight Rollers, Fancy Handles.

**Shawls**, Fancy Woolen, Wraps, etc.

**Notions and Nicknacks**, etc., etc.

**Caldecott, Burton & Spence** 46 and 48 Bay St., **Toronto**



The uncertainty regarding the Tariff is gradually being relieved.

Indications point to very slight changes.

Advances in prices of manufactures will cause values to remain firm.

**With safety** we may advise our business friends to place orders for early spring requirements.

**Our stock** is kept assorted in every department.

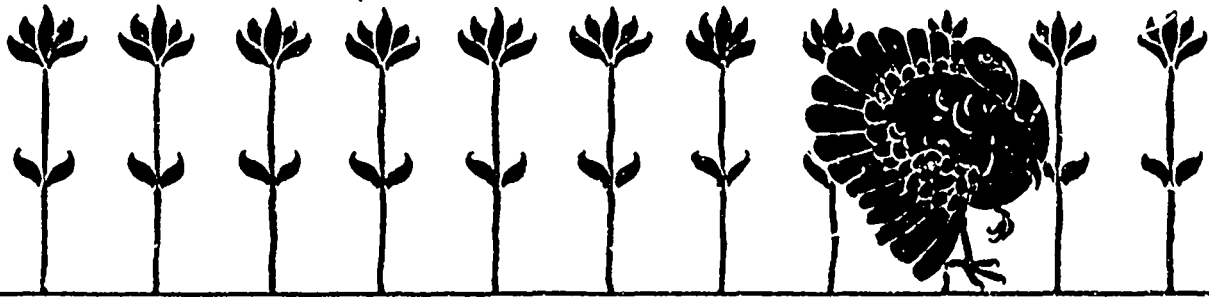
**In prices and terms** we meet and overcome all legitimate competition.

Our travellers are on the road with full spring samples.

**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, DECEMBER, 1896.

No. 12.

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 next issue (January) of THE DRY GOODS REVIEW will be The Spring Trade Edition. Every dealer in Dry Goods, Millinery, Men's Furnishings, Clothing, Hats, Caps and Furs in Canada will receive a copy.

## RETAIL TRADE PROSPECTS.

**D**ESPITE reports of quiet trade from some quarters the fall season has been quite fair throughout the country. Wholesalers say the sorting trade has been good on the whole. The city merchants have done well, and everywhere a better Christmas trade is expected than that of last year.

A good deal will depend on the weather as to Christmas trade, and, therefore, it is more or less uncertain. Of spring prospects this much can be said: The outlook is far better than it was twelve months ago. The increase in the prices of wheat, cheese, and pork has put millions to the credit of farmers. Where farmers have not sold, of course they have not realized. But they will sell later on and the money will get to the stores.

We look, therefore, for a good spring trade. Buying so far has been cautious, but not unduly so. At the same time, it is as well not to hold off too long, as it is necessary to push business these days, and if you haven't the goods you can't push it, that's all.

The spring styles shown by travelers thus far are promising, and when December is over the real campaign will begin, as nearly all

the houses send out their representatives again the first week in January. The merchant who feels he can do the business may count on a good spring trade.

## INTEGRITY IN BUSINESS.

**S**OME recent cases under discussion have shown up merchants in a dishonest light. Crooked methods in trade are poor policy. It is not our province to take up the moral side of the question, but looking at it purely from the standpoint of practical, everyday, ordinary results, there can be no doubt at all that honesty always pays best.

The merchant who tries to play double is sure to get caught some day. He may escape for a long time, but eventually he gets into the trap and is caught. Then he loses not merely the dishonest gains, but often everything else.

But there are some men who do not get caught. They play sharp, as the saying goes, and pretend that if they didn't the other fellow will. The house they buy from, the customer they sell to, are, with such people, fair game for plunder.

This kind of business dealing is a huge mistake, and invariably recoils on the head of those who pursue it. The straight road is always the safest, and a merchant who has so many opportunities of being honest, or the reverse, should lay it down as an invariable rule in his store, for clerks and all to obey, that all transactions should be conducted on a square basis.

Otherwise your store gets a bad name, you are shunned by people whose confidence may some day be of the highest importance, and whose opinion, once having sacrificed, you can never regain.

The trade as a body in this country is honest, we have no doubt. But there are black sheep in every flock and we have them as well as other countries.

## THEY TALKED SENSE.

**W**ITHOUT under-rating the capacity of those manufacturers who laid their several cases before the Cabinet Ministers in Toronto last month, we must award the palm for plain common sense to the deputation of the dry goods trade. This deputation consisted of intelligent business men. Two of their suggestions were of a nature to commend themselves to any reasonable body of persons. The necessity of a definite date for the going into force

of tariff changes is no selfish claim, but is of vital importance to the entire trade of the country, wholesale and retail. Secondly, the wisdom of doing away with ports of entry where incompetent officials allow variations in the rates of duty paid, to the injury of the trade elsewhere, must also commend itself. There ought to be uniformity in the duties levied. To get in goods at 30 per cent. at one port, and import the same class of goods at 5 per cent. more (or less) at some other port is monstrous. These are reforms which any Government ought to be eager to carry out. In demanding them the dry goods men are striking at the root of tariff difficulties and are entitled to prompt answer and relief.

#### STRENGTH IN WOOL.

INDICATIONS all point to firm values on all woolen fabrics this season, both imported and domestic. The main reason operating in this direction is the sharp advance which has been established on raw material. As already noted, the wool sales, both in London and Antwerp, opened firm, and the fact, coupled with other conditions, has produced a very confident feeling among holders of wool on this side the Atlantic. Imported wools have advanced recently 1 to 1½c. per pound, Cape stock, which was available a month ago at 13½c. per pound, being held firm to-day at 15c. Other descriptions of foreign wool are equally strong, the average advance being fully 7 to 10 per cent. on all fine stock. This strength has been reflected on the domestic raw material, for Canadian fleece is from 1 to 2c. per pound higher than it was.

A Montreal house last week, considering wool a good speculation, sent a buyer up into Ontario to try and gather in from 300,000 to 400,000 pounds of wool. When this gentleman started out he had the idea that he would be able to do so around 19c. per pound, but, when he got into the country, holders would not negotiate under 21c. The majority of the selections offered also at this price were not of the very best grade, and the latter can scarcely be bought, with holders in their present temper, under 22c. Expectation of a heavy demand from the United States for all kinds of textiles seems to be the chief foundation for the strong feeling.

#### HOTEL TRADE.

By an Advertiser.

THE traveling public now-a-days is large, and has large wants. The trade of this class is uncertain. At the same time it is not to be despised. Travelers are not on the look-out for bargains, and pay the best prices for what they suppose are good articles.

There are several advertising mediums designed to catch this class of trade. The hotel register, city directory, cards hung up over the desk, all are used to try to catch the eye and the trade of the traveler. Even the bill of fare is often pressed into service.

Without wishing to make any disparaging remarks about these mediums, or those who use them, I must, nevertheless, say that in my opinion such mediums are worthless. Money spent on them is money thrown away. A traveler naturally asks at the desk when he wishes to know where to buy anything. If the hotel manager is looking after his own business he will certainly send him to the best house in the particular line his guest requires. If he were to give the name of some second or third-rate house, he himself would be the sufferer. He would be in danger of losing his guest's patron-

age. So that the proprietor is bound to send his guests to the best stores in each line, whether they are advertising with him or not.

I have found by experience that the best way to catch this class of trade is to make your store the best in its line. I never had a result from the kind of advertising mentioned above, though I tried it for some years, nor do I know of any results which others have had.

#### IMPORTED DRY GOODS.

THE fiscal year of Canada began July 1st., and the returns of imports for the first four months, that is up to Oct. 31st., are now complete.

By the first of July the spring trade is over, and, therefore, as far as dry goods are concerned, it is rather interesting to compare the first four months of one year with another. We have gone over the figures of imports from July to October, 1895, and present the result of the comparison in the accompanying table.

The result indicates a very cautious policy on the part of dry goods importers. Using round numbers—the exact figures will be found below—the imports this year are about \$6,920,000, compared with \$6,220,000 last year, or a decrease of \$700,000, or about 10 per cent. for the four months. This may be due to several causes, and the period is too brief for drawing any general conclusions. One thing, however, may fairly be inferred, that Canadian jobbers have not imported for early autumn trade as freely in 1896 as in 1895, and as values are about the same as, or if anything a little higher than, last year, we may assume that the importing trade prepared for less demand in foreign goods. It does not necessarily mean that the turn-over by Canadian houses has been less, as the shortage might be made up by domestic makes, which have sold freely this year. But, in the main, the decrease in imports is seen in nearly all the principal items, as follows:

#### FOUR MONTHS' IMPORTS, DUTIABLE GOODS.

	1895.	1896.
Cottons, undyed . . . . .	\$ 72,176	\$ 67,737
" dyed . . . . .	600,410	614,556
" clothing . . . . .	114,840	114,841
" thread and yarn . . . . .	54,583	61,602
" thread on spools . . . . .	123,031	112,956
" other manufactures . . . . .	231,445	242,122
Bracelets, braids, fringes, etc . . . . .	267,578	257,525
Laces, collars, nettings, etc. . . . .	103,032	136,258
Other fancy goods . . . . .	158,680	145,871
Furs, manufactured . . . . .	236,247	140,657
Hats, beaver, felt, etc. . . . .	283,273	236,283
" other kinds . . . . .	94,608	105,090
Silks, manufactured . . . . .	909,937	701,142
Carpets, Brussels and tapestry . . . . .	176,723	145,265
Woolens, clothing . . . . .	400,581	513,580
" cloths, worsteds, coatings . . . . .	1,066,209	940,492
" dress goods . . . . .	1,300,639	1,164,547
" knitted goods . . . . .	170,377	163,250
" shawls . . . . .	46,042	33,350
" yarns . . . . .	80,144	69,669
" other manufactures . . . . .	110,064	168,722
	\$6,019,207	\$6,220,525

There are some increases, of course. Dyed cottons have increased, and this item may cover a certain amount of slaughtering in American prints which came into this market during the summer. The imports of lace collars, nettings, etc., which have been and continue so fashionable this season, show an increase. Woolen clothing is also responsible for a small increase. But the other items are in the line of diminished buying. Even dress goods, in which so satisfactory a trade is reported on all sides this season, have fallen off.

Of the total import and export trade of Canada during the four months in question nothing but expansion is to be recorded. The exports are \$47,933,898 in 1896, compared with \$45,760,049 in 1895, an increase of over \$2,000,000 this year, covering principally farmers' produce—which is satisfactory to the business houses generally.

## CURRENT NOTES.

WHEN Wanamaker purchased the Hilton, Hughes & Co. estate in New York some people thought there would be a big slaughter of the stock. But there wasn't. Mr. Wanamaker knows too well not to overdo cheapness. Part of the stock was quietly removed to his Philadelphia store and there worked off without demoralizing the New York retail trade.

\* \* \*

Most merchants will feel that it is well to hold the tariff enquiry in public. There ought to be no wire-pulling in secret over tariffs. The Ministers can discuss and make up their minds in private. That is enough of the secrecy element in the matter.

\* \* \*

Will there be a new American tariff bill this month at Washington? That is the question everyone is asking. There is a big deficit in the revenue which must be met. Last session of Congress what was called the Dingley Bill to lay on more taxes was proposed. It suggested a duty on raw wool equal to 60 per cent. of the McKinley wool tariff; an increase in the present duties on manufactured woolens to 60 per cent. of the specific duties of the McKinley tariff; and an all round increase of 15 per cent. on other articles now dutiable. This, it was estimated, would give the required revenue. Mr. Dingley does not, since the election last month, favor the revival of this bill. It was only to be in force till August, 1898.

\* \* \*

In golf and bicycle hose the experience in the States this past season favors medium-priced and fine goods. The low grades have not repaid the retailers, and for spring they will, it is believed, handle the better lines.

\* \* \*

The telegrams which passed between the successful and defeated candidates in the recent Presidential election call to mind an incident of a few years ago. In an election it happened that the defeated candidate had been the incumbent of the office the previous period. His telegram of congratulation to his successful rival read thus: "When shall I send you my shoes?"

## THE AUCTION NUISANCE.

THE auction nuisance seems not to be affected by dull times. At the auction rooms in our larger cities are sold rugs and portieres at prices with which the regular dealer cannot compete. And the reason is plain. The dealer pays high rent, a big gas bill, taxes and other city rates. In the case of goods sold by auction, the consignor pays nothing but the auctioneer's fee. This, of course, pays its share of city taxes through the auctioneer's license, but the vast difference between this and the regular rates is obvious.

Besides, these goods are sent direct from the manufacturer to the auction room. This being the case, the auction room prices are so low that they must, and do, hurt the ordinary retail prices. This way of selling goods is all right, for instance, in the case of Canadian apples shipped to England. But it must be remembered that in that case the whole lot is sold to one man, and is not disposed of in retail lots. What a howl from the retail fruit men there would be in England if each man, woman and child could go

to the dock and buy a barrel of apples at the jobbing price, or thereabouts!

Nor could this system be denounced in articles which were not handled by retail men. It would be no injury to the trade.

It is a great pity if our law does not afford some protection to our merchants in this respect. Surely these men should pay their share of the city taxes to maintain institutions from which they derive so much benefit. As yet nothing has been done. It is a question if anything can be done. Conversation with the dealers shows that the trade feel the results very much. All would be pleased to have it stopped, but have not been able as yet to devise any scheme to put an end to this inroad on legitimate trade.

## TASTE FOR BETTER FURNISHINGS.

IN no department of dry goods has a more marked development taken place during the last twenty years than in men's furnishings.

People are more particular about their dress than they were. The working people are neat and dressy where formerly they cared little about personal adornment. They wear a necktie where once none could be seen. Their Sunday costume is as good as need be.

The rural population is also far more particular in dress than once was the custom. A man does not drive into town looking like a backwoodsman. He looks "fit to be seen," even if he is only going to the blacksmith at the "Corners," or to the village after the mail.

Men's furnishings, therefore, are a promising branch of trade, and as they appeal so largely to the luxurious side of man's nature they afford a good opening for a profit. The item of underwear, for example, indicates how taste has gradually come to favor a superior grade of comfort, and money is spent on the inner clothing which ten years ago, even, would have been thought reckless extravagance.

But it is not extravagance. It is because men make their living under conditions more trying to the nervous system than their forefathers, and they need comforts in dress which would have been deemed effeminate long ago.

## SOMETHING SPECIAL.

We have received word from the Dominion Suspender Co., of Niagara Falls, that they have already in hand an advertisement for our Spring Trade Edition that will eclipse anything ever published in THE REVIEW. All we have to say is, that they will require to hump themselves to do this. At the same time we believe they are quite capable of doing all they claim if their past record is referred to.

## A HINT IN SMALLWARES.

The secret of success in business is good buying. In these days of competition the knowledge of the best market for purchasing trade commodities is of paramount importance. Many a merchant, lacking this knowledge, is content to go on in the good old way, paying long prices, and buying the same lines from year to year, without looking about to see what is new. This is especially applicable to smallwares and dressmakers' supplies. In these departments, James Johnston & Co., Montreal, claim to be second to none in the Dominion, and up to date.

## TARIFF ENQUIRY—WHAT IT BODES.

THE Ministers of the Crown are now on their hunt for tariff information. They have visited Hamilton, Toronto and various other places, and heard evidence mostly in public. Some surprise has been expressed that the deputations, which waited on the Ministers, all represented, in some way or other, a manufacturing industry. This is not so very strange. The duties now in force are admittedly for the express purpose of fostering home industries, and where capital is invested the greatest anxiety is naturally felt to know what changes the Government contemplates.

There are two theories at present floating about as to what the Ministers will do. One is that the revision will be radical. "I think," said a Liberal to THE REVIEW, "that the Government is bound to carry out the promises made in public speeches prior to the election, and frame a revenue tariff. You hear people talk about present expenditures being too heavy to allow of much reduction. But they forget our party are pledged to cut down that expenditure. Look at Mr. Mulock, who has begun to economise in his Department without impairing the efficiency of the mail services. That is what we look for all round. For years we have been talking revenue tariff. Are we simply to put on the Tory clothes, and abjure the principles contended



"A Slow Player."—No. 1.

for in past years? That would be most disappointing to many of us. We look for a reduction of the annual expenditures sufficient to allow for a cut in tariff rates." This gentleman, it is fair to say, is a lawyer, not a business man, and THE REVIEW cannot find, on enquiry, that his opinions are those of any considerable section of the commercial community.

By far the most general opinion is that the revision will be moderate. The Ministers, we are told, have taken counsel in private, as well as in public. In all cases they have refrained from giving any hint of their ultimate intentions. Their bearing has, however, reassured those who feared that the Government approached the enquiry in a mood antagonistic to the industries of the country. Said one manufacturer to THE REVIEW: "I found the Ministers courteous, and anxious to hear rather than to talk. Sir Richard Cartwright, whom I had not previously met personally (though I had heard of him), was as satisfactory to deal with as the others. Of course, I cannot tell what they will do; but surely, with the facts before them, they can hardly smash the tariff in a reckless way. You know I am a protectionist, but there are certain changes which even a protectionist could suggest in our present system. If the Ministers can solve the difficult problem of raw material and apportion fairly the amount of protection to be

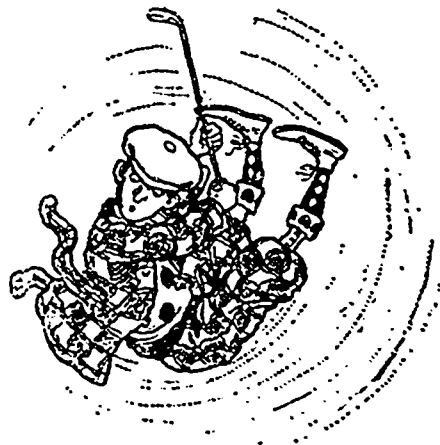
\* These illustrations have no bearing on the article in which they are embodied; nor does it mean that the Ministers won't hit the mark.

given to one man whose finished product is the raw material of another, they will have achieved a great task."

The importers, as a body, are not clamoring for much of a cut in tariff rates. They are naturally demanding reductions in their own interests, but not to a very marked degree. Perhaps the most extreme on this point are Mr. Chouinard, of Quebec, whose views have appeared in a long communication to THE TORONTO GLOBE, and Mr. Caldecott, of Toronto, who has long been known as an ardent free-trader. Mr. Caldecott gives his opinions to THE DRY GOODS REVIEW as follows:

"I am speaking now purely from the business standpoint and not on the question of whether protection, revenue tariff, or free trade is most beneficial to Canada. I have read Mr. Chouinard's views on tariff changes and approve his division of the various classes of dry goods imports into: cottons, woolens, jutes and linens, silks, notions and haberdashery, carpets, knitted goods, hats and caps, clothing. This is a natural classification for purposes of duty, and if it were carefully carried out it would do much to ameliorate the collection of duties in small ports of entry, as being clear and understandable.

"I agree that the duty on grey cottons should be 20 per cent. at the outside; if made 15 per cent. there would be a possibility of some grades of goods coming in, thus yielding revenue. A reduction on white cottons from 25 to 20 per cent. I also think reasonable, but the latter should be the maximum rate, and undoubtedly, if it were made 15 per cent., a number of goods now excluded could come in. A duty of 25 per cent. on dyed, printed and colored cottons should be the maximum rate. The fact that sales of Canadian cotton are made in China, and that mills are run for that trade, where they have to compete against the world, shows that a 15 per cent rate would be ample even for protective purposes.



No. 2.

That cut on flannel-cities, to which THE DRY GOODS REVIEW has referred, was an unfortunate move for the Canadian merchant, and resulted, not only in selling these at about cost price, but also in reducing the relative value of similar goods and turning trade into unprofitable channels, the motive, apparently, being to prevent another mill from doing business in these goods. It was universally condemned by the whole trade, from Halifax to Vancouver.

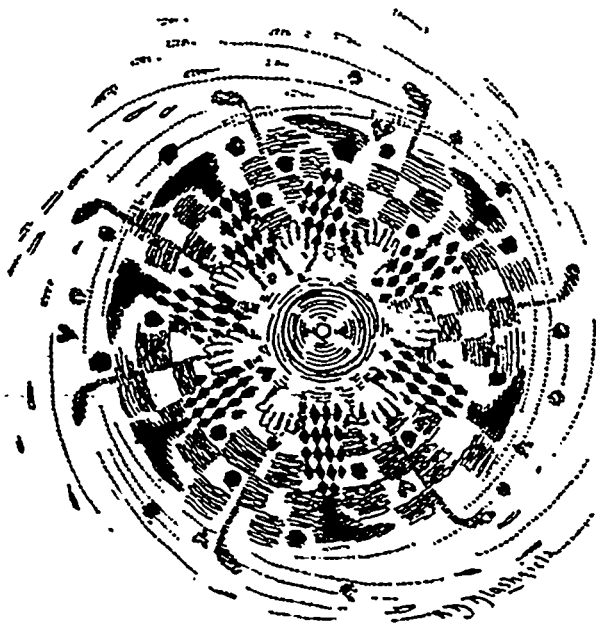
"As to woolens, I agree with the view that the specific duty should be abandoned and a maximum rate of 25 per cent. levied. A higher duty might prevent revenue. A 25 per cent. rate would prevent blankets and all coarse grades coming in, and if at present some manufacturers find business unprofitable, internal com-

petition, not want of protection, is the cause. As to meltons, I believe that whether 18 inch or 54 inch, they should be subject to one duty, not over 25 per cent.

"There are few linen and jute goods made in Canada at present. Linen bags are made up here, and Hessian comes in free to the manufacturer. It would be wise to cancel all such, and give the maker no privileges over the ordinary purchaser, as it leads to a species of fraud. This applies to all goods entered free for manufacturers only. If free, the goods should be free to all. The same duties should apply to linen and jutes, as they are hard to distinguish.

"The duty on silks need not be over 30 per cent. As to trimmings, millinery men complain that the classification is unsatisfactory. The duties should be uniform. They are not made here, and the duty may be 30 or 35 per cent. as the revenue may require. The specific duty might come off hosiery and a uniform rate of 30 per cent. put on. If this were reduced to 20 per cent. a large quantity of low-class goods now excluded would come in and form a revenue basis. The present specific duty is severe on all low-grade goods. The present duty on collars, cuffs and shirts should be 30 per cent. Owing to intense competition shirts of all kinds are sold at a low point. The duty on umbrellas and parasols is excessive, and 25 per cent. would admit some now excluded and add to the revenue.

"The Tariff Commissioners should aim to have a clear division of all classes of goods made, one so plain that collectors at small ports who are deficient in experience would know how to pass entries intelligently. I regard the number of ports of entry as excessively large and unnecessary. This leads to immense expenditure of money altogether inadequate to the returns. The present Government should close the small ports, especially those not paying the running expenses. The importer favors a revenue tariff



No. 3

rather than protection, and I believe it would, in their judgment, be to the interest of both importer and consumer."

The above, coming from an advanced free-trader, may be con-

sidered the extreme view of that school of thought. The Ministers will hardly deem it expedient to take extreme free-trade ground, any more than extreme protection. If wise, they will take a middle course, giving invested capital its proper appreciation. No policy that will shut down the mills will be acceptable. And when we find free-trade importers who are willing to stand duties varying from 20 to 35 per cent., according to the class of goods, it may fairly be inferred that adequate protection to established industries, which ought naturally to exist in Canada, will not be resented.

#### FULL-PAGE ADVERTISEMENTS.

By NATH'L C. FOWLER, JR.

The good of all good is in the good way of handling it. A good thing, badly presented, may be as poor as a bad thing well presented.

Too little office room is extravagant economy.

Too much office room is wasteful extravagance.

Enough is plenty.

A large business, and a large office, generally go together.

A hundred-dollar man does not often wear a ten-dollar overcoat.

In the equilibrium of the parts of the business is the success of the whole of it.

The successful house has enough room, enough clerks, and enough of everything.

By your surroundings so will you be commercially judged.

Extravagance and economy, like the extremes of heat and cold, act the same.

There are several reasons in favor of full-page advertisements in trade papers.

To logically and practically present them, allow me to give them, number by number:

First—The full-page advertisement stands for progress.

Second—The full-page advertisement represents success.

Third—The full-page advertisement must be seen.

Fourth—The full-page advertisement is exclusive—nobody else occupies the space with you.

Fifth—The full-page advertisement gives you individual identity; you stand by yourself on your own ground.

Sixth—The full-page advertisement may not be a guarantee of respectability, but few, except the most reliable of houses, use full pages.

Seventh—The full-page advertisement admits of the boldest typographical display.

Eighth—The full-page advertisement allows ample room for comprehensive illustration.

Ninth—More than four times as many people see and read the full-page advertisement than see and read the quarter-page advertisement, and the full page does not generally cost quite as much as four times the cost of the quarter page.

The traveling salesman should never be obliged to initiate the buyer, for the first time, with the name of the house he represents.

The full-page advertiser knows that the name, and the business he does, are familiar to every possible buyer.

The advertiser of smaller space generally finds that his advertisement pays him, and if he finds it to be so, there is no reason why his reason should not furnish reason to make the good thing that paid him well, pay him better.

There are exceptions, for no invariable rule ever existed, but no man of sense dares risk his dollars in following the law of exception, when the rule of average leads on to success.

So long as 99 per cent. of the most progressive and successful houses use full pages, have used full pages, and always expect to use full pages, the argument in favor of full pages lifts itself from out of the sea of doubt, on to the rock of successful safety.

## WINDOW DRESSING.

MAKE YOUR OWN INK FOR TICKET WRITING.

THE following recipe is said to make a remarkably good quality of ink for ticket writing. "Take four ounces of white wax and one ounce and a half of white soap. Melt, and when well amalgamated add of lampblack half an ounce. Mix well, heat strongly and add of shellac one ounce. Again heat it, mix it well, cool and bottle for use. You will find that with this ink lines may be drawn from the finest to the fullest without danger of its spreading."—School of Window Dressing.

## THE ILLUSTRATIONS.

We republish in this issue two men's furnishings windows which have won prizes, and which are a good indication of what taste and a good stock can accomplish. No line in the dry goods trade offers a better opportunity for an attractive window trim than men's furnishings. Lady purchasers do not, as a rule, stop much at such windows, though some do. But men appreciate them, and it is their trade you are looking for.

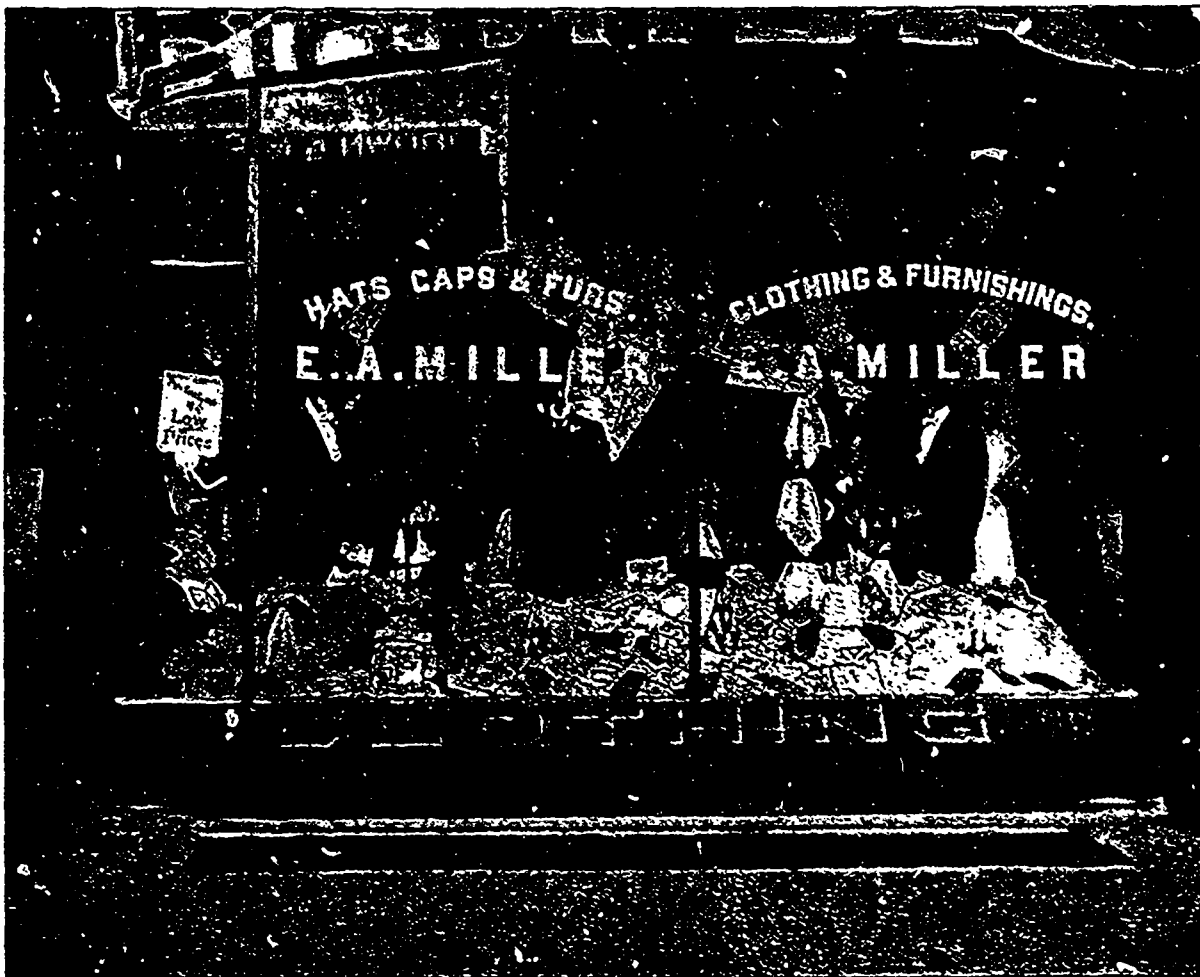
Window No. 1 is dressed with great skill and elaboration. The ordinary window might not require quite as much de-

tail. Yet it is well to aim at the best. The background here is of light green cheese cloth, pleated neatly from top to bottom. In the centre of the window at the back a large star is formed, pleated over with pink cheese cloth bordered with yellow. Shirts, ties, cuff buttons, etc., are fixed to the star, which is made to revolve. On each side of the star a bracket is fixed, on which are placed pants forms; the remainder of the background is filled with white shirts, with a coat form at each side of the star. A sloping platform from the front to the back of the window is built and covered with pink cheese cloth. Two small platforms are fixed on this sloping platform, one at each side of the window, and on them are placed brass stands trimmed with gloves and silk handkerchiefs. Behind this are three forms, on which are displayed frock coats

and dress suits. The raised platform is trimmed with men's furnishings, as may be seen in the illustration. The star may be kept moving with a small water or electric motor.

Window No. 2 (on page 14) is a Christmas display. It is well worked out and is hard to reproduce in a photograph. The bottom is a snowy ground made of batting and flake. A small mirror represents a pond frozen over. The background is of evergreens with "snow" piled about them in mounds. The cabin is an early settler's house. Santa Claus has his sleigh loaded and is descending the chimney. The top is made of sky cambric, with gold spangles as stars, and the moon's crescent, lit up with electric light above and through the cambric, lends a realistic effect. The snake fence completes the illusion. This window, dressed in Mr. Bollert's store at Guelph, created great interest in that city when displayed.

Window No. 3 (page 16) is so well brought out in the photo-



No. 1 Specimen Window, Men's Furnishings.

graph that no detailed description is necessary. It shows all the requisites in men's goods. Observe the tickets.

## GET READY FOR CHRISTMAS.

The opening of December should find the preparations for Christmas well in hand. A whole month is not too much for the elaborate work which should mark the season. The holiday exhibit is the crowning glory of the entire year and is worthy of the most particular attention. The time is in fact a carnival for children; to please them must be the aim, and in attracting their youthful applause the attention of their elders will be secured, for men are but grown-up children. At Christmas time all hearts become youthful again.—Chicago Apparel Gazette.

# FOR XMAS AND HOLIDAY TRADE

Ladies' Embroidered Jap Handkerchiefs.  
 Embroidered Lisse Handkerchiefs.  
 Hemstitched Jap Handkerchiefs.  
 22-inch Shanghai Cord Handkerchiefs.  
 All-Linen Handkerchiefs.  
 From 19c. to \$3 in Plain and Fancy Handkerchiefs.  
 Ladies' Silk Fronts. Ombre Silk Scarfs.  
 Chene Silk Scarfs.

All lines of Heavy Fall and Winter Underwear, Hosiery and Gloves, also Clouds, Hoods, Tams, Infantees, Bootees, that are in stock after December 1st, will be sold at clearing prices.

**WE ARE HEADQUARTERS** For Black and Fancy Dress Goods, in all the leading Fashionable Styles.

**BROPHY, CAINS & CO.** 196 McGill Street MONTREAL

How we  
**GIVE LIFE**  
 To your  
**DEAD STOCK**

## The Economy of Waste

It is what is saved that is making wealth to-day. Science has revolutionized manufacturing. The most unlikely refuse is now turned to some useful purpose.

### One Way Business Men Can Save the Waste

Have business men fully caught on to this spirit of saving the waste? On the shelves of every merchant, probably, are hundreds of yards of goods that possess little real value, except as they go to swell the stock list at the end of the year. They're off color; some are faded; others are colors out of fashion—none, as they are, are worth the money which they represent in the yearly inventory.

There need be no loss on any of these goods if the merchant will but give ear to our story. As dyers, understanding this business as a science, we can take the most unlikely piece of cloth, dress stuff, braids, feathers and plumes out of your shelves, and make them clean, bright, new-like, fashionable, and, therefore, salable.

The cost of this change in the scene is not much. Send for price list. Write us. Act at once, which is better, and ship your goods to the works direct.

# R. PARKER & CO.

Dyers and Finishers

Telephones:  
 3437, 3610, 3143  
 and 1004

Works and Head Office:  
 787 to 791 Yonge Street

 TORONTO



## BATH ROBES.

Bath or house robes are items of a furnishing goods stock which are bulky and difficult to display; they are articles of luxury which will seldom sell unless they are shown. Usually they are either placed on the floor of the window, heaped up carelessly, or else hung up as one would put them away in a closet. An improved way of exhibiting them is to lay the garment over a rod with the neck hanging downwards, the girdle is then loosely tied and the sleeves fastened under in a festoon shape. This does away with the awkwardness referred to and even makes a desirable unit should a solid window be wanted.—Apparel Gazette.

## SOME HOLIDAY HINTS.

Holiday displays might be subdivided into two classes—the spectacular show, with complicated mechanical devices, and the fixed trim that may either exhibit holiday goods or some fancy subject. So many stores now use incandescent lamps that the introduction of special lighting and other features which require the use of power has been greatly simplified.

One small motor drawing its power from the electric wires in the store is frequently sufficient to keep half a dozen revolving stands, wheels or other pieces in motion. Anything which involves the use of power involves constant attention and care, and the window dresser must watch the machine carefully to see that it doesn't break down when most needed.

If possible, the arrangement of the lights, where not already perfected, should be given considerable attention. There is no better time than the Christmas display season to have this troublesome matter permanently disposed of.

We suggest that a window decorator could not find a better way to arrange his lights than to observe the rule followed on the stage of all theatres. Let there be lights at the top reflected down and lights from below reflected up, the source of light being concealed from the onlooker, and the arrangement will then be right.

In arranging fixed holiday displays a few unique features, if carefully planned and carried out, cannot but help to make the shows more than ordinarily successful. For instance, have made a lot of artificial sunflowers, stalk and all. But instead of the large black centre occupied by the seeds in the plant fasten a pretty little doll's head and raise the side petals by invisible wires so that the head is apparently growing out of the flower. If well done this is an extremely fetching conceit. The sunflowers can be used as

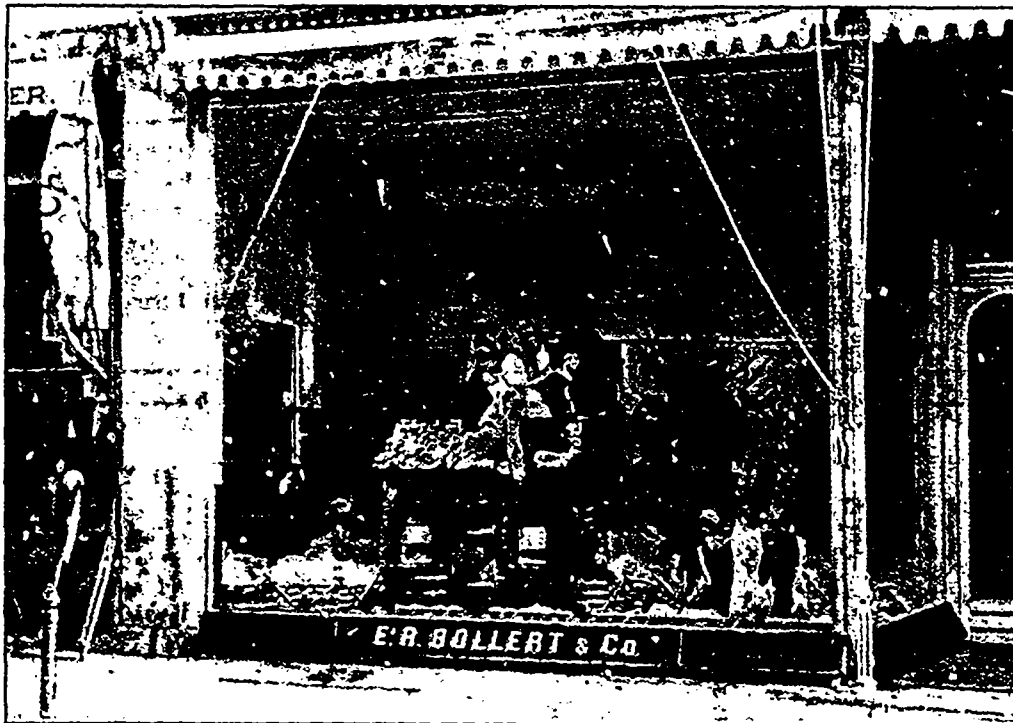
lavishly as is necessary on the floor and sides of the window. Combining them with a yellow background adds greatly to the effect. Of course, these sunflowers are only part of the accessories to make the window look well. Other things must also be put in.

Solid displays of cheap toys arranged on straight shelves in the window are not to be encouraged. The arrangement of goods in this fashion presents a curious jumble to the eye. If toys are to be shown don't crowd the window. At this point it might be well to add a word of caution. If you use electric appliances of any kind be mindful of the danger. More than one costly fire has originated in carelessly arranged Christmas displays which were not protected from the lamps.—Economist.

## KID GLOVES.

**B**USINESS in this line continues fairly satisfactory, though the volume is, to a marked extent, less than at last year's corresponding dates. This may be partly accounted for by the fact that owing to a very early advent of summer, '96, and an almost entire absence of spring weather,

the sale of kid gloves at that time was much influenced, and sales stopped short before stocks were anything like broken. This has led to careful buying for fall, and many dealers are making efforts to clear out surplus stocks, which, even at large discounts, is a difficult matter in this up-to-date age, if colors and styles are unseasonable. Unfortunately, one or two importers have assist-



No. 1. Specimen Christmas Window, with Design.

ed in lowering prices by some cheap importations which appear attractive, but are not anything like first-class. However, this sort of thing can only be temporary and a general return to reliable standard qualities is hoped for.

One of the chief kid glove firms here with whom we have talked claims to have had a fairly good spring, '97, placing, but largely confined to reliable French goods, fancy effects in the same, and better grades of German lamb. The lower qualities of glace and suede were little noticed.

Colors for spring are running rather lighter in tans, while white and straw, and a few pearls, with black trimming and large oxydized lock fasteners, are the leading favorites. These styles are being sought after for present use, but are not likely to be obtained by those who failed to anticipate the demand.

This is an age of effect, and, unfortunately for the glove itself, fit is a secondary consideration. But it seems necessary to consider the details of every line more than ever in order to meet the ideas of an exacting custom.

Christmas trade will likely find many dealers short of attractive goods. Jobbers are very low in anything but staples, and not over-stocked in them.

**JOHN MACDONALD AND CO.**

**I**N woolens John Macdonald & Co. are completely assorted in winter cloths such as beavers, naps, suitings, imported and Canadian tweeds. For spring they are showing a large range of goods in new spring patterns.

They are the Toronto selling agents for the famous Belwarp serges and coatings. These goods are popular with the public, being guaranteed sun-proof and sea-proof.

For spring a fine range of tweed suitings, 3 and 6-4 goods, are being shown; extra value in black and blue worsteds, venetians, clay twills, corkscrews and other fancy weaves.

In tailors' trimmings a large range of Italian cloths, French silesias and twills, haircloth, squares, buttons, twists, canvas, etc., is in stock. Also a range of corduroys and fancy vestings in wool and cashmeres.

**SOME FEATURES IN MEN'S GOODS.**

Among the lines for men's furnishings shown by Wyld, Grasset & Darling are cashmere half-hose, the Niantic being asked for, seamless feet, and in fine and medium weight. Umbrellas of medium grade are asked for with steel rods, though better lines with small wooden rods are in favor. Crooked handles are quite popular. Some choice goods for Christmas trade with leather covers are now in. Silk handkerchiefs, in plain and twilled, hemstitched, also white brocade, sell well. Colored brocades are likewise doing well.

**THE D. MCCALL CO., LTD.**

The dissolution of the wholesale millinery firm of D. McCall & Co., as intimated in our last issue, has eventuated. The trade will, no doubt, be pleased to learn that Mr. McCall will, in future, be identified with a joint-stock company, which will carry on the wholesale millinery business under the style of The D. McCall Co.,

Ltd., a charter for which has been granted. They intend doing a more extensive trade than heretofore, and have made their preparations for the spring accordingly.

**"PEDRO."**

This is the name of a special line of mixed cotton half-hose made specially and only for W. R. Brock & Co. They are put up in 10-dozen bundles and can be bought to retail at a popular selling price. Brock's also have a large line of men's half-hose, all prices, all kinds, all sizes, including their "Dominion Renowned," "Acme" black cashmere, to retail at 25c.

**JUST OUT.**

By the ss. Mongolian, Brophy, Cains & Co. have received a few thousand dozen of ladies' silk scarfs, fancy silk fronts, handkerchief sachets, lisse, ombre and Japanese handkerchiefs.

**GOOD WORK SELLS WELL.**

M. L. & H. Schloman are turning out a good line of ladies' cuffs and collars. They say that they employ the best of workmen, and that these lines are fully up to their blouses, which they report as selling rapidly.

**CURTAINS.**

The Gault Bros. Co., Ltd. have just received a very choice lot of the newest and best designs produced in Swiss curtains and window nets, in Irish point, tambour, Brussels, etc.

**SLEEVE LININGS.**

Finley, Smith & Co. are showing some nice ranges of sleeve linings. They have secured control for Canada of several of the patterns.

# New Goods for SPRING, 1897

SPRING SAMPLES are  
now being shown in these  
goods.....

**Prints** .... In PRINTS we have a magnificent range in the latest colorings and designs.

**Ladies' Blouses** .... BLOUSES. Splendid assortment. All new styles.

**Regatta Shirts** .... GENTS' REGATTA AND NEGLIGE SHIRTS.

**Neglige Shirts** ... Most attractive and salable goods.

Our Present Stock is in good shape for sorting. Orders sent us by mail receive our most careful attention. Enquiries promptly and cheerfully answered.

**KNOX, MORGAN & CO. - HAMILTON**

## TRADE NOTES.

**T**HE newest styles in ladies' gloves are of a heavy kid or chevette make, with two fasteners, which is equal to a three-button length. They are pique sewn or outseam sewn. They are a particularly chic glove, mostly in buttercup shades or light tans and whites, with black points. The reindeer glove for ladies' wear is also very popular. The leather is a species of buckskin and very soft and velvety. Unfortunately, they are a little expensive, but very durable, and perhaps the cheapest in the end.

There are indications that silk plush, once so fashionable, may find favor again.

Velvets and velveteens continue in style this season and are having a good run.

At a meeting of the Dry Goods Section of the Montreal Board of Trade Mr. B. Tooke, of Tooke Bros., was admitted to membership.

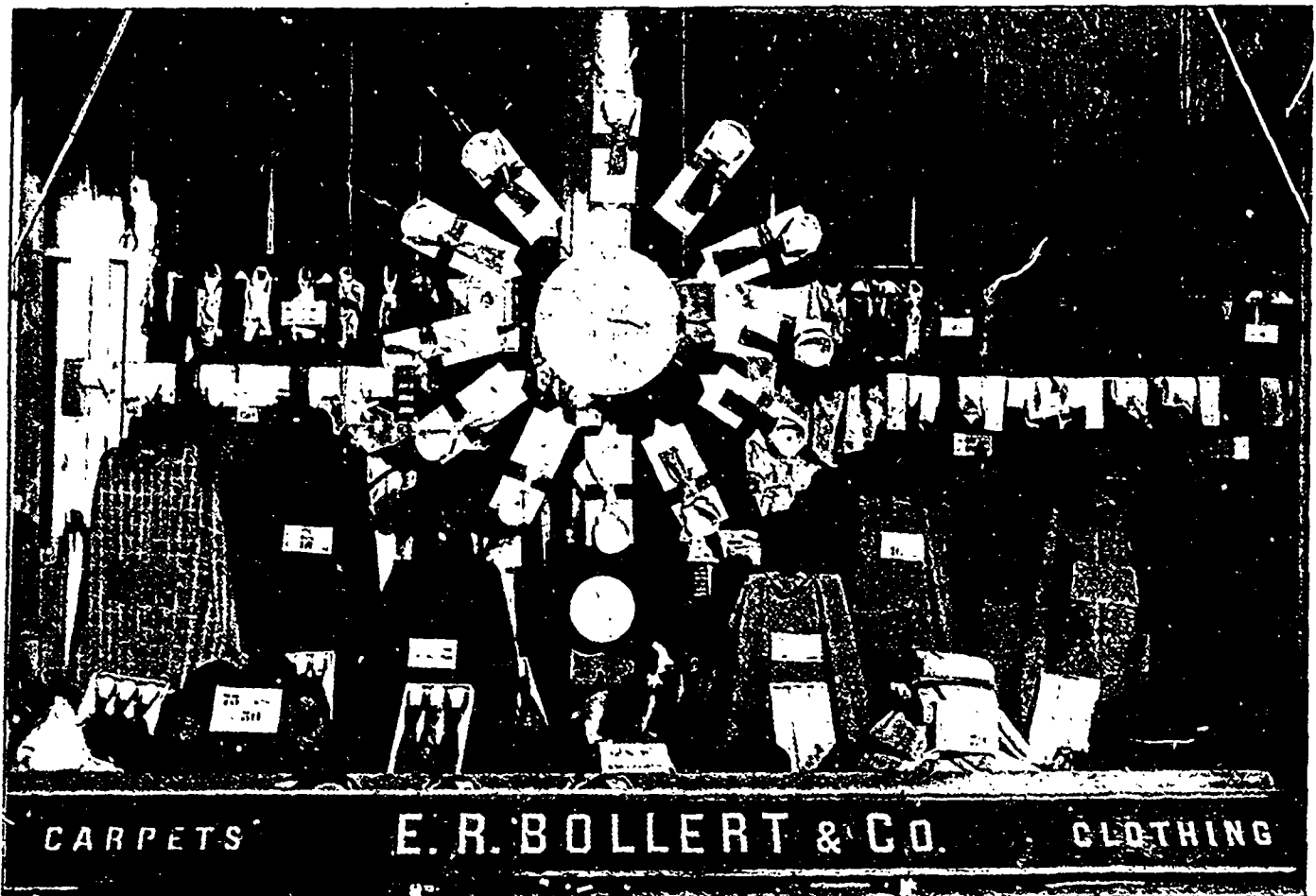
While in London he will attend the annual auction sale of the Hudson Bay Co., which will be held some time in December.

The Montreal Cotton Mills expect to have a line of 54-inch Italians on the market in the course of a few weeks.

Mr. Robert McLaren, of McLaren & Co., St. Catharines, lately visited the New York markets. He contemplates adding furniture and crockery to his already well-equipped establishment.

We were shown a new idea in the shape of a business or ordinary day shirt. It was made with a short bosom, and the advantage is that it does not bulge or break, and is highly recommended for general comfort.

Mr. F. W. Watterson has just completed his annual tour of Canada, and reports business very fair. He represents Messrs. Bill & Caldwell, New York, whose make of felt hats and straws are well known in Canada.



No. 3 Specimen Window, Men's Furnishings.

The tariff commission was discussed informally. Another meeting will be held to make final arrangements for meeting the commissioners.

Henry J. Joseph, of the Montreal Silk Mills, who lately returned from Europe, was in Toronto last week.

L. E. Chamberlain, of Sherbrooke, has dissolved partnership and will commence the New Year with the "Bon Ton" Warehouse, Sherbrooke.

This is the season for underwear. If you want perfect fitting underwear try the Alpine make, sold by James Johnston & Co., in all sizes, for ladies and children.

Mr. J. H. Sherard, manager of the Alaska Feather and Down Co., sailed on the Canada on her last trip for the Old Country.

## WHITE DUCK GOODS BOOMING.

Mr. Robert C. Wilkins reports increased sales for his specialties in white duck goods, such as white coats for barbers, bar-tenders, waiters, etc. In his eight-ounce white duck pants he claims to have driven the foreign makers out of the market.

## SHIRTS FOR SPRING TRADE.

"Wobblers," "Extra Special," "W.R.S.," "Warrior," "D.R.C." These are the names of five leading lines of W. R. Brock & Co.'s white shirts, which are now in the hands of their travelers for spring. They assert that there is nothing to equal them for value and all testing qualities. Keen buyers miss their opportunity if they do not purchase all of these lines.



# THE POWER TO ATTRACT

and hold the attention of solid parties---keeping them interested in what you have to say---is the chief feature of an advertising medium.

## THE DRY GOODS REVIEW

has no rival in this field---peerless in every feature of attraction---commands and holds the attention of representative men---courted and sought after by the best.

**Your** advertisement in its pages presents your name to the leading and best buyers in Canada. It is

## THE BLUE BOOK

of the aristocracy of Canadian buyers and has the entree to the inner sanctum, where ninety-five per cent. of the buying in your line is done. Think, then, what an advertisement in the Spring Trade Edition means. The trade must and will buy after January 1st, and it is the goods brought to their attention that they are most likely to buy. We await your pleasure.



**FAST LINE—MR. GARNEAU'S OPINION.**

**H**ON. P. GARNEAU, of Quebec, has written to the Premier a practical letter on the fast steamship question. There has been so much humbug talked by politicians about this question in recent years that it is refreshing to read the views of a business man who speaks from the commercial standpoint.

The key-note of Mr. Garneau's view is struck in this sentence :

"In the first place, I am, as stated, in favor of steamers of at least 20-knots speed, so that Canada may avail herself of the great benefit of her geographical position, which gives her the advantage of a day's voyage (500 miles) less than New York. It would, in my opinion, be foolish to lose this very great advantage by using slower boats."

The sense of this is evident. It is the basis of the whole scheme. What on earth would be the use of Canada's pretending to talk "fast" line, if, as some people want, she went in for a "slow" line?

Now, as to the cost. Mr. Garneau feels, as we all feel, that a yearly subsidy of \$750,000 is a large item. But he points out that a fast Atlantic line is a necessary link in the chain of swift communication already established by Canada on the Pacific to Japan, China and Australia. Without the Atlantic service we cannot fully utilize the money spent on the other services. This is only common sense. Besides, the British Government will give a large subsidy itself to the Atlantic line, which, however, to obtain this, must be up in speed and equipment of vessels to the British requirements. As we don't pay any naval tax for the protection of our Atlantic and Pacific coasts by the Imperial fleets, the subsidy of \$750,000 is no more than a just discharge of this claim, while in addition we derive solid business advantages from having fast vessels.

Mr. Garneau, as a Quebec man, puts in a special plea for that city. Yet, it seems to us, he is very reasonable in his demands, not absolutely insisting on Quebec as the final terminal port, but stating the following requirement as an absolute necessity :

"I do think, however, that in the interest of the country the Government should insist that in consideration for this immense subsidy the steamers should be ready to sail from Quebec punctually at the hour fixed, so that business men may depend upon their letters reaching Liverpool or London with equal punctuality to, as well as shorter time than, those by the New York lines. This is not the case under present arrangements, as steamers are often delayed by fogs or tides between Montreal and Quebec, and to-day the bulk of European mail matter, even from Quebec, is sent via New York."

He also asks, fairly enough, that Quebec be not discriminated against either as to passenger or freight rates, and concludes in these words :

"I do not approve of the 17-knot service, though I quite appreciate the objection that Mr. Dobell raises to the small cargo space available in 20-knot boats. Perhaps it might be worth while for the Government to consider an alternative plan, to meet this objection, by putting on a ten-years' contract only two of the steamers, say like the Lucania and Campania, of 20 or 21, instead of 20 knots. And let the other two, say for five years, be 18-knot steamers of very large carrying capacity (I understand the North German Lloyds have just launched a steamer to carry 20,000 tons of freight.) This would probably be much cheaper to the Government than four 20-knot boats, and it would help the freight business and the export trade of the country. In this way two of the boats would be a day faster than the New York line, and the other two a few hours faster."

This is all practical, and contemplates speedy action of some kind, which is what the country desires on this or any other big question. Since the death of Sir John Macdonald, in 1891, Canada seems to have suffered from a sort of paralysis on all large issues. The politicians have been fumbling with nearly every large prob-

lem that came up. The new Government has a chance to show what it can do, and if it takes the advice of sensible business men like Mr. Garneau it will be wise.

**STRENGTH IN WOOLENS.**

Reports from the English markets indicate that there is likely to be an advance in woollens. Mr. Fisher, of John Fisher, Son & Co., says that advices from Huddersfield say that wool has gone up in price 1 farthing to 1d. per lb., according to quality. He says the expectations are that prices will experience a slight and gradual increase. The advance in the raw material of course means an advance also in the made-up goods. The advance will be felt more in worsted cloths than in woolen tweeds. As soon as the new year is entered on there is likely to be a more decided advance.

There has just been recorded an advance of 7½ per cent. due to strong demand in Europe and America.

**JUST THE THING FOR BIOCYLISTS**

Gault Bros. Co. are showing a cashmere untearable bicycle cloth suitable both for men and women. They are so confident regarding its quality that they invite the trade to see if they can tear it, when they see their travelers' samples.

**FANCY SILKS.**

In order to make room for new importations, Brophy, Cains & Co. are clearing the balance of their present stock of fancy silks.

**A CHEAP BLOUSE.**

W. R. Brock & Co. have just completed a line of blouses, which for cheapness is a surprise. It is of Japanese fibre crepe, tastefully made in light patterns, and could retail for 30c. or so.

**FEATURES JUST NOW.**

Embroidered Swiss handkerchiefs and colored border hemstitched are features at Wyld, Grasett & Darling's. Valenciennes laces, all widths, were opened December 1.

**A DRIVE IN SERGES.**

Lonsdale, Reid & Co. are offering a special drive for spring in 6-4 serges and venetians.

**NEW GOODS FOR HOLIDAY TRADE.**

S. Greenshields, Son & Co. report a full assortment of lace curtains and curtain nets in Nottingham, Scotch and Swiss goods; also chenille and tapestry curtains, cretonnes, art muslins and tapestry goods by the yard. Assortment now complete.

**JOBS IN MILLINERY.**

D. McCall & Co. are offering jobs in all lines. They report that the trade generally are taking advantage of the great snaps.

**CLEARING MANTLINGS, ETC.**

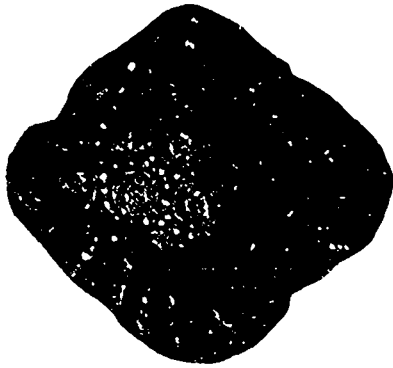
After December 1, Brophy, Cains & Co. will offer at clearing prices all lines, then in stock, of winter mantlings, jacketings and ulsterings.

**HOLIDAY GOODS.**

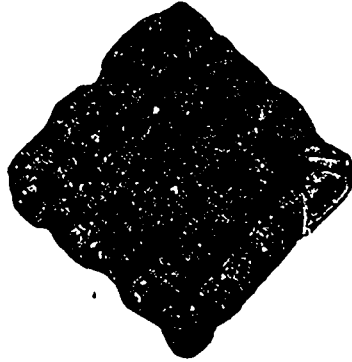
James Johnston & Co. have in stock full lines of the under-mentioned goods for the holiday trade, comprising: White Swiss embroidered handkerchiefs, fancy silk handkerchiefs, embroidered silk handkerchiefs; also white and cream brocades, fancy cashmere and silk mufflers, nice assortment of men's silk knot scarfs and derbys; also fine assortment of golf jerseys, Alexandra jackets, clouds, children's wool caps and hoods, tuques and sashes to match; also children's, ladies' and gents' wool mittens.

# Holiday

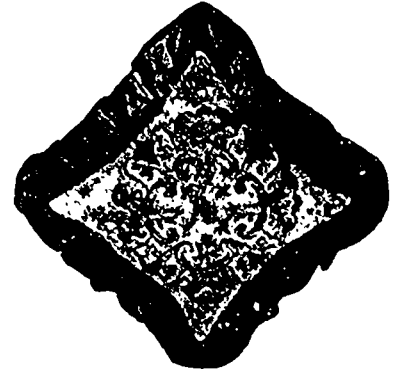
# Trade . . . Hummers



RETAIL 50c.



RETAIL 75c.



## Assorted Case Lots

**Case No. 1.--To Retail 50c. to \$1.00.**

*\$23.50 net. Sateen, frilled—Art Squares, frilled. Case contains 3 dozen or. . . . .*

**Case No. 2.--To Retail 50c. to \$2.00.**

*\$37.50 net. Sateen and Denims, assorted.*

**Case No. 3.--To Retail 50c. to \$5.00.**

*\$50.00 net. Sateen and Fancy Novelties, all different.*

**PROMPT DELIVERY.**

# TORONTO FEATHER & DOWN CO., Ltd.

Selling Agents

**BOULTER & STEWART, 30 Wellington Street East . . . TORONTO**

## CANADIAN WOOLENS—PLAIN WORDS.

THE woolen industry is an old and creditable one in this country. We hope it will receive every consideration at the hands of the tariff framers. Let them consider conditions rather than theories, and the woolen schedules of the tariff will be better framed.

But before passing our esteemed friends, the woolen manufacturers, over to the tender mercies of the commissioners, THE REVIEW wishes to say one or two things. The small mills which run on cheap stuff solely ought to consider whether digging gold in Ontario or British Columbia or wheat farming in the west are not occupations better suited to their mental and physical healths than the present system pursued by them. If they have not the capital to be enterprising, why keep at the business at all? Low-priced stuff at cut prices is a losing game. It tends to lower the reputation of Canadian woolen goods as a whole, and the better class materials find it hard to make a name and a living. This is unfortunate, and should be met by some policy which will differentiate the low from the high in the eyes of the trade.

Of course, the big mills are not faultless either, yet we do think it rather hard that when they turn out such good stuff as one gets nowadays from Oxford, Rosamond, Paton, Brodie and half-a-dozen others, they should not get full credit for their enterprise. As a matter of fact, to take one instance, Canadian tweeds have usually an up-hill time of it. Who is to help them? The wholesaler will push lines that he makes the best profit on; that is natural. The retail merchant also feels the same way, and he hears nothing from the jobber to think the contrary. The consumer is pretty much governed by what his tailor tells him. Between them, the Canadian material gets the go-by. We can quite understand that the large mills would not find it profitable to sell direct to the retailer. The stuff is more conveniently handled in large lots by the jobber. But the retailer should know the merits of the goods. That is the manufacturer's business, and therefore we cannot agree with a mill which, once having used THE REVIEW as a medium, on receiving queries for samples from the retail trade, politely referred the enquirers to the wholesale houses. The chances are these people would never take the trouble to write a second time, and might feel hurt besides. But the wholesalers might not like a mill they buy from sending samples out to merchants? Well, let them get over their dislike. A mill that is making prime material at a selling price can afford to ignore the small etiquette of these things. Get at the trade, make them think well of your goods, and these goods will sell.

Now, a word to our friends the tailors. As a rule, you discourage the home-made stuff, partly because a suit of imported tweed fetches a better price. Be careful that you don't overdo the thing. You will notice that some people, even very fastidious persons, who would have fallen over in a dead faint at the proposition a year or two ago, are now wearing ready-made clothing. It is being well turned out these days, and such concerns as Small, Sanford, Chalcraft Simpson, Shorey and others report an increasing trade. They use Canadian material very largely. Take care that the tailoring business in Canada is not eaten into as it has been in the States. If you can make a fair profit out of Canadian suits, make them. Once people get the impression that there is an immense saving in ready-mades, that they look pretty well, then custom tailoring—which is a great art in itself, and ought to thrive forever—will permanently lose a great wedge of its support.

## JAPANESE HOLIDAY GOODS.

K. Ishikawa & Co. are showing drapes and handkerchiefs, for particulars of which see their advertising announcement. In men's

smoking coats they have some very handsome goods to retail at \$5. The hand-made Dantsu rugs are well suited to this season and this climate. These rugs may be had in sizes from 1½ by 3 feet to 10 by 14 feet, and are shown in many intermediate sizes at prices that may range, retail, from 50c. to \$15 or \$20.

The Canadian manager, Mr. Togou, has issued a neat price-circular covering all these and other goods. Those of our readers who have not seen it may obtain one by dropping him a card.

## WYLD, GRASETT &amp; DARLING.

An active demand for full-dress requisites is now on. White kid gloves in all sizes and several qualities are shown. White muslin ties in bows and string ties are selling, both square and bias ends, the former preferred. Bows are worn in fairly good sizes. Full-dress shirts, 9-in. bosom, are called for, those opening back and front desired; they permit of the stud in front remaining in the shirt. They are worn with square cuffs attached, and have one or two buttonholes, as taste indicates.

In collars Glendower and Grandee are having a large sale; the tendency is for a somewhat smaller point, such as the Melrose, an English collar in exact copy of the latest American shape. The roll point of various heights meets with favor.

Colored ties are shown in adjustable bows, lombard ties and puff scarfs. Small scroll patterns are favored and others of a similar kind, the set stripes and spots dropping out. Bright colors in green and red shades prevail. An attractive range of English bows is particularly good. Samples are out and the goods will be in for Christmas trade.

## SPRING EMBROIDERIES.

S. Greenshields, Son & Co. are showing for spring trade the new "Honiton Magnet" and Valenciennes embroideries, as well as novelties in the real linen all-over edgings and insertion. They also show a beautiful range of Valenciennes and Plauen laces, which will be popular during spring and summer season.

## LOOK FOR ONE.

Gault Bros. Co. intend sending out circulars shortly with reference to the dye and finish of Ripley's Pirle finished goods.

## CAPS.

Cloth caps in all the new shapes, such as lynx, golf, varsity, etc., are seen at John Macdonald & Co.'s, and find ready sale. They show several new numbers.

## IMPORTANT CLEARING SALE.

Caldecott, Burton & Spence are clearing out the whole of their gents' furnishings goods at special quotations that must be very interesting to retailers who desire some trade stimulators for the present season. Amongst other lines they are offering. White shirts, to retail at 35 and 50c.; men's braces, to retail at 10, 15 and 20c.; choice designs in derby and knot ties to retail at 10, 12½, 15 and 20c., and a special clearing line of men's cardigans.

## A SNAP IN LINENS.

The Gault Bros. Co., Ltd., have bought a manufacturer's stock of linens, which are being offered at very low prices, consisting of napkins, tablings, towels and towelings.

## NEW MILLINERY FIRM.

Mr. Wm. Blackley and Mr. W. J. O'Malley have formed a partnership, and will continue the Montreal business of the old firm. Mr. Blackley was the active business partner of D. McCall & Co., and enjoys a high reputation, and Mr. O'Malley, likewise, stands well in the trade. We bespeak for the new firm a favorable reception.

**THE ST. PAUL GOLD MINING CO. Ltd.**

of Rossland, B.C.

Capitalization 1,000,000 Shares, par value \$1.00 each, Fully Paid-up and Non-Assessable. Organized under the Imperial Act of 1862. 250,000 shares are Treasury Stock for development, plant and for mining and working exclusively.  
**OFFICERS:**—W. H. Brock, President, W. H. Brock & Co., Toronto, Ont.; Mont. Col. J. I. Davidson, 1st Vice-President, Davidson & Hay (Ltd.), Toronto, Ont.; W. J. Harris, 2nd Vice-President, Le Roi Mining & Smelting Co. (Ltd.), Rossland, B.C.; W. A. Campbell, General Manager, Rossland, B.C.; Capt. J. A. Currie, Secretary-Treasurer, Toronto, Ont.

Reference has already been made in The Miner to the opening up of two or three good showings on the St. Paul by the graders on the Columbia & Red Mountain railroad. In some places where the railroad cuts through the base of the hill on which the St. Paul is situated, very strong iron stain was observed and it was evident there were one or two mineral bodies close at hand.

Mr. Moynahan, in charge of the development on the St. Paul, put some men to work several days ago on these showings along the railroad grade. Excavations were made at three places within a distance of 500 feet. The one furthest down the grade was commenced Thursday morning, and immediately a body of almost solid ore fully two feet wide was exposed.

It was a sight to rejoice the heart of any good miner. There was a clear division of the ore from the country rock on either side, the vein widening as it came down from the surface. When a representative of The Miner saw it, the face of the hill had been cut down and squared up so that there was a full exposure of the ore body. Some of the ore was brought up to the office of Moynahan & Campbell, and attracted much attention.—Miner.

The main vein is a strong one, and I think it is the great vein of the Le Roi, which passes through the Black Bear. We have proved this vein across the Black Bear by diamond drill, and found it strong, continuous and of an average width of twenty-eight feet. We are now opening it up by means of a tunnel to connect with the main working levels of the Le Roi, and are erecting our new and extensive plant on the Black Bear ground.—JOHN MOYNAHAN, Late Superintendent Le Roi mine.

Subscriptions for stock received in blocks of 100 shares or upwards, at 10 cents per share. Send for prospectus.

**CAMPBELL, CURRIE & CO.,** BROKERS,  
25 Yonge St., Toronto.

**BELGIAN**

SEWING COTTON.



"Cat"

Brand

Grand Prize: Paris and Antwerp

**BEST AND CHEAPEST**

Strong, Even and Elastic

Sole Agent for Canada:

**Jno. A. Robertson**

Write direct for Samples,  
and ask leading Wholesale  
Houses for Quotations.

Board of Trade Building,  
... MONTREAL

**GLOVES**

1897



— UP TO DATE

Our samples of GLOVES and MITTS for 1897 are now ready for the trade. We feel confident that they are superior to any others ever offered to the glove purchasers of Canada. They combine latest ideas and newest styles with better values than shown before.

*You are a Judge.*

We want you to see our new lines for Spring Trade.

**ONTARIO GLOVE WORKS**

We are sole manufacturers of Celebrated CHESTER SUSPENDERS.  
Write for new patterns, etc. . .

Branch:  
Winnipeg, Man.

Brockville, Canada.



**NEW THINGS IN NECKWEAR.**

**E**ARLY in December John Macdonald & Co. will show new conceits in neckwear. There is a decided revolution in styles and colors for the coming season. The collection will repay an inspection, the new ideas running to rouge Danish reds, greens and Dresden effects; the latter are bolter and more characteristic in style.

**NEW IN LADIES' COLLARS.**

The very latest thing in ladies' collars is Tooke's "Niobe," cuts of which are given here. The collar is made with slits in it



Tooke's "Niobe"—Front.

like large button holes. Through these is threaded the tie, which is tied behind in a bow. The tie cannot possibly get out of place. It has a very fine effect.

**CANADIAN OIL-CLOTH.**

One hears little of imported oil-cloth in this country. What is made here supplies the market largely, and in sev-

eral lines, such as table oils, etc., the native article is superior to outside makes. THE REVIEW has often asked wholesale buyers their opinion of Canadian oil-cloth, and has received replies that confirm what has just been said. The new patterns for the spring trade are now out. The Dominion Oil-cloth Co., of Montreal, have got up an extra large line of new colorings in the latest combinations. There are many original designs this year, and the Canadian patterns are always up-to-date in this respect, and their sample books will compare favorably with those produced abroad.

The travelers and wholesale houses can now show the new samples to the trade.

**CONGO BLACK.**

The Congo Black dye is much appreciated by the buying public, and besides its other



Tooke's "Niobe"—Back.

advantages, the fact that fruit stains have no effect upon it commends it forcibly to the ladies. Caldecott, Burton & Spence have hit the nail on the head with their black goods, dyed and branded Congo Black. The demand for these goods has rapidly increased during the year 1896, and in 1897 no dress department will be complete that has not got

a range of these famous goods in its stock for sale.

**A DRIVE IN LINENS.**

Caldecott, Burton & Spence express themselves as fully satisfied with the results of their trade clearing. They have, however, still some lines in linens which must be cleared out during December, and they will offer over 2,000 dozen of all-linen, huckaback, damask

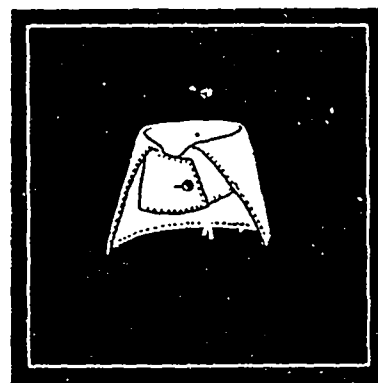
and honey-comb towels at special prices in order to close out the lines before stock-taking. This will be an exceptional opportunity to secure desirable lines for household trade.

**DRIVES FOR PRESENT TRADE.**

Among the drives at John Macdonald & Co.'s are boys' and men's wool mitts to retail at 10c. per pair, and special value in men's Scotch knit wool underwear to retail at 50c.

**LADIES' CUFFS.**

Tooke Bros.' No. 20 and No. 60, which are given here, are among the very latest things in cuffs. No. 20 will go well with any collar. No. 60 is especially adapted to the "Erminie" collar.



Tooke's Ladies' Cuff, No. 20.

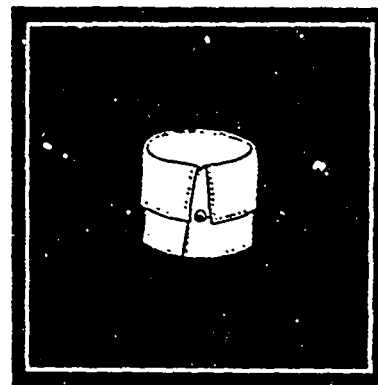
Tooke Bros. have, this year, several new and taking lines in ties, some of which will be seen on another page. The styles are entirely new and the colors and designs very attractive.

**A TALK ABOUT MUFFLERS.**

Wool, Grasett & Darling are strong in cashmere and silk mufflers, plain whites, light grounds with spots and narrow stripes. The silks in white, plain and brocaded, are worn. Solid navies and grenats are holding their own. Some attractive goods are grey with a fine shepherd check, and plain shots without borders. Self-colored grounds in blacks and navies with small white brocaded figures are safe.

**BICYCLES FOR CLERKS.**

C. B. Knox, Johnstown, New York, manufacturer of fancy groceries suitable for the holiday trade, is making a great effort to introduce them in Canada. He has arranged a scheme that looks popular, by which every clerk in a retail store may secure, without money and without extra work, a Columbia bicycle. In the most of these premium plans the clerk in the big store in the big town has the advantage, but in this case Mr. Knox says the young man in the store at the country cross-roads has as good a chance. Any reader interested can get full particulars by writing Mr. Knox, or the Canadian agent, A. E. Richards, Hamilton.



Tooke's Ladies' Cuff, No. 60.

**THE SOCIAL SEASON.**

This is the season for white kid gloves, shirts, bows, silk mufflers, etc., and John Macdonald & Co. are ready for trade in these lines. Cashmere half-hose are seen in some attractive lines.

# Wyld, Grasett & Darling

Recent Repeat Orders passed into Stock :

**Beaver and Melton**  
Overcoatings, *Black and Blue*

Also fine Ranges of

**Pilots, Naps, Friezes,**  
**Vicunas, Etc.**

**Heavy Scotch Suitings,**

**Wool Trouserings, Etc.**

Merchant Tailors' Trimmings kept well assorted . . . .  
Orders by Letter as well as through our Travellers solicited

# Wyld, Grasett & Darling

TORONTO

# SILK HDKFS.

PLAIN.		INITIALED.	
12 inch - -	80c. per doz.	18 inch - -	\$2.15 per doz.
19 inch	\$2.25 to \$2.40 "	21 inch - -	3.00 "
20 inch	2.25 to 2.40 "	22 inch - -	4.25 "
21 inch	2.25 to 2.40 "		
22 inch - -	2.80 "	TWILLED.	
24 inch	3.50 to 4.25 "	22 inch - -	\$4.25 per doz.
24 inch, Heavy	6.00 "		

Chair Scarfs, - - \$2.25 per doz.  
Table Covers, - - \$6.50 per doz.  
Mufflers, - \$6 to \$10 per doz.  
Dantsu Rugs, 3x6, \$1.25 and \$1.44 each  
Silk Jackets & Gowns, \$3 and \$5 each

AND SEVERAL OTHERS.

# K. ISHIKAWA & CO.

24 WELLINGTON STREET WEST,

TORONTO.



## "Storey" Gloves...

Unexcelled the World  
over in

**STYLE, FIT,  
FINISH AND  
WORKMANSHIP**

The name "STOREY" on Button or  
Lining is your guarantee.

# W. H. STOREY & SON, Acton, Ont.

...MANUFACTURERS OF...

Gloves, Mitts, Moccasins and Travelling Bags.

PRICES RIGHT.

SATISFACTION GUARANTEED.

GOODS RIGHT.

Travellers will visit our customers after  
the Holidays.

بر شریان

Our range is the largest ever shown  
by one firm.

**DON'T BUY UNTIL YOU SEE OUR GOODS FIRST.**

## NEW UMBRELLA GOODS.

OUR illustration shows a few Christmas novelties shown by the Irving Umbrella Co., which are selected from a large collection of as handsome a lot of handles as it has been our pleasure to



New Handles—Irving Umbrella Co.

see. The manufacture of umbrella handles has grown in European centres to a staple industry, giving employment to thousands of workers, and in many cases being the principal industry in the town,

whose inhabitants all work in the mill. This is particularly the case in the south of England, where whole families will work a life-time with one master. Generally speaking, a maker will confine himself to one or two woods which grow most abundantly in the section in which he is situated, and from this growth manufacture many styles, although using the same wood. Many are the operations the ordinary umbrella handle will undergo before it is fit for use, the natural woods requiring all the way from eight to twelve operations before they are finished. Natural styles are usually country made; the finer work in gold and silver are of town or city make, where the work people are more used to quick changes of style. Horn handles come chiefly from Austria, and are made by the peasants, being farmed out by the big holders of horned stock. To keep in touch with the varying styles is a matter requiring much attention, large manufacturers employing buyers continually on the spot. This plan is adopted by the Irving Co., who have a buyer situated in London, continually in touch with the market and as to what is going at home, supplying the firm on this side with up-to-date information, and the newest things in the way of novelties in stock, which are continually coming to hand. This firm has done a large business in umbrellas for holiday trade.

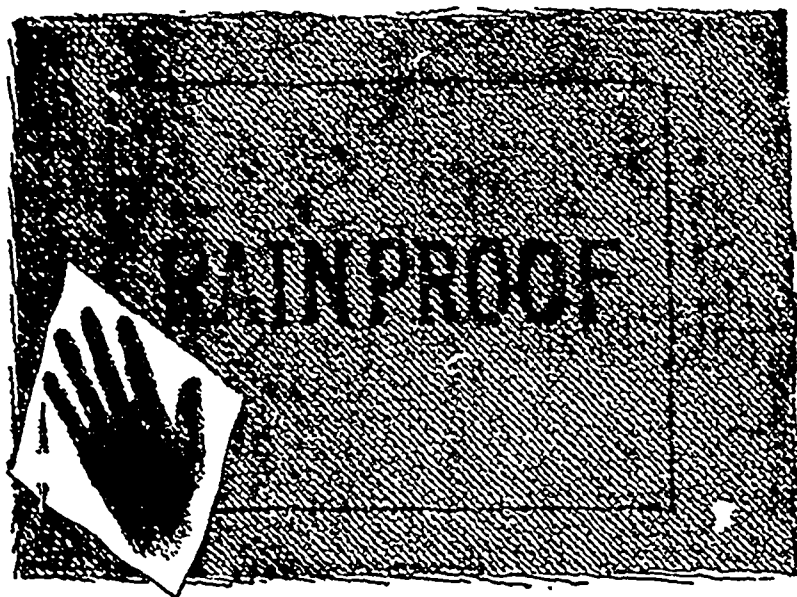
## WELL STOCKED IN UMBRELLAS.

In umbrellas John Macdonald & Co. show many attractive lines, and as this is one of the principal sub-sections in their men's furnishings department, they bestow marked care and attention upon it.

## AN ATTRACTION IN HANDKERCHIEFS.

A display of ladies' embroidered Swiss handkerchiefs, a manufacturer's lot 25 per cent. under regular value, is made by John Macdonald & Co. this week.

# THE NEW PHOTOGRAPHY!



As the Bones are to the  
Hand, so is the

"Cravenette" Co.'s

PROOFING

to the Cloth. . . .

Invisible, but Essential.

Mantlings, Imperials, Serges, Covert Coatings, Velveteens, etc.

The "CRAVENETTE" CO., Ltd., BRADFORD

We are making a specialty of fancy ties for holiday trade, put up in separate boxes.

OUR TRAVELERS ARE NOW OUT WITH AN ARTISTIC SELECTION OF . . . .

# Newest Ties

IN NOVELTY SILKS

FOR THE

## HOLIDAY TRADE.

Choice Patterns

Prompt Delivery

Novelty Shapes

Good Value



# E. & S. Currie

WELLINGTON ST. WEST, TORONTO.

For \_\_\_\_\_

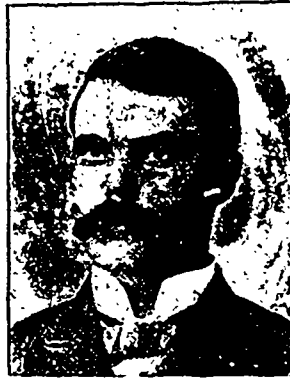
## SPRING



1897

IN

Wool and Union



H. H. BURROWS, Manager.

# CARPETS

WOOL MATS

any size or color.

ART SQUARES

RUG FRINGES

CHENILLE CURTAINS

CARPET BINDING

any shade.

RUGS and MATS

Samples sent to any address.

Travellers now on the road.

## ROYAL CARPET CO., - GUELPH, ONT.

# WOOLLENS

Merchants requiring any of the following lines in Woollens will find with us a new stock of the **Nobbiest Goods** in the market from which to make a selection :



*Fancy Sultings*

*Worsted Trouserings*

*Fancy Vestings*

*Venetian Worsteds*

*Ladies' Domestic Dress Goods*

*Plain Sultings*

*Wool Trouserings*

*Twill Worsteds*

*Ladies' Golf Cloakings*

We make a specialty of above lines and respectfully ask buyers visiting this market to look through our stock.

# JOHN MULDREW & CO.

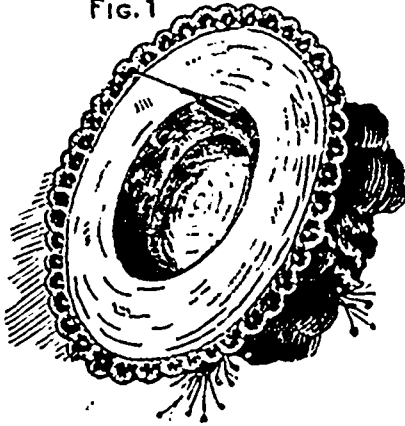
22 Front St. West

## TORONTO

## NEW HAT PIN.

A NEW hat pin has just been put on the Canadian market. It is called the Gale Grip hat pin. It is made with an ordinary hat pin, but so arranged that when the pin is pushed in, the hair is caught firmly between the pin and a small strip of metal. It is so simple that it is just as easy to fasten as the ordinary pin, and besides, it holds the hat securely. The accompanying figures show how it is arranged.

FIG. 1



## CANADIAN CARPETS IN EUROPE.

Canadian carpets are being introduced in Europe. James P. Murray, of the Toronto Carpet Co., has recently had letters from two well-known firms regarding their Axminsters. One of them is from a leading house in the carpet manufacturing district in England. They had heard of the Axminster carpets made by this company, and want samples and prices. Both houses said that they would command a large and ready sale in Great Britain and on the Continent. One of them points out that he thinks they could successfully compete with English manufacturers, as W. & J. Sloan, New York, are now doing with carpets made by Smithers, of Yonkers, N.J.

We see no reason why the Toronto company could not secure a share of this trade as well as American manufacturers. It would be necessary, of course, for the Canadian Government to give a rebate of 99 per cent. on the import duty paid on the raw material off all exports of the manufactured article.

It has often been said that the reason why so many American carpets were being sold in Canada is that they get such a large rebate on the goods they exported. It is extremely difficult for the American Customs Department to keep a correct trace of the wool imported in the raw state and then exported in the manufactured article. Perhaps only 15 per cent. of the product imported enters into the manufactured carpet, and it is said that they get a rebate on the entire weight of the carpet.

## THE REPUTATION OF A STORE.

There are many stores which seek by advertisements, and in many other ways, to gain a reputation for cheapness. Whether it is a good thing for a store to have such a reputation is a question that will admit of considerable doubt. A reputation for cheapness is not quite the same as a reputation for selling close. In the former case the public gets the opinion, and generally a correct one, that this cheapness consists in selling cheap goods, and people who are in search of merchandise of good quality give such places a wide berth. They are not apt to trust a store when they desire some really meritorious articles.

But for a store to have the reputation of selling at close figures is quite a different matter, and one that does not necessarily carry the idea that a cheap quality of goods constitutes the stock in trade.

To be sure, this is but another version of the "small profit" idea and has its peculiar objections. The majority of consumers are slow to believe otherwise than that merchants make a good profit on their goods, and the remark, "Oh, you don't do business for nothing!" has greeted the ears of most merchants in the retail trade. This belief among consumers is a very natural one, and, as they do not know the cost of goods, there is no reason for them to change their opinion. No amount of buying can teach them that the profits of the merchant are small.

But there is one point, a reputation for which is of undoubted value. This point is the keeping of goods of first quality. This is something that consumers can find out by experience, and is a fact that impresses them very favorably. When a person buys a piece of cloth and gets three times the service out of it that he does of another purchase, the fact is powerful in determining his future purchases. Though the money cost to him might at first have seemed large, this feeling wears away, and the satisfaction derived is such as to outweigh the price paid; in truth, he realizes that the article was cheap instead of dear. It is in this way that a store of any kind that deals in first-class goods will build up a most excellent reputation, and one that will grow with time. There are numerous stores throughout the country which have built up a first-class trade by strict attention to the quality of the goods sold. Not only is there satisfaction given to customers in selling first quality goods, but there is a good profit made by the merchant, and this latter is a very attractive point of business. — St. Louis D. G. Reporter.

## WATERPROOFING TEXTILE FABRICS.

A PATENT has been issued for a novel process for waterproofing textile fabrics. In carrying out the process the fabric to be treated is wetted with water and placed between sheets or rollers. One of these sheets or rollers, which is preferably of tin or aluminum, is connected to the positive pole of an electric generator and the other sheet or roller to the negative pole. By employing such a dissolving positive electrode and passing current through the wet fabric the fibres are made water-repellent. The inventor states that the waterproofing is due to the formation on the positive conductor of a metallic oxide of some kind, produced by the liberation of nascent oxygen on the positive conductor, due to the electrolytic action of the current on the water with which the goods are saturated, and which oxide enters into the fibres of the goods, aided by the current, and probably is combined partly chemically and partly mechanically with the fibres, making the same waterproof by the presence of the oxide in or on the fibre. The strength of the current applied depends upon the character of goods submitted to treatment, but care must be taken not to carry the process too far. The nascent hydrogen on the negative side will, if the time of treatment is too long, accumulate and then begin to act as a reducing agent, and in case the period of treatment is prolonged beyond the proper time, then the nascent hydrogen will reduce the oxide of the metal in the goods to the metallic state and the combination or union of the oxide with the fibres will be destroyed by the reduction of the oxide to a metallic state. This process is said to have the great merit of making the individual fibres and threads water-repellent, while the pores of the goods are in no way stopped up or closed. Consequently, if used on clothing, it would not prevent evaporation taking place through the interstices between the threads.

## TRIMMINGS AND BUTTONS.

Trimmings and buttons to match their dress goods for spring, 1897, will be shown by Brophy, Cains & Co. This is an important item for buyers to know.

# WHOLESALE MILLINERY

*Important  
Announcement*

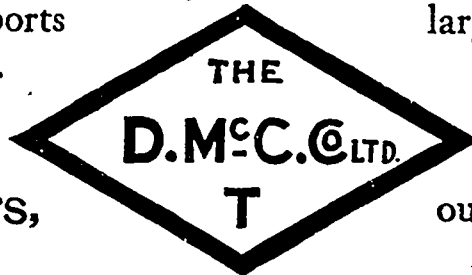
**TO THE  
TRADE**

WE HAVE pleasure in informing our numerous customers and the Trade generally that we have formed a **Joint Stock Company** and will do business under the style of

## The D. McCall Company Limited

ON A MORE EXTENSIVE SCALE THAN HERETOFORE.

**OUR BUYER, Mr. Ross,** is now in the European Markets, and reports large purchases for the Spring Trade. Having exceptional facilities for direct purchasing from the manufacturers, our customers will always receive



**BEST POSSIBLE VALUE.**

**OUR SAMPLES** of Flowers, Laces, and English and American Straws, are now on the road, and, judging from the orders already received, they

**ARE MUCH ADMIRIED.**

**OUR TRAVELLERS** will be on their respective routes early in December with a most complete range, and we would respectfully ask The Trade to reserve their orders until they have had an opportunity of inspecting same.



The **D. McCall Company** Ltd.  
TORONTO

# SILK PREMIER

THE NEW  
LINING



**T**HIS is by far the most beautiful lining ever produced. There is nothing like it. We can't tell you half about it here, but we jot down a few points that will interest you. It is made from a fibre grown in the tropics and contains properties equal to silk. It has a brilliant lustre which gives it the appearance of silk, and it also possesses the necessary rustle which is looked for in silk. It wears far better than silk and when employed instead of silk gives better all round satisfaction because it is more serviceable and pliable. Silk Premier is much cheaper than silk and dressmakers prefer it.

It is a lasting and wonderful lining. We are the **SOLE MANUFACTURERS**, and we make it in all colors, including fast black, width 30 inches. If you want to know more about it, write us. We will be glad to send you samples and fuller information.

You will need to place your order without delay, so as to get deliveries in season.

**Gilbert** Fast Black  
**Henriettas . . .**

**M**ADE from the same tropical fibre as the Silk Premier, at a quarter the price of the all-wool goods, and they are just as handsome as French Henriettas. They are made in **NINE** different qualities, and when half worn out can be washed in soap and hot water and brought up to the standard of brilliancy as new goods.

**Gilbert** Fast Black  
**Waist Linings**

**T**HE Best in all the World. All other **FAST BLACKS** are an imitation. The **GILBERT** fast black linings were sold for two years before any imitations were made or attempted. Made in 24 different varieties.

See "Gilbert Mfg. Co." on selvaqe.  
To be safe buy no other.

Our Mr. Comstock will visit all his Canadian friends within the next two or three weeks.



## GILBERT MFG. CO.

514-516 Broadway . . . . .

After January 15th:  
380-382 BROADWAY

NEW YORK, N.Y.

They last twice as long as others.

"OMO"

Made of Neutral Fibre without use of Chemicals.

LIGHT WHITE.

DRESS SHIELDS

CONTAIN NO RUBBER.  
ODORLESS.

WATER-PROOF.

THE OMO MANUFACTURING CO.,

Factory, MIDDLETOWN, CONN.

USED BY THE MOST FASTIDIOUS

FOR SALE BY LEADING CANADIAN MERCHANTS

CANADIAN DEPOT: 20 Front St. West, Toronto. F. ROBERTSON & CO., Selling Agents.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

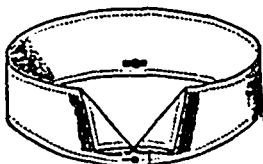
"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

All goods made by us are stamped as follows :

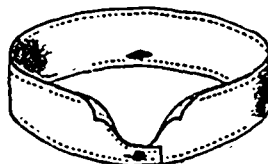
Absolutely No



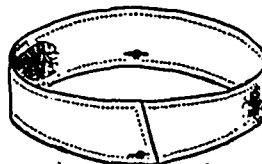
Others Genuine



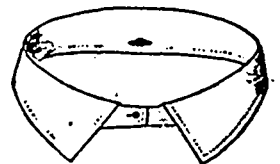
**STERLING**  
Sizes 12 to 18 1/2 in.  
Front 2 in.  
Back 1 1/4 in.



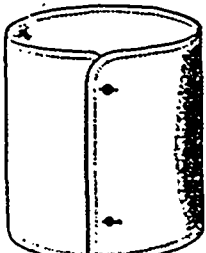
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 1/4 in.  
Back 1 1/2 in.



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

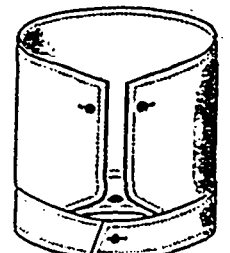


**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 1/2 in.



**EXCELSIOR.**  
Sizes 8 to 1 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



# DINGMAN & CO.



56 Bay Street

TORONTO

We anticipated a great demand for Greens, Olives, Blue Casts, etc., in Silk Velvets and Velveteens, and have kept these shades well up, much to the satisfaction of the trade. Buyers can obtain these popular shades of our representatives or by letter. Our lines of Fancy Embroidered Handkerchiefs for Xmas trade must only be seen by the expert buyer to be appreciated.

The trade will please note our lines of Gloves, Hosiery, Laces, Underwear, etc., for Spring '97 are now being shown. Your orders will receive our best attention.

## DINGMAN & CO.

# H. J. CAULFEILD & CO.

WHOLESALE MEN'S FURNISHERS AND MANUFACTURERS  
OF SHIRTS, OVERALLS AND SUMMER CLOTHING.



Novelties for . . .  
Christmas Trade



### NECKWEAR . . . . .

Lombard, Yacht, Derby and Knot Ties, Black, White and Colored Bows.

### MUFFLERS . . . . .

Silk and Cashmere Mufflers in large variety.

### HANDKERCHIEFS . . . . .

Silk, Cotton, Linen, Plain, Fancy Hemstitched and Initial.

### BRACES . . . . .

Novelties in Silk (boxed in pairs), and Fancy Webs, Mohair Ends.

### UMBRELLAS . . . . .

Silk, Fancy Handles, Sterling Silver Mounts, Leather Covers.

### GLOVES . . . . .

Lined and Unlined Kid, Cashmere, Wool Knit, etc.

### SHIRTS . . . . .

Full range—White, Dress and Colored.

### HOSIERY AND UNDERWEAR

Clearing lots at close prices, prior to stock-taking.

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

# John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

## WOOLLENS

AND

## Tailors' Trimmings

STOCK WELL ASSORTED TO END OF SEASON

We wish also to remind woollen buyers visiting the English markets that our Huddersfield House offers exceptional advantages to those requiring cloths for the tailoring and clothing trade, as we have constantly in stock a large assortment of newest cloths and designs in both WOOLLEN and WORSTED SUITINGS and PANTINGS, and are regularly adding new and latest designs as they are being produced.

## JOHN FISHER & SONS

St. George's Square - - HUDDERSFIELD, Eng.

# A. A. ALLAN & CO.

WHOLESALE MANUFACTURERS  
LADIES' AND GENTS'

## Fine Furs

Buyers will find with us a complete range of all the most desirable lines so much in demand this season.

### Fur Coats

### Jackets and Capes

In great variety.

## ROBES - ROBES - ROBES

A Large Selection and Special Value.

Letter orders carefully attended to

## A. A. ALLAN & CO.

51 Bay St.

TORONTO

## DISTINCT

—AND—

## Valuable Advantages

ARE SECURED BY A

## POLICY

IN THE

## CONFEDERATION LIFE ASSOCIATION

.....HEAD OFFICE: TORONTO

UNCONDITIONAL  
EXTENDED INSURANCE  
PAID-UP POLICY GUARANTEED  
CASH VALUE GUARANTEED

A simple promise to pay to the heirs of the insured the amount of the policy dependent only upon the due payment of the premium.

Send for particulars to the Head Office, Toronto, or to any of the Company's agents.

FALL  
1896

# Perrin's

Canadian Salesrooms

## PERRIN FRERES & CIE.

7 Victoria Square

MONTREAL

# Gloves

SPRING  
1897

**J. Frank Riepert**  
165 St. James Street.  
MONTREAL.

**DIRECT IMPORTER**

**JAPANESE & CHINESE SILKS**  
AND FANCY GOODS.

BRANCHES  
YOKOHAMA  
SHANGHAI  
LYONS

**B. LEVIN & CO.**

Importers and Manufacturers of

**Furs and Caps**

Coon, Grey Lamb, Persian and Seal Jackets,  
Capes and Caps.

491-493 St. Paul  
Street . . .

**Montreal**



PATENTED.

...Is Better Than Any Other...

**VELVET SKIRT BINDING**

BECAUSE It is made on a new principle, combining many new and important points not thought of before, hence letters patent.  
BECAUSE It is made of best velveteens, and made so that it cannot fray.  
BECAUSE It is more easily, quickly and neatly put on.  
BECAUSE It is a combination which cannot shrink.

BECAUSE It is made in a greater variety of shades.  
BECAUSE It is so much worn that its popularity proves its merits.  
BECAUSE All merchants sell METEOR and all ladies wear METEOR.

EITHER CORDED EDGE OR WITH UNSHRINKABLE COMBINATION.  
AT ALL WHOLESALE HOUSES.

**BARLOW & JONES**

Spinners and Manufacturers

LIMITED

LONDON  
MANCHESTER.

Manchester Building,  
Melinda Street

..... TORONTO

**Flannelette  
Department**

1896-97



English . .  
Flannelettes  
Ceylon . .  
Flannels

Importers should see this range of **ENGLISH FLANNELETTES** before placing their orders—All widths from 28 to 39 inches—New and Choice Designs—Sterling value—Send for samples.

MILLS:

ALBERT MILLS, BOLTON.  
EGYPTIAN MILLS, BOLTON.  
PROSPECT MILLS, BOLTON.  
COBDEN MILLS, BOLTON.

**R. H. COSBIE, Agent for Canada**

MANCHESTER BUILDING, MELINDA STREET,

WAREHOUSES: 2 Portland Street, Manchester.  
92 Watling Street, London

**TORONTO**

.... THE ....

# Gault Brothers Co.

Limited



1896

1897

The Live House of Canada

IMPORTERS  
AND . . .  
MANUFACTURERS  
MONTREAL, QUE.

Happy Christmas  
To All \_\_\_\_\_

# Kyle, Cheesbrough & Co. Montreal

THE  
LACE  
WAREHOUSE  
OF  
CANADA.



Importers of Novelties in

Dry Goods  
Trimmings  
Silks, Braids  
Curtains

Embroideries  
Gloves, Hosiery  
Muslins and  
Dress Goods, etc.

## UNLOADING

We are offering through our travelers special drives on most of our fall and winter lines. We want to make room for the spring goods which are now on the way out.

:: SPRING 1897 ::

Our travelers are also carrying samples of Laces, Embroideries, Parasols, Gloves, Hosiery, Underwear, Buttons and Dress Goods for the coming spring trade. Don't fail to see our samples before placing orders.



\*\*\* *ATTENTION* is invited to the unusually attractive assortment of *LADIES' BLOUSES* for the coming season. Over one hundred exclusive styles. Endorsed by the best trade as the most stylish and perfect goods shown.

*R. HARROWER, - 206 McGill Street, MONTREAL*

**THIS IS THE LABEL**

That proves you've bought the best Thread  
sold in the market : : : :



**Clapperton's Thread**

is Strong, Even and does not Snarl.

**WM. CLAPPERTON & CO.**

165 St. James Street . . . . MONTREAL

**The Irving Umbrella Company**

Limited

20 Front Street West

TORONTO

Manufacturers . .

**Parasols**

AND

**Umbrellas**

\*\*\*

**CHRISTMAS SAMPLES**

NOW READY

. . Sorting orders filled in one clear day . .

**FURNITURE . . .  
.. COVERINGS**

In All Grades.

**Tapestry Curtains  
Silk and Cotton  
Draperies**

**Wm. Taylor Bailey**

27 and 29 Victoria Square  
. . . . MONTREAL

**Beavers**

*For Mantles . . . . .  
75c., 95c. and \$1.15 per yard.*

*Black, Brown and Navy  
In each quality.  
Myrtle at 95c.  
Fawn and Drab at \$1.15*

OUR SPECIALTIES:

***Dress Goods and Silks***

\*\*\*\*\*

**WILLIAM AGNEW & CO.**

305 and 305<sup>A</sup> St. James Street  
MONTREAL

## DRESS AND SILK STUFFS.

THE writer has made his tour of the European markets, and has found manufacturers of tissues busy everywhere. No existing branch of textiles now receives greater attention than dress goods, and dress goods were never a closer study than they are to-day.

In class there is this season the same boundless and bewildering variety, and from all sides the question comes, What is going to sell? Why, everything that is pretty will sell. No doubt, some things will sell more than others, and happy is the man who has struck some of the coming favorites. To have the right thing at the right time is everything. That now constitutes the sole criterion of value. If an article is right no dealer grudges another a decent profit, because all do well with it. If it is not right, then with 50 off it will be dear.

Certain things have a pretty good chance in the ensuing season in the race for favor. Silk and wool fancies in pretty designs will be a leading feature, so will black and white in line stripes and figures. Plain alpacas, which took the fancy of the "upper ten" last season, will sell again, and on a more extended basis. The same applies to mohair figures, which should be in more medium designs than last spring. Black jacquards in small and medium designs on plain and crepe grounds will go well. Despite the long run on tweed effects the fashionable public still clamor for them. Pretty plaids for blouses and other purposes will not be neglected. Very beautiful things are shown in printed linen effects and Scotch muslins, which are sure to receive the attention they merit in the better class of trade. Velveteens, which have almost become a staple article, will command more than their usual share of attention. This will specially apply in the case of blacks, myrtles, navies and browns.

In the silk division of the dress department black peau de soies, black surahs and other varieties of black silks are still good. Blouses will engross a good part of the choice novelties in colored silks.

In connection with the above there is one very comforting feature to the whole trade, and that is the assurance that in all that relates to price the market will not be lower. Even in August and September, when some of the large Montreal firms gave their contracts at the low-water mark of the season, the great depression in the States had to no material extent affected values in Europe. On that side of the Atlantic raw material has continued firm, demand active and work plentiful. With the influx of business into Europe from the States after the 3rd of this month it will be a most abnormal thing if all along the line there is not a sharp bound upward.

Yours, etc.,

JACQUARD.

### GENUINE WAKEFIELD.

A few days ago a gentleman saw in one of the city retail stores what was supposed to be genuine "Wakefield" binding. Noticing that it differed in price and in quality from the article he handled, he communicated with Macdonald Bros., the agents. On enquiry it was found that it was of a different quality, the dyeing and tanning being inferior. Real "Wakefield" is marked in gold letters on every yard, "Wakefield, specially prepared leather, patented." Our readers will thus know the "Wakefield" from any imitation.

### LADIES' SKIRTS AND WAISTS.

Caldecott, Burton & Spence are showing a large range of ladies' blouses and shirt waists; several of the leading lines they are manufacturing themselves, and are very special value, and got up in a superior manner. These goods are also made in exclusive styles

and confined to a few houses in each town or city. They are selling ladies' made-up lustre and serge skirts. This is an up-to-date move, as the demand for ready-made goods has been steadily increasing, and, judging from present appearances, will continue to increase each season.

### WATERPROOF CLOTHING.

W. R. Brock & Co. report an increased demand for their well-known lines of men's I.R. coats with attached and detached deep capes. "The Duke," "The Prince," "The Czar," "Aberdeen" and "King" are names which the trade recognize as embodying value and quick-selling qualities.

### GETS HINTS FROM THE PAPER.

The following letter explains itself:

Allow me to suggest that an article in an early number of The Grocer on "Christmas Window Dressing" would be much appreciated by the trade; also, (if not too late) an article on the same in THE DRY GOODS REVIEW for December would be of great help. I have found many practical suggestions in your most excellent publications along this line. Trusting that you may be able to do so.

Yours truly,

D. G. BELL,

Stayner, Ont.

with Laidlaw & Nicol.

We are always glad to get word of any particular subject which our readers throughout the country would like to see taken up in the paper. Our correspondent will find something in the present issue which may meet his wishes.—Editor DRY GOODS REVIEW.

### UNDERWEAR AND HOSIERY.

Hosiery, underwear and gloves are in constant demand, and Caldecott, Burton & Spence fully recognise this by keeping their stock well assorted in all sizes and prices of these goods. Especially is this true of their stock of ladies' and children's woolen and cashmere hosiery, cashmere gloves, ribbed and plain underwear.

### THE TENDENCY OF THE SEX.

When Government runs the railways  
And women affairs of state,  
The trains that went at 5 o'clock  
She'll "mark down" to 4.58.

### PAT CAME OUT AHEAD.

An Irishman on seeing a notice in a haberdasher's window one day which ran: "Everything sold here by the yard," entered and asked the man of the shop if he sold buttermilk.

"Yes," was the answer.

"Then give me a yard," said Pat.

"All right," said the man, and dipping his finger into a dish of milk at his side he drew it a yard in length on the counter.

"Anything else?" he queried triumphantly of Pat.

"No," said Pat. "Just rowl it up in a piece of paper and I'll take it with me."—Limerick News.

Gault Bros. Co. report having received a good line of Martin's celebrated worsteds in vicunas and chevots, black, blue and oxfords; also a wide range of tailors trimmings for the Christmas trade.

I. E. Pedlow, Renfrew, was in Montreal this week, and left some good orders with THE REVIEW'S advertisers. He is always a welcome visitor, but, as one of the salesmen remarked, "If he were not such a close buyer we would like him better."

TO THE....

# Clothing Trade

WE ARE OFFERING AN  
EXTRA VALUE IN

Black Venetian Worsted  
Morning Coat and Vest at **\$5.00**

WE CAN ALSO RECOMMEND TO  
THE TRADE OUR LINES IN

## Men's Pants, viz.:

C38, at \$9.00 doz; C2, C3, C5, C6, C7, at \$12.00  
doz.; B91 and B93 at \$15.00 doz.; C25 at \$18.00  
doz., which are of extra values.

SAMPLE ORDERS  
SOLICITED.

All correspondence promptly  
attended to. . . .

The....

# G. A. THORPE MFG. CO.

Office, Factory and Salesroom:

25 Melinda Street - Toronto.

## Economy for Glove Wearers

Retailers: You know that the best way to get and hold customers is by helping them to economize. Here's how to do it: Buy Mitts and Gloves that will please them at prices so low that you can meet the price they want to pay.

Send for sample dozen of our  
loaders to retail for

# 50c.

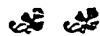
Best value on the market.

♦♦♦

## Hudson Bay Knitting Co.

MONTREAL.

# KID GLOVES



EMIL PEWNY & CO.

Sun Life Building

MONTREAL

♦♦

STOCK ON HAND

Buy

A

Taylor

Safe

Best made



**DRESS GOODS.**

Dress goods and silks can be seen in great variety on the top floor of W. R. Brock & Co.'s warehouse, but it is to silks they draw particular attention just now. They made special arrangements for the holiday season, and have a most complete assortment of plains and fancies. Predominant among these are all the latest evening shades, both in self colors and fancy mixtures, suitable for both blouses and whole costumes. Their range of fancy black dress materials is most attractive.

The Gault Bros. Co., Ltd., are showing a big range of plain and fancy silks for the Christmas trade, from 25c. Also two special jobs in black peau de soie at 58 and 75c. They are drawing special attention to a stylish line of crepons, which are being greatly used in London and Paris for the new  $\frac{3}{4}$  capes.

S. Greenshields, Son & Co. are showing a large selection of light tweeds in German, French and British manufacture for early spring wear. Amongst the novelties in this department are silk and wool iridescent effects, wool and mohair, wool canvas in blacks and fancy weaves. Silk and wool grenadines are to be popular for next season's trade. New shipment of silks in all light shades for fancy work, also new blouse silks.

Brophy, Cains & Co. are clearing the balance of this season's crepons and fancy dress goods. It is well known in the trade that this firm does not carry goods over from one season to another.

**NOTIONS AND FANCY GOODS DEPARTMENT.**

S. Greenshields, Son & Co. have imported for the holiday trade many pretty and useful novelties to retail at popular prices. Their range is large and complete, and contains quick-selling articles. They include perfumes in fancy bottles, silver, gilt and oxidized photo frames, silver articles in bric-a-brac, pin cushions, jewel boxes, etc., purses, pencil cases, hair ornaments, side combs, brooches, scarf-pins, Swiss doylies, pillow shams, plush squares, table covers.

**A POPULAR MILLINERY MAN.**

Mr. Wm. Blackley, partner in the firm of D. McCall & Co., has retired from the firm and will continue the Montreal branch. Mr. Blackley is one of the most popular millinery men in the trade, and enjoys a wide and well-earned reputation. Everyone has a good word to say about him, and in the Metropolitan City he will doubtless earn for himself the same kindly wishes as he enjoys in Toronto. In every improvement for the benefit of the trade in

general he was a leading spirit, and took a deep interest in the welfare of the charitable institutions in the city; always courteous, civil and polite in his dealings with the public, he has earned for himself an enviable reputation, which will carry him to the front. He left for Europe by Majestic to purchase spring goods, and THE REVIEW wishes him every possible success.

**SPRING WASH MATERIALS.**

W. R. Brock & Co.'s range of samples of prints and fancy wash materials for spring, 1897, is attracting a good deal of notice, and their travelers are being complimented on their show, and have been favored with a great number of orders. Some lines are expected to arrive early this month, and THE REVIEW would respectfully suggest an inspection, as most, if not all, of these early delivery lots cannot be repeated anywhere near the price at which they were bought, and the great bulk of them are already sold.

**MILLINERY STOCK SALE.**

D. McCall & Co. report that their heavy stock is moving rapidly since commencement of their dissolution sale.

**A SNAP.**

Gault Bros. Co. are offering a fine range of Columbian costume cloth from 40 to 75c. Also mixed venetian and box cloths, 54 inches wide, 78c. This line is in 22 shades.

**A DRESS BAND NOVELTY.**

Lonsdale, Reid & Co. are showing a novelty in the way of a dress band well worth seeing.

**CHRISTMAS HANDKERCHIEFS.**

S. Greenshields, Son & Co. have just received a large consignment of plain and fancy handkerchiefs, which completes their range for the Christmas trade. Their line of ruchings, chiffons, laces and veilings, also lace collars, is complete.

**COATINGS.**

Gault Bros. Co. are showing some good coatings. Here are some of them: Utopia, Majestic, "The Landslide Twill—Shrink."

**SAMPLES SOON OUT.**

D. McCall & Co. advise that their range of samples are nearing completion and will be on the road early this month.

# Z. PAQUET

Importer of **SKINS**

AND MANUFACTURING FURRIER.

**BLUE SILVER FOX, A Specialty.**

::: LARGE STOCK OF ALL GRADES OF :::

**Persians, Astrachans and Greenland Seal Skins.**

165 to 171 St. Joseph Street, QUEBEC.

7 Victoria Square, MONTREAL.

# "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.

See our \$4 50 lines:

**Black Sateen Blouses** with White Stripes, also Hair Line Stripes.

**Black Shirts** in at least 20 lines.

**Regattas**, 150 different styles.

Reserve your Spring orders till you see our samples. Our travellers are now on the road.

**M. L. SCHLOMAN**  
MONTREAL

Strong LINEN Threads Give Best Results for All Uses.

**BARBOUR'S** is... **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, 4 and 5,** contain instructions for embroidery and lace making. By mail, 10c. each, or 85c. per dozen.

**THOMAS SAMUEL & SON,** Sole Agents for Canada.  
8 St. Helen St., Montreal, or 22 Wellington West, Toronto.  
WHOLESALE TRADE SUPPLIED.

# Light Homespun

for Bicycle and Outing Suits will be in great demand for the coming Spring.

We will have them in styles and quality that cannot be surpassed.

Our samples will be ready early in December.

If you want them, ask for them.

**EUREKA WOOLEN MFG. CO., Ltd.**  
EUREKA, N.S.

# We Will Show \*

In a few days, special values for

# Spring 1897

... IN ...

SILVER SILKS	HOSIERY, GLOVES
ORGANDIES	PLAIN and FANCY
CAMEO PRINTS	DRESS GOODS
TINTED CRIMPS	and other novelties

Wait till our travellers call before placing your order. A few Winter lines to clear at special prices. . . .

**LONSDALE, REID & CO.**  
18 St. Helen St. MONTREAL

**YOU WILL ADMIRE THE COVER.**

THE design of the cover for the January issue of THE DRY GOODS REVIEW (Spring Trade Number) will be universally admired. It is a copy of the Royal Academy picture of 1895, "Vanity Fair," and is given by permission of the celebrated painter, Mr. Melton Fisher, R.A. It will be reproduced in its original colors. Our readers will appreciate this painting, showing, as it does, several pretty young women examining dress fabrics at a shop counter. It is not only an artistic gem, but specially interesting to dry goods men, and will greatly enhance the value and attractiveness of the number.

**CANADIAN PRINTS**

S. Greenshields, Son & Co. report a very large increase in their sales of Canadian prints—more than double any previous season.

**MATTHEWS, TOWERS AND CO.**

This firm are showing graduated derby and Paris ties in all club colors.

The "Eton," to tie in a bow, in washing goods and silk materials, is selling very rapidly.

**CANADIAN TWEEDS.**

Gault Bros. Co. are showing a special line in 6-4 Canadian tweeds. See them, and see what goods can be made in Canada.

**A DRIVE IN SHAKERS.**

S. Greenshields, Son & Co. report that they have purchased the entire stock of colored shaker flannels from the Colored Cotton As-

sociation, and are offering these goods at less than manufacturers' prices.

**LEATHER CASED UMBRELLAS.**

Shown in the windows of the men's furnishings and jewelry places about town is the subject of our illustration; quite a few are also seen about the streets. Having the appearance of a walking stick, it possesses all the advantages of one, and above all, is useful. The Irving Co. are using a close roll taffeta silk with leather cases, and are quoting them at \$30 to \$33 per dozen, according to the handle used, although, as pointed out, it is possible to very much increase this price by putting on a finer handle, in silver mounted, or fancy holiday style. The metal end ferrule is used in all of their make, thus giving a gradual taper throughout. These are reported to have been well taken up for the holiday trade.

**KEEP OUT JACK FROST.**

What can be a more suitable present to a gentleman than a cashmere or silk muffler—stylish and comfortable—a present that will keep Jack Frost from piercing the vital parts? W. R. Brock & Co. are showing a large range of these goods from Scotch and German manufacturers in stripes, checks, spots and other designs, both light and dark grounds, up-to-date.

We notice that Douglas A. Ross is doing the buying for D. McCall & Co. This gentleman's ability as a millinery buyer is beyond question.

Matthews, Towers & Co. are the sole agents in Canada for the "Premier" hand-sewn braces, and have, this season, the largest and best range ever shown. Fine assortment of tennis, golf, bicycle and all outing caps.

# E. A. SMALL & Co.

MANUFACTURERS OF



## Clothing

WHOLESALE

MONTREAL

Our travellers are now on the road with Samples for Spring, 1897.

Letter Orders carefully attended to.

# JAMES JOHNSTON & CO.,

26 ST. HELEN STREET MONTREAL

Staple and Fancy

## DRY GOODS

Wholesale



A  
FULL  
RANGE  
OF  
STAPLES

### DEPARTMENTS—

*Silks and Ribbons,  
Dress Goods,  
Hosiery and Gloves,  
Muslins and Laces,  
Men's Neckwear,  
Shirts, Collars and Cuffs,  
Smallwares.*

In White and Grey Cottons, Prints, Gingham, Shirtings, Tickings, Cottonades, Cotton Dress Goods, Flannelettes, Flannels, Cloakings, Linings of every description. A specially good assortment of Spring Prints.

Our stock for present trade is complete in every department. Merchants preparing for holiday business will find an unrivalled assortment of suitable goods in our range. Order early so as to secure prompt deliveries.

**SPRING 1897.**

Our travelers are now shewing special lines in *Dress Goods, Prints, Parasols, Laces, Embroideries, Hosiery and Gloves.* Newest styles and best values ever shewn in the Dominion.

**GOODS ON COMMISSION.**

Editor DRY GOODS REVIEW:

SIR,—Could you give me the names of any wholesale dry goods merchants that supply goods on commission to responsible parties? I would like to get a few names; if you could accommodate me I will be very much obliged to you for the information. Awaiting your reply,

Yours truly,

D. Wadsworth,

Havergal, Hastings County, Ont., Nov. 7.

[We doubt if any wholesale house would admit supplying goods on commission. It is said that several do it in the strictest confidence. Readers of THE REVIEW who are prepared to do so might communicate with Mr. Wadsworth. Editor DRY GOODS REVIEW.]

**SPRING PRINTS.**

Several lines of the imported prints shown by John Macdonald & Co.'s travelers for spring trade have already been sold out, so attractive are they. The whole range strikes THE REVIEW as decidedly well chosen. The newest novelties in Dresdens, printed henrietta cloths, printed cord muslins, etc., are seen. Small and medium patterns prevail. The linen grounds deserve to be popular. The greens are taking well and the designs are pretty. Many regattas are being sold for blouses. The new French effects, twisted designs with rather startling effect, for blouses are very handsome and original. A special line in printed sateens will attract. The foulard finish is a notable line. The imported prints are mostly European this season and large orders have been taken.

In Canadians the cotton tartans should do well.

**WINDOW CARDS.**

Many words are altogether unnecessary for window cards. The fewer words used the better, if they express your meaning. A card that can be read at a glance is worth a dozen others. Give your readers plain, sensible facts on your cards, and the best results will be obtained. Catch phrases are good, but try to discriminate between catch phrases and facetiousness. The latter is just as much out of place on a window card as anywhere else, and inasmuch as the dignity of the store and business is at stake it is one of the first places from which it should be debarred.—Chicago D. G. Reporter.

**HOSIERY, ETC.**

S. Greenshields, Son & Co.'s range of "Everfast" stainless hosiery is more complete than before, and besides several novelties they are showing special lines of staple goods which were bought very cheap during the dull season in Saxony. They also show a large line of cashmere hosiery for spring, including the Scotch plaid goods, which will be in demand, especially in children's sizes.

**THE GOODS TO BUY FOR SPRING.**

Wm. Agnew & Co. say that everything indicates that plain goods will be much in demand for next spring, notably ladies' cloths, brilliantines, silicians and serges. Henriettas will also be good.

**A NEW STORE.**

Fred Kinsman, of Fonthill, general merchant, is now settled in his new store, which is well-known on the Niagara Peninsula as "The Hub." The original business was started by the late Dan-son Kinsman about 35 years ago. The new store is one of the finest and most modern between Hamilton and the Niagara River, and occupies the most prominent business corner of the town, and consists of the main store, occupied by the dry goods, grocery and hardware departments, while the shoe department occupies a sep-

arate store adjoining it. The second floor is occupied as a show room for ready-made clothing, wall papers and crockery. The lower floors are handsomely fitted and finished in natural wood, with plate glass show windows and counters.

**A LONDON FAD.**

Glover & Brais' buyer has just returned from the European market. He says that business is good, especially in England. The haberdashers in London are having a big run on a bright, poppy red surah silk tie, in all shapes, in addition to the broken checks which are so much in favor.

**WOOLEN SAMPLES ON APPLICATION.**

Finley, Smith & Co. report a good trade in their "Trafalgar," "Royal Navy" and "Britannia" serges. Every yard of these goods is stamped. They say they will be pleased to send samples on application.

**HOLIDAY NECKWEAR.**

S. Greenshields, Son & Co. report that consignments of their men's neckwear for the holiday trade are coming to hand daily. They embrace many handsome and taking effects in shapes and designs of silk knots, four-in-hands, lombards, bows, etc. Also mufflers in wool, wool and silk and heavy rich silk; umbrellas with nobby handles and sterling silver mounts in laventine, gloria and silk.

**OUT EARLY NEXT MONTH.**

The up-to-date productions for spring of those two leading manufacturers, the Dominion Suspender Co. and the Niagara Neckwear Co., will be shown by their travelers January 1.

**CHEAP THIS MONTH.**

In anticipation of stock-taking, the Alaska Feather and Down Co. are offering some good job lines this month.

**MEN'S GLOVES.**

Wyld, Grasett & Darling are showing kid gloves with striped wool lining and two clasps, in tans and golden browns, which are in demand. Ringwoods, in blacks, navies, browns and fancy patterns are also in favor, those with double wrists and fancy stitchings being preferred.

**SPRING WOOLENS.**

Finley, Smith & Co. report having received several consignments of spring goods. Already they are hard at work filling their early delivery orders.

**FOR CHRISTMAS TRADE.**

Lonsdale, Reid & Co. have just received a line of white silk handkerchiefs, plain and fancy; also a job in printed borders for Christmas trade.

**A RANGE OF FANCY GOODS.**

The Gault Bros. Co., Ltd. have just put into stock for holiday trade a large shipment of fancy goods, comprising albums, dressing cases, glove and handkerchief sets, photo frames, blotters, purses, leather bags, statuary and fancy nicknacks of all kinds.

**TAILORS WILL SEND FOR ONE.**

A new measure book for tailors has just been got out by the woolen department at John Macdonald & Co.'s. It is nicely bound, rounded corners, and in all respects a substantial "compliment of the season." It is indexed also.



Now don't do

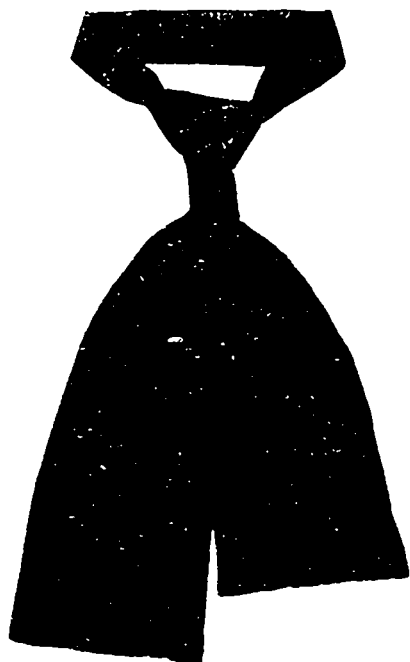
Anything until

You see us

*Returned  
# 19/1/20.*

A few of our leading shapes

"THERE ARE OTHERS."

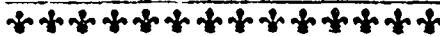


Sorento Knot.



Belmont Bow.

Adjustable. Wide bands and elastic.



ORIGINAL  
Shapes

ARTISTIC...  
Shades and

EXCLUSIVE  
Designs



Yacht Tie.

1 1/8-in. straight through.

An immense assortment of latest colorings in Broches, Paisleys, Dresdens, Printed Warps, Swivels, etc., etc., and the latest London craze—Large Broken Checks in beautifully blended colors to retail at 25 and 50c. in our Regent (large Grad. Derby) and 2 1/4 in. Derby, as well as other styles illustrated. All Spring Neckwear delivered in time for Xmas trade. Blacks and self colors always in stock in all shapes. Nobby Umbrellas for Xmas. Our travellers are now on the road.

**GLOVER & BRAIS** MONTREAL

Men's Furnishings only.

**TRADE IN THE EAST.**

W. M. R. SAMUEL, of Thomas Samuel & Son, commission merchants, Barbour's linen threads, etc., has returned from a trip through Western Canada, and reports business generally fair and improving in most lines. In the Maritime Provinces, which Mr. Samuel visited this month, he says an improvement is looked for shortly. Fall trade in all lines has been quiet; on account of so much rain country roads were very bad, but all wholesale people were hopeful and looked for a good winter's trade yet. In Halifax and St. John all stores appeared fairly busy, and payments were satisfactory, as people are thrifty. Dealers in these cities are keeping up to date with new buildings and improvements; in fact, some of the finest retail stores in Canada are to be seen in the Maritime Provinces.

**NEW SPRING DRESS GOODS.**

Jas. Johnston & Co. are now prepared with a full line of dress goods for spring and summer wear, comprising the latest novelties in black and colored dress fabrics. Merchants should see their samples before buying. They are not agents for any particular manufacturer, but select what they consider the best in the market.

**SOME NEW KID GLOVES.**

We saw a couple of cases of very choice fancies in "Jammet" goods opened by Fitzgibbon, Schachtlin & Co. this week, consisting of black lacing with two-strand white silk points and silver studs; also the same quality with pearl buttons and trimming of violet, white and dark red, etc.—styles which will find a ready market.

**WHY THEY SUCCEED.**

Most of the travelers are out with their spring samples. M. L. & H. Schloman say that their shirts are right make and right price, and already these are showing their effects in the orders their travelers are sending in.

**COMPLIMENTS OF THE SEASON.**

W. R. Brock & Co. are showing, for the holiday trade, two lines of men's neckwear, put up one scarf in a box, either derby or knot shapes. On the lid of each box is printed, in gold letters, "Compliments of the Season," which makes the article very suitable for a holiday present. These boxes are put up in 1/2-dozen, cartoons, assorted colors, light, medium and dark. Sample cartoons of each style can be had on application.

**FIBERINE INTERLINING.**

In our advertising columns of this issue you will notice a letter to the trade from the Ever-Ready Dress Stay Co., advising of their again manufacturing fiberine interlining. Merchants generally will remember this material being in the market during 1894-95 and of the regret caused by the manufacture thereof being discontinued. As it is now to be had, fiberine interlining will no doubt be in good demand.

**SWISS HANDKERCHIEFS.**

The Gault Bros. Co., Ltd. have now in stock a very extensive range of handkerchiefs specially suitable for Christmas holiday trade. The various lines of embroidered, Swiss, and fancy boxed goods are particularly attractive and very moderate in price. Letter orders will receive prompt attention and the goods be very carefully selected.

**SPRING GOODS IN TIME FOR CHRISTMAS.**

Glover & Brais are making a special feature of delivering all their spring neckwear in time for Christmas trade. They report having booked very much larger orders than usual in consequence.

They are having a big run in the three styles illustrated; also the "Regent" tie, a large graduated Derby, with wide under-ends. All the fancy patterns they show are confined to them for Canada. The silks and designs shown this season are especially handsome.

**EMBROIDERY, LACE WORK AND SO ON.**

The Barbour Bros. Co. are continuing the publication of their series on embroidery, lace work and so on. The latest is No. 5, "A Lace Work, a Handbook Illustrated." This gives special instructions for making torchon or bobbin lace. It is rather an improvement on any of the previous publications in this line. It embraces a great variety of new designs for lacemaking and embroidery, and also possesses an educational value. "The Antiquity of the Linen Industry," with illustrations of the stone whorls and ancient flax embroidery, is of special interest, and the cover design is a beautiful and correct representation of the ancient method of spinning. There are colored plates representing embroidery made with Barbour's Ulster floss, original and charming designs which ladies will delight in reproducing. The book is artistic in every way.

The whole series, with their artistic illustrations and complete instructions for all kinds of needle work, enable every person to do work of this kind correctly.

The books are sold at 10c. each, but the trade are supplied in quantities at 85c. a dozen. A little pile of them on the counter often attracts the attention of ladies shopping, who afterwards become buyers of the materials necessary for the work suggested by the booklets. Thomas Samuel & Son, Montreal and Toronto, are the Canadian agents.

**DOWN IS UP.**

The price of down has advanced very considerably. Since the election last month there has been an increase of 10 per cent. The advance has been especially in the higher grades.

The Alaska Feather and Down Co. report having laid in their stock before the rise in price and can supply their goods at the old rate.

**ENTIRELY CLEARED OUT.**

Wm. Agnew & Co. are congratulating themselves on having struck the key note in the class of goods demanded by the consumer. They say that all their fall stock has been cleared out. This leaves them with nothing on hand but the latest goods for spring in plain and fancy dress goods, silks, etc.



The Bill of Fare in a Country Hotel.

Living Bill of Fare—"Ham, eggs, fried sausage, silver, beer, contriptender, joint steak, stewed prunes."

Travelling Man—"Poached eggs, toast and a cup of coffee, please."

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.

Always up to grade and free from short staple fillings.

### 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.**

EUGÈNE **JAMMET'S** FRENCH  
Kid Gloves



## IN STOCK

All Leading Staples.

## ALSO . . .

Choice refined effects in best quality lacing and 4 pearl button lines.

Suède, piqué sewn, with 2 large black domes, etc., etc., etc.

CORRESPONDENCE SUGGESTED.

**FITZGIBBON, SCHAFHEITLIN & CO.**

. . . Montreal.

# Thibaudéau Bros. & Co.

Importers of

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

**THIBAUDEAU FRERES & CIE.**

Quebec.

**THIBAUDEAU BROTHERS & CO.**

London, Eng.

**THIBAUDEAU BROS. & CO.**

332 St. Paul St.

**MONTREAL**

## HOLIDAY TRADE WINNERS

Dry Goods merchants should carry Dry Goods Novelties. If your Holiday Stock is right in your line—dry goods—more people will see it, and buy, than if you carried the same articles sold by a dozen other exclusive stores. See the point? These cushions will sell if they're given half a chance—they fit into your stock—they represent good profit—they satisfy every purchaser.

### Alaska Down Cushions | Fancy Chair Rests

Made of finest goose down. Made in perfectly down-proof cases. Covered in tasty art squares with the stylish full frill.

Little cushions—single and in pairs—of choicest down and prettiest coverings—many of them in odd shapes. Easy selling novelties.



**ALASKA FEATHER & DOWN CO. Ltd.**

**MONTREAL**



### MEN'S FURNISHINGS' WINDOW DISPLAYS.

THE handsome and artistic display of goods in shop windows now-a-days incline some to believe that window dressing is a real art. In importance it comes next to newspaper advertising. In fact, much of the effect of the advertising would be lost were it not for the effect of a well-dressed window. This is becoming more and more the case, for people figure more on first impressions than a few years ago.

Advertising and window dressing should go hand in hand. I have always believed in a bright ad. in the daily papers, backed up with a bright, catchy and tasteful window display, and cheerful clerks that are polite and courteous at all times.

I do not believe, however, in dressing windows to deceive; by that I mean, do not put in a window an article marked below its real selling value. It would be very injurious to have a customer enter the store and ask for a certain article in the window marked at a price which was never intended as its sale price, and to have to tell them that it was the only one in stock, and simply placed in the window for display, and could not be removed. I have always made it a practice to have plenty in the shelves the same as in the window.

Our windows are changed as conditions of the trade require. We do not believe in any cast-iron rule like once or twice a week.

Care should be taken to have the goods seasonable. It would be bad taste to have lined gloves exposed in the windows when the mercury is registering 50 or 60 degrees, just as it would be to display dress kid gloves when it stands ten or fourteen degrees below zero.

I believe if merchants would devote more time to their windows better selling results would follow. I am also a firm advocate of not crowding, not putting too many articles in a window. Many a window, otherwise very well designed, is made unattractive by overcrowding. How to put this and that together to make an effective display is learned only by practice. Any men's furnishing dealer in Canada can become to a certain degree expert at it if he will only try.

When you have your goods laid out attractively for inspection, the chances are much brighter for sales. It is much like a man without much appetite who is coaxed to eat by the dainty way in which everything is served—bright silver, snow-white tablecloths, polite waiters. It is the same with window dressing. Catch the eye with pretty goods that fashion has ordained. Price tickets neatly printed help to strengthen the impression.—G. H. MUNKOE, OF MUNKOE BROS., MONTREAL.

### MILLINERY SPECIALTIES.

D McCall & Co. have a magnificent range of flowers, laces and English and American straws on the road. They are receiving large importation orders.

### THE TALE (NOT TAIL) OF A SHIRT.

Men's furnishes, without an exception, recognize the fact that there are more colored shirts sold to retail at 75c. than all other prices combined. W. R. Brock & Co. are showing a rattling line to fill this bill called "L.S.," made out of a special cloth and patterns confined to themselves.

### BALBRIGGAN UNDERWEAR.

W. R. Brock & Co. are showing a large range of these goods in the correct value, make and finish. No slop work on them, like there is on some lines being offered. Brock's are made by experts, who know how to make the right goods, and not by novices at the business. They also show a large range of all lines of spring underwear, to retail from 25c. to \$2 per garment.

### BUSINESS CHANCE.

E. A. RAMSAY. 15 YEARS' BUSINESS EXPERIENCE, FOR PAST FOUR years active member of firm Wilcox & Ramsay, General Merchants, Virden, Manitoba, is withdrawing from said business. Will soon be open for engagement. Prepared to take interest in, or will buy out, established thriving business. Correspondence solicited. Address, E. A. Ramsay, Virden, Man. (11)

**R. FLAWS & SON** Dry Goods Commission Agents  
Manchester Bldg., Melinda St. **TORONTO**

### MARINE INSURANCE.

The Open Policies issued by the **MANNHEIM INSURANCE CO.** (Capital Two Million Dollars) cover goods from the time they are shipped until delivered at your warehouse.

For rates and further particulars apply to

**JAS. J. RILEY & SONS,** Managers for Canada, **MONTREAL.**

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

Manufacturers for the Wholesale Trade of the following Standard Lines of Fine Linen Faced Collars and Cuffs. **GOLLARS** Comet, Opera, Hanlan '76, Oro and Marquis. **MOZART CUFFS** Angelo & Raphael Reversible Linene Collars and Cuffs. Only the very best materials are used in the manufacture of these goods.

### . . . ONLY A LITTLE BOOK . . .

With a paper cover

### Called **BUSINESS SUCCESS**

By **JOHN ALLAN, MONTREAL.**

Full of useful information and good sound advice to storekeepers and salesmen.

**Contains Hints to Storekeepers.**

Rules for Clerks.

Ideas on Window Dressing.

Talks About Advertising.

How to Succeed in Business.

What a Few Successful Men Say of Success, etc.

This book would make a nice little acceptable gift from a traveller to his customer or to a salesman. Some wholesale house might do well to give away a few hundred of them among their customers. A copy will be mailed free to any wholesale house on application.

Price per hundred, \$5.00, or 75c. per dozen to Retail Merchants.

FOR SALE BY

**JOHN ALLAN,** 661 Craig Street, **Montreal.**

## BEAVER LINE STEAMSHIPS

Sailing Weekly Between Liverpool and St. John, N. B.

From LIVERPOOL	STEAMERS	From ST. JOHN, N.B.
Fri., Nov. 20	Lake Huron	Mon., Dec. 7
Sat., " 23	Lake Superior	Wed., " 16
" Dec. 5	Lake Winnipeg	" " 23
" " 12	Lake Ontario	" " 30

and weekly thereafter.

Steamers sail at 1 p. m. on arrival of C. P. R. Express.

Excellent accommodation for all classes of passengers.

### RATES OF PASSAGE.

FIRST CABIN—\$47.50 and \$50 single. Return, \$90.

SECOND CABIN—\$34 to Liverpool or London. Round trip, \$66.75.

Storage at lowest rates.

C. P. R. trains run alongside steamers at Carleton (St. John, west side) doing away with transfer of passengers and their baggage. Special rail rates to and from St. John.

Unsurpassed facilities for all kinds of freight. Goods carried to all points on through bills lading at lowest rates.

Quick despatch via Canadian Pacific Short Line.

For further particulars apply to

**D. W. CAMPBELL,**

TROOP & SON, Agents St. John, N. B.

Manager,

Or any Local Agent.

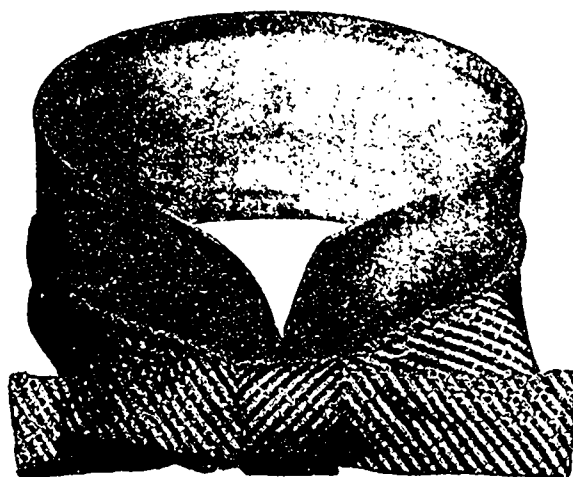
**MONTREAL.**



TOOKE'S "BARRINGTON"



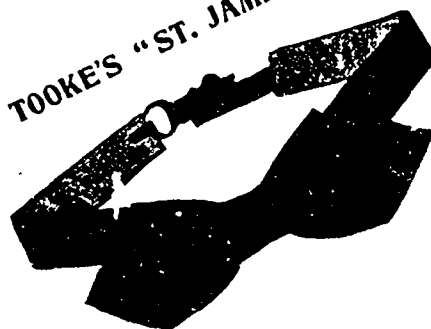
TOOKE'S "PERSIMMON"



TOOKE'S "CLIPPER"



TOOKE'S "COMMODORE"



TOOKE'S "ST. JAMES"

## WHAT A STORE SHOULD BE.

HINTS FROM A FINE MEN'S FURNISHINGS ESTABLISHMENT.

ONE of the best appointed men's furnishings stores on this side of the Atlantic is the new branch opened by R. J. Tooke, of Montreal, last April. Everything is arranged in the neatest and newest style. Perhaps the most striking feature is the absence of counters groaning under their load of goods, as is too often seen. A description of the arrangements may not be uninteresting.

### THE EXTERIOR.

The building, which is 27 feet by 102 feet, is on the corner of Peel and St. Catherine streets. There is an entrance on each street, the one on St. Catherine street being the front entrance. Both the front and the side are composed entirely of glass panels, sixteen in number, giving ample opportunity for window display. These are supported by small steel uprights. No pillars are to be seen. They are encased in plate glass mirrors, so that their presence is not noted. At the back of the window are mirrors extending its whole length. All the fixtures for display are nickel plated and of the latest design.

The name plates are of black mahogany, which takes a beautiful polish. The name is in gold letters and shows up very distinctly against the black background. The plates are covered with plate glass for protection. They were manufactured especially for this building in Birmingham, England.

### THE LIGHTING OF THE WINDOW.

Perhaps the most noteworthy feature in the window is the arrangement of the lights. Looking from the outside, no lights can be seen, although the whole window is brilliantly illumined. The two hundred lights in the window are the ordinary 16 candle-power incandescents, with straight globes instead of the ordinary pear-shaped ones. They are placed at the top of the window. Behind them is a semi-circular silver reflector, which throws the light down on the goods in the window. Part of the light is again reflected from the mirrors at the back of the window. The lights are on several different circuits, so that the various sections of the window may be lighted or not, as desired, also each section may be more or less brightly lighted by turning on or off the various switches.

The great utility of this system is that the spectator outside does not have a glare of light in his eyes, and can see the goods as well as in daylight.

### THE WINDOWS WILL NOT FREEZE.

Another feature of the windows will be more noticed when hard frost sets in. The window is practically a long room. That is, it is closed off from the rest of the store by partitions of glass above and of wood below. In the partition are a number of doors which shut very closely. The idea is to prevent the warm air of the store from coming in contact with the cold windows and the formation of moisture, which would cause the windows to freeze up. It also prevents the goods in the window from becoming dusty.

For convenience in dressing the windows a narrow passage is left between the partition mentioned above and the mirrors which form the background. This passage extends from one end of the window to the other, giving easy access to all parts. In this passage there are several ventilators connected with the cellar to insure a supply of fresh air and prevent the goods displayed from becoming musty.

### THE INTERIOR.

Entering the store, one is struck immediately with the way in which the inside is finished. The floor is of greyish Mosaic, with a dark border just outside the show cases. The ceiling is white. The walls are tinted with a delicate shade of yellow. All the

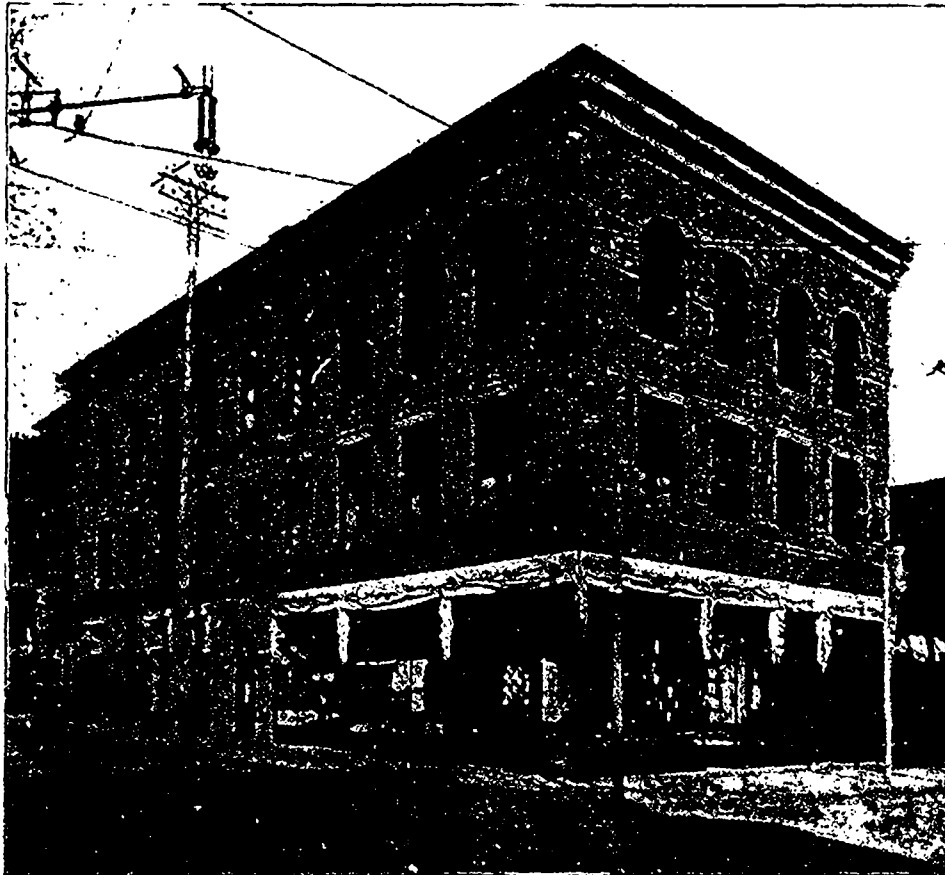
panelling and other woodwork is of red mahogany with gilt facings. The cases in which the goods are displayed are also of mahogany. Behind the cases are shelves of the same wood. In the front of the store there are two large mirrors, one at each side of the entrance.

The heating is by steam. All the coils are concealed, and the heat enters the store through gratings below the shelves.

The store is lighted by two rows of electric lamps, hung on long brass rods. The globes are of ground glass, modelled on a design made especially for these lights. In the centre is a large chandelier of sixteen lamps, which throws a very brilliant light.

### THE DEPARTMENTS.

The show cases, in red mahogany and glass, are in two rows, one on each side of the store. The one row is broken by the Peel street entrance: the other, by the office, which is exactly opposite this door. From the front door up to the office there is a row of



R. J. Tooke, Montreal—Exterior View.

tables in the middle of the store. There are four departments. That part of the store immediately to the left, on entering the front door, is devoted to gloves, collars and cuffs. Opposite this are the ties and handkerchiefs. A little higher up are umbrellas, and all kinds of collar, cuff and shirt buttons. Beyond the Peel street entrance, on the left, is the underwear and hosiery department. Opposite this is the shirt department. The stair, which goes from the outside to the next floor, is behind the underwear. Advantage is taken of this to have a storeroom for reserve stock of underwear under the stair. This takes away the necessity for having the stock piled up on the counter. The tables in the middle of the store are mostly confined to a display of ties and scarfs.

Mr. Tooke began business in 1869 on St. James street. After a few years he moved to a more commodious store on the same street. About 12 years ago he opened up a branch in the French part of St. Catherine street. Last April he opened the west end branch described above.

In preparing the plans he visited Europe and the United States, getting together all the hints he could on store arrangement. As a result he has one of the finest stores in its line, of which Canadians generally can justly be proud, as showing what Canadian enterprise can accomplish.

Full collections of Priestley's novelties are reported by S. Greenshields, Son & Co. These makers, as usual, show a large range for the ensuing season. Some of their

productions are unusually striking and attractive. The effects in black figures are very unique and beautiful. This season the taste seems more in the direction of smaller designs, although a few things of larger descriptions are shown. As a substitute for the rich mohair crepons of last spring are strong broken relief effects and pronounced brocades in a great variety of styles. Another noticeable feature in the collections is canvas grounds. Tissues after the grenadine order are also shown. Much of the effect in mourning goods depends upon whether black materials are thoroughly good of this kind. The "Varnished Board" maintains its reputation for all that is high-class in quality, and style and color.



R. J. Tooke, Montreal—Interior View.

#### A NICE CATALOGUE.

One of the nicest catalogues THE REVIEW has yet seen is that issued by Z. Paquet, Quebec. It is 7 in. by 9 in., printed on the very best of paper. It contains only a dozen leaves, and these printed on one side only. But these pages are utilized to the best advantage. On each page are two very fine cuts showing the styles

in fur capes, etc. Below each is a short description. The excellence lies in the splendid cuts, which show the styles clearly, both back and front view. If you deal in furs send for a catalogue.

#### STOREY'S GLOVES.

This brand of gloves continue to occupy the attention of our merchants as articles of special merit. W. H. Storey & Son, Acton, Ont., the manufacturers of these goods, report many new things, and some novelties for the coming year. This firm continues to lead in the art of glove-making. They manufacture also large lines of moccasins and traveling bags suitable for all classes.

#### TAKE YOUR DISCOUNTS.

There is a sure profit in taking discounts, remarks American Grocer. One of our most successful retailers was obliged to give

notes during his first years of business; but now every discount is taken, all purchases being made for net cash. To do this required the concentration of money into the business, until a point was reached where the cash resources were more than enough to buy all goods for cash. Then outside investments were made, but not until that time arrived. Now he feels justified in gratifying his love for horses and in making real estate investments. He found cash a powerful friend, it opened many a door which was

closed to credit; it cemented trade friendships and made powerful allies. It will do as much for anyone who will pay the price in self-denial.

Remember that the man who always pays cash is always sought, particularly in times like the present, when money is tight and worth 10 to 12 per cent. per annum.

Save your discounts, even if it does demand rigid self-denial. A man doing a trade of \$30,000 per annum can about save his rent by taking discounts. It is an easy way to offset expenses and make a net profit on the year's business—a sure thing.

#### BETTER THAN EVER BEFORE.

That is what Brophy, Cains & Co. say regarding their dress goods for spring, 1897. Their range of patterns will be in all the newest French and English styles. In the high-class black, also in rich, fancy dress goods, they will show ranges up to \$3 a yard. They promise the trade the best and most exclusive range ever shown by any house in Canada.

### CHRISTMAS PRESENTS IN MEN'S FURNISHINGS.

A TALK WITH MR. J. A. MURRAY, OF W. A. MURRAY & CO.

THAT a big business can be done in presents is realized by first-class houses. Such a house will carefully foster trade by being up-to-date, possessing the latest ideas, and therefore in a position to advise ladies who come to buy presents for their male relatives and friends.

THE REVIEW asked Mr. J. A. Murray for some pointers on this subject, which he was courteous enough to give, and which indicate the line that the Christmas season of 1896 requires a house to follow. The requisites of a gentleman are so numerous that there is no difficulty in selecting something suitable for him. A dressing gown, a dressing jacket or a bath robe makes a very nice, useful present, and is a garment that few men buy for themselves, being considered a luxury. They are made in tweeds, nicely trimmed with fancy cords and braids. The bath robe is made from Turkish toweling.

Then, an umbrella is always appreciated. These are usually gotten up with silver and fancy mountings, specially for the Christmas trade.

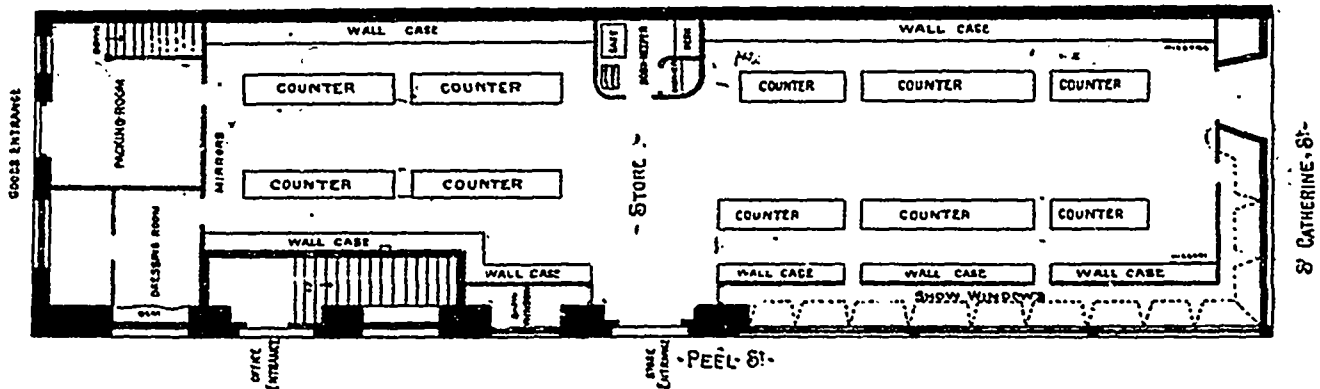
Gloves may always be considered useful. They are shown in lined and unlined makes. In the unlined, the medium and dark

province and in each of the United States. It is beautifully printed on heavy coated paper. It is, of course, an advertisement for Chase & Sanborn's coffees, but from the large numbers of interiors shown there are very few merchants who cannot pick up some ideas from the book. It is probably too expensive a book for general distribution, but no doubt they will send a copy to any live retailer—as every reader of THE DRY GOODS REVIEW is—who sends a card asking for it.

### THE FLANNELETTE QUESTION.

From The St. John (N.B.) Gazette.

THE Gazette is glad to be in a position to say that the New Brunswick and St. John cotton mills, run and owned by Wm. Parks & Co., Ltd., of this city, are so crowded with orders that it is necessary to work overtime, in order to keep pace with the orders coming in. This is particularly gratifying when it is known that the mills in other parts of Canada controlled by the combine are mostly working half time. It shows that the people of this Dominion appreciate the efforts of those men who do not attempt to throttle trade by forming combines. There are four cotton mills in New Brunswick; two of them are owned by the cotton combine, while the Gibson Mills at Marysville sells all its products to the com-



R. J. Tooke & Co. Plan of Ground Floor.—Scale 15.4 feet to the inch.

tans and greys are the newest. In the lined, the newest things are the reindeer with a wool or a fur lining, and kid with a seamless lining. The advantage in this is that all sides of the finger are covered, being woven, and, so to speak, like a double glove, while the old style of lining merely covered the fingers at two sides.

Handkerchiefs are almost time-honored as a Christmas present. These are in linen or silk, and can be procured with the initial letter nicely woven in the corner, usually nicely boxed.

The muffler is again to the fore, in cashmeres and in silks. The newest patterns are paisleys, plaids, spots and stripes. In neckwear the leading shapes are "The Lombard," to tie in the bow, and are in dark and fancy Dresden effects. "The Spa," or flowing end, is still worn. These are in dark shades, greens predominant, and large checks and plaids. "The Joinville," or square end. This can be worn in almost any shape. The colorings are light and medium, and the patterns are Dresden effects.

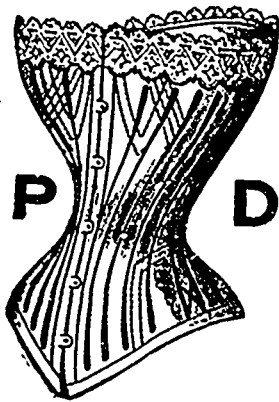
A very acceptable present can be made up from any of the following staple and useful lines: Underwear, half-hose, braces, collars, cuffs, dress shirts, white shirts, dress bows, evening bows.

### A BOOK WORTH HAVING.

For those interested in making the interior of their stores attractive, especially for the holiday trade, a book just published by Chase & Sanborn, Montreal, is well worth having. It contains photographic reproductions of the interiors of leading stores in each

bine under contract. Therefore, while Mr. Gibson controls his own property, so far as the manufacturing of cotton is concerned, he has nothing to do with its sale, his only customer being the combine. Under Mr. Gibson's contract he is able to run his mills all the time, but in doing this, the goods turned out at Marysville have so stocked up the selling agents of the combine that they are compelled to shut down their own mills. This is a very good arrangement for Mr. Gibson, but it is rather rough on the combine. The determined effort on the part of the cotton kings to close up Mr. Parks' mill by reducing the price on a staple line of goods to somewhere near the cost of production, has failed in its purpose. Mr. Parks has not only withdrawn this line of goods from the market and is supplying other goods the prices of which have not been cut, but he is obtaining orders for these goods in such quantities that it is necessary to work overtime to keep pace with the demand. Neither the wholesale dry goods trade nor Mr. Parks desire that these cut prices should be continued and there are rumors from Montreal that the combine is anxious to get the price back to where it was. There has already been a large advance in raw cotton and it is more than probable that cotton will go still higher in the next few months. The reduction in price on a staple line of goods, therefore, can scarcely be called good business, and there could have been but one reason for it. It speaks well for the product of the Parks mill that the new lines of goods they have put on the market have met with such universal favor that they are sought in every part of the Dominion in preference to other makes.

# Manufactures Royales de Corset P.D.



These celebrated corsets are absolutely without rival, and occupy the first position in the corset trade throughout the world. Every pair is tailor cut, and only the very finest materials are used for this nonpareil corset.

10 Gold Medals

. and .

Diplomes d'Honneur

have been awarded to P. D. corsets at all the leading International Exhibitions during the last 20 years. This is a record no other corset makers can show, and proves the numerous qualities of the P.D. corsets, the superiority of which are now nowhere seriously contested.

Sole Agents for Canada.

## Konig & Stuffman,

10 ST. HELEN ST., MONTREAL

# Finley, Smith & Co.

Importers of . . .

## WOOLLENS and

## TAILORS'

## ... TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

## MONTREAL

# THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES  
OF . . .

- |                             |                           |
|-----------------------------|---------------------------|
| Flexible and Mohair Buttons | Ivory and Buffalo Buttons |
| Strap and Braco Buttons     | Vest and Trouser Buckles  |
| Livery and Official Buttons | Gaiter and Anchor Buckles |
| Fancy Metal Buttons         | Mantle Hooks and Eyes     |
| Anchor Buttons              | Trouser Hooks and Eyes    |
| Fancy Vest Buttons          | Cap Ornaments, Etc.       |
| Linen Buttons               |                           |
| Jet Buttons                 |                           |

## WALKER BROS.

Manufacturers' Agents

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

# A. McDOUGALL & CO.

168 McGill Street

... MONTREAL

Sole proprietors of the celebrated TYKE and BLENHEIM serges. . . . .

None genuine unless stamped with registered trade mark every 2 1/2 yds. . . . .

## A. McDOUGALL & CO.,

Sole Proprietors

## A MODEL TAILORING ESTABLISHMENT.

PERHAPS the finest tailor shop on the continent is R. J. Inglis' new store at 2385 St. Catherine street, Montreal. Mr. Inglis has broken away from old customs in many ways. He believes a place of business is not necessarily unattractive or unworthy of being adorned. On the contrary, the arrangements show care for artistic effect.

The front consists of two windows, 8½ feet wide, with the door between them. The name-plates, which are placed just below the windows, are of black mahogany very highly polished, with gilt letters. The whole is covered with plate glass. These name-plates were made specially for this building, in Birmingham, England. The windows are sustained by light steel supports, and no pillars are to be seen, as they are covered with plate glass mirrors.

The chief feature of the window is the lighting. Forty-four electric lamps are placed at the top of the window. Behind the lamps is a semi-circular silvered mirror, arranged so as to throw the light down on the goods placed in the window. To a person standing outside, no lights are visible, while a soft, though bright light falls on the goods displayed. There are ventilators all round the window to prevent it freezing up.

The interior of the store fully bears out the idea formed from the outside view. The main store is 25 ft. by 60 ft. The walls and ceiling are painted with an attractive design in bronze. The background in the case of the ceiling is quite light; the walls being slightly darker. The floor is of oiled oak. The larger part is covered with a carpet made especially for this store, leaving, however, a strip of the oak all the way round about two feet wide. The carpet is fastened down with brass pins, which have corresponding brass sockets in the floor. With this arrangement it requires but a few minutes to remove the carpet for cleaning purposes. A wainscoting of oak about four feet high extends all round the room.

A noticeable feature is the absence of the old-fashioned counter. Along the walls are several oblong oak tables which match the wainscoting. These tables are handsomely carved by hand. In the middle of the store are two smaller square tables of the same material, one near each end of the store. Several chairs and divans, in oak and leather, add to the pleasing appearance as well as to the comfort of the store.

The most striking part of the store is the fireplace. Half way up the right-hand side is a large fireplace with all the modern

accompaniments. All the woodwork round the fireplace is beautifully carved. On the mantel-piece above are two large vases and several pieces of fine china. Beside the grate are two cosy chimney seats, which add greatly to the effect. The effect is increased by several pictures hung round the room. All is fitted up in the most tasteful fashion, everything being good, without being gaudy.

The ceiling is 18½ feet high, which gives a chance for good ventilation. The store is lighted from the front and back, which are entirely glass. In addition to this a skylight runs along part of one side, with prismatic glasses to throw the light well into the room. The electric lamps are grouped in threes, at intervals down both walls, and in the middle there is a row of chandeliers. The lamps are arranged on different circuits so that the lighting may be regulated as required.

The steam-heating apparatus is entirely covered. The coils are placed along the walls behind the wainscoting. The panels are so arranged as to be easily removed, allowing free access to the pipes in case any repairing is necessary. All the stop-cocks are in

the basement, where they are always free of access.

At the back corners of the main store are two small offices. The one to the left is the private office, the one to the right the general office. Between these in the middle of the back end of the store is a full length mirror.

The dressing rooms are immediately behind the main store. There are two of them, one to the right, one to the left. The one to the left is finished in white mahogany, the one to the right in red

mahogany. Both are liberally provided with seats. Fine full-length mirrors are placed in convenient positions. The lights are placed so as to cause no inconvenient glare for evening use.

Behind the dressing rooms is the cutting room. Behind that is the work room. In both, the ceiling is the same height as the main store, which ensures good ventilation. All the partitions between the various rooms are of varnished oak, the same as the wainscoting.

While arranging this new store, Mr. Inglis went through all the principal tailor stores in London, Eng., to gather up all the best and latest ideas. After his return to this country, he took a run through the prominent stores in the United States to see if there was anything he could change for the better, before it was too late. He returned, however, satisfied, as well he might be, with all his arrangements, which have since been carried out. Many of the trade when in Montreal have called to see it, and all agree that there is no better equipped store on the continent.

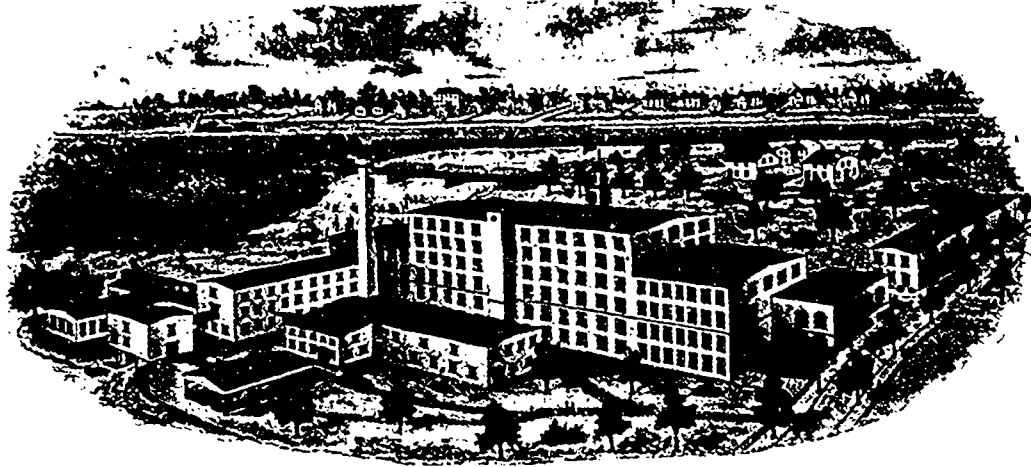


R. J. Inglis' Tailoring Establishment.

# Rosamond Woolen Co. — ALMONTE, ONTARIO.

ESTABLISHED 1857

Manufacturers

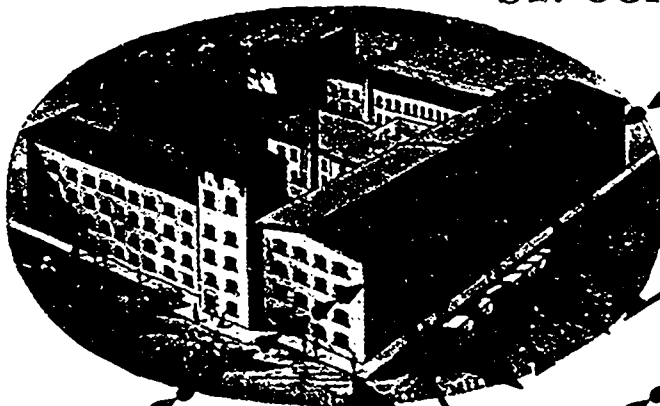


Suitings  
And  
Coatings  
Trouserings  
in WOOLEN  
and WORSTED

OUR patterns for the Spring are now in the hands of nearly every reliable wholesale tailoring house in Canada. We make a good honest article (free from Cotton) which can stand on equal merit with anything imported **AND COSTS LESS MONEY.**

We have every facility for keeping right up with the times as regards style and colorings, and retailers with a proper assortment of our patterns in stock can make no mistake. The goods are right in every particular. Ask your wholesale house for them.

## W.M. PARKS & SONS Ltd. ST. JOHN, N. B.



Cotton Spinners,  
Beavers, Dyers  
and Manufacturers

Grey Cottons, Sheetings, 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, Wellington Street West, Toronto  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALL, 83 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.



## A WORD TO THE CLERK.

THE ideal educated man is the one who knows something about everything and everything about some one thing. The ideal business education is that which combines a wide general knowledge of trade with a complete technical knowledge of one department. In these days it is not enough that a man be well informed; he must also be an expert in something.

Herein lies the key of success for the young country clerk who is dreaming of a larger place in some city establishment, says The Chicago Dry Goods Review. Herein is the passport that will carry the village merchant to larger fields if he wants to find them. The first requisite for every man who is ambitious is to become a specialist.

Would that we might impress on every young dry goods clerk who is seeking a city position that unless he is a specialist in some line he had better stay in the country. The city is constantly recruited from the country, but the city clerk must be an expert, and the only legitimate way to secure such a place is to qualify for it. The general trade of the country store is an excellent school. All that is necessary is ambition and perseverance to become thorough master of one line. Whether it be dress goods or gentlemen's furnishings, or any other specialty, let it be mastered. Become an authority on the subject. Before you know it you will be invaluable to your employer and will be ready for the next opportunity for advancement that offers.

Whatever the slothful pessimist may say, promotion in the business world goes mainly by merit. The jobber is always on the lookout for a clever salesman. It is often surprising how swiftly an obscure specialist's fame can travel beyond his own store and his own town. Many a country merchant who has become a local expert has been invited to sell out and take charge of a great city department. Many an unknown country clerk has become a prosperous road salesman, and ultimately a partner in a city house, simply because he made himself a specialist and thus fitted himself for the wider field.

Study your business. Find out what branch you are best fitted to master. Then keep pegging away at that until you know more about it than any other man in town. Read the trade papers. Learn all you can from traveling men. Keep your specialty always in mind, and group your other knowledge around that central point. Don't neglect the useful general knowledge that can nowhere be secured so well as in the country store. But arrange it all with a proper bearing upon the central subject. Then do your best wherever you happen to be, and the promotion will be pretty likely to take care of itself in good time. There is always room at the top, and the best men are shoved upward by the natural squeeze of competition.

It will do no harm to do some shoving on your own account, but rest assured it will do no good if you are not fit for the higher and more specialized field you seek.

## CHRISTMAS JEWELRY.

Jas. Johnston & Co. are making a specialty this year of Christmas jewelry in the shape of cuff studs and links. In addition to these they are carrying in Christmas novelties a full range of combs and side combs; also a line of purses.

## LACE CURTAINS.

The lace curtain trade is rapidly falling into good hands. Brophy, Cains & Co. are showing the manufacture of four notions for the incoming season. They have already booked some very large orders for many of the principal houses throughout Quebec, Ontario and the Lower Provinces.

## HANBURY A. BUDDEN

Attorney and Solicitor

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

## TO MANUFACTURERS AND OTHERS

We are always open to buy jobs if you have any odd lines you wish to clear out, make the price right and we will buy them.

We also do a General Commission business. Consignments received and stored free of charge, all business done on a cash basis, and accounts settled monthly.

## GILMOUR, SCHOLFIELD &amp; CO.

Wholesale Dry Goods Importers and Jobbers,

364 St. Paul St., MONTREAL, Que.

World Wide Popularity

The Delicious Perfume.



## Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

## Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

## THOMSON'S

ENGLISH MADE,

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

## CORSETS

At Popular Prices:

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at  
JOHN MACDONALD & CO'S, TORONTO.  
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

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

## B. &amp; C. Corsets

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

Manufactured only by

BRUSH &amp; CO. - TORONTO

# SIZES

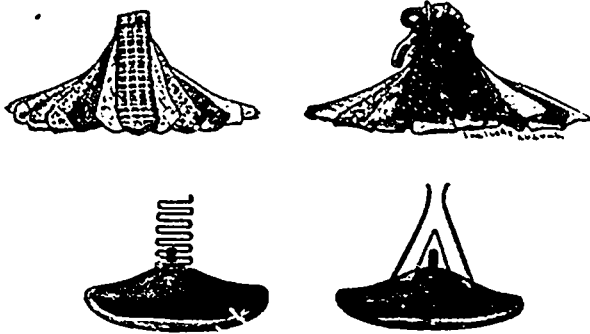
## Men's and Boys' Underwear

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.

The GALT KNITTING CO., Ltd.  
GALT, ONT.



EYMAN'S

### Handy Teck Displayer

EYMAN'S HANDY

### Four-in-Hand Displayer

These are the only practical devices for displaying and handling Neckwear ever offered to the trade. They are absolutely indispensable to a good Neckwear display. The ties are all in plain view, enabling the customer to make a selection without handling the ties, and very frequently without even setting racks out from showcases. The ties are held firmly in place and will not become disarranged while lifting rack from showcase, as they do with other devices now on the market. Any tie may be removed and another put in its place without disturbing others. Each rack holds twelve ties. Bases have rubber feet to keep them from scratching showcase when set out. Every Rack will more than pay for itself every month in increased sales, caused by bringing all the ties into view in an attractive manner. Bases of polished wood; wires and clamps handsomely nickel-plated. Racks will last a lifetime.

Price \$3.00 per dozen for either Teck or Four-in-Hand Displayers.

SEND ORDERS TO—

JAS. S. JACKSON Canadian Agent Clinton, Ont.

# "HOLIDAY GOODS"

Manufacturer's stock at half price.

Novelties in Silver and Glass and Celluloid Goods.

## LATEST NOVELTIES

Send for sample lot satisfaction guaranteed.

No. 1	Lot	per doz.	\$ 2 25
" 2	"	" "	3 00
" 3	"	" "	4 00
" 4	"	" "	6 00
" 5	"	" "	9 00
" 6	"	" "	12 00

MIRRORS, FRAMES, HANDKERCHIEF BOXES, CLOCKS, TRAYS, LAMPS, JEWEL CASES, PIN BOXES, ETC.

Don't delay—lot will not last ten days.

F. F. & C. B. KELLY,  
8 St. Helen St., MONTREAL

THE

# C. Turnbull Co.

OF GALT, LIMITED.

ESTABLISHED 1859

Whenever you want to sort up your stock of Woolen Underwear we can do it promptly in any of the following lines:

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 Anti Grippe Bands,

Sweaters, Striped Shirts and Knickers

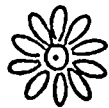
We Guarantee Satisfaction and a Perfect Fit.

TORONTO OFFICE:

GOULDING & CO., 27 WELLINGTON ST. EAST . . .

# Water or Wear Sunlight or Shadow

..... NEVER AFFECTS THE



## Hermsdorf-Dyed Hosiery or Gloves

...

THEY REMAIN A LUSTROUS BLACK UNDER  
ANY AND ALL CONDITIONS.

The most apparent truth in the Fast Black World is this: Hermsdorf made Fast Black a permanent fashion and fancy; therefore it pays to be able to truthfully tell a customer that the goods offered are Hermsdorf Dyed.



## American Bureau of Louis Hermsdorf

78 and 80 Walker Street,

*Louis Hermsdorf  
Dyer*

NEW YORK

**CANADIAN  
COLORED  
COTTON MILLS CO.**

FALL  
1896

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

— NOW READY —

See Samples in Whole-  
sale 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.



**RELIANCE BRAND HOSE**

Ribbed Hose, Plain Hose,  
Elastic Over Hose.

Ladies' and Children's mitts in great variety.  
Sorting orders promptly attended to. Best value  
for the quality in the market.

**THE WILLIAMS, HURLBURT CO.**

OF COLLINGWOOD, LTD.

**A SURPRISE AWAITS ::**

All who use Oxford Tweeds for the first time.

So stylish and durable when made up, you would  
declare them to be finest "Scotch." Pure wool—  
handsomely designed—carefully woven. A trial  
order with the wholesale will make you a friend of  
Oxfords.

**Oxford Manufacturing Co.**

OXFORD, N.S.

Trade Mark: "Tape woven across the ends of every web."

**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 Medalist 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.

THE BEST RANGE OF

**CORSETS**

MANUFACTURED IN CANADA

are made by the . . .

**CANADA FEATHERBONE CO.**

They will give your customers the utmost satisfaction.  
You make a mistake if you do not handle them.

**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

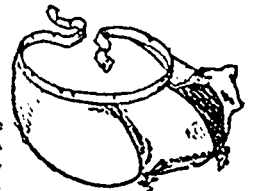
GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

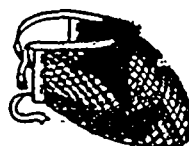
C. C. FOSTER, Secretary.

**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.



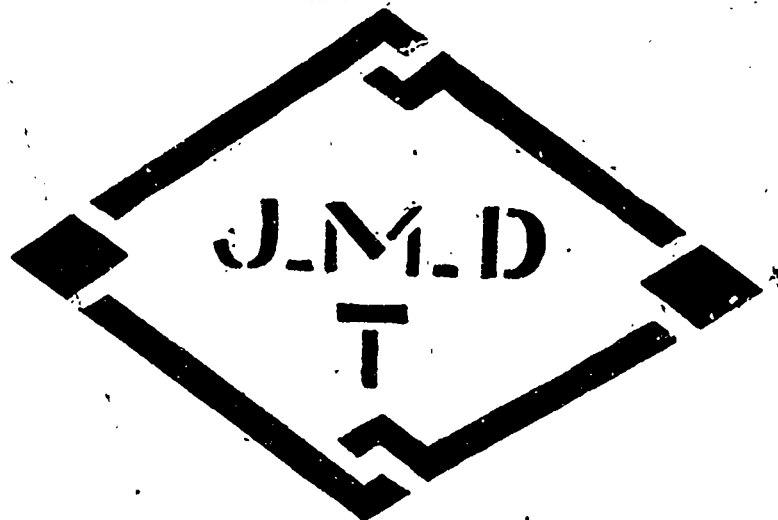
**BRUSH & CO.**

Toronto.

# To the Trade

REGISTERED

**TWENTY DIAMONDS  
SPARKLING  
WITH  
BARGAINS**



TRADE MARK.

This month we are showing  
special numbers in the following:

Hair Pins, Crimped and Plain, sizes as sorted, 16 pkts. in lb.	Dress Stays, Drab, ...in Sets only... Sateen stitched.	1,000 doz. Men's Flannellette Shirts full sizes, well made.	India Average Tape, sizes 00 to 10, white.	200 yds. 3 Cord -Linen Thread- blk., drab and whty-bto.
Ties, Boys' Windsor, navy with white spot.	Men's and Boys' Wool Mitts.	Men's Neckwear. The largest assortment and best value we have ever shown.	Men's lined Gloves and Mitts best makers' goods.	Japanese Silk Handkerchiefs hand stitched and embroidered.
Agate Buttons, shirt sizes.	All wool, Scotch knit, ribbkirts, Shirts and Drawers, men's sizes only.	Xmas Novelties in metal, celluloid wood and leather articles, purses, etc.	Wobls, Berlin 2, 4 and 8 fold, Andalusian, Saxony and Fingerings.	Men's blk. Cashmere Hose. Our J.M.D. Brands are unsurpassed.
Drab Corset Clasps, 5 hook spoon, 5 hook straight.	Men's Fine Braces, Silk or Mohair Ends, suitable for Xmas Trade.	Jet Trimmings, full range, salable patterns, close prices.	Men's Sweaters, ...and Hose, for... hockey players.	Cardigan Jackets and Pull-overs.

FILLING LETTER ORDERS A SPECIALTY.

# JOHN MACDONALD & CO.

Wellington and Front Sts. East, TORONTO.