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CANADA MUST HAVE AN INSOLVENCY LAW.
HONEST BUSINESS MEN MUST SEE TO IT.

The
**Dry - Goods
Review**

FEDER'S

.... **BRUSH SKIRT
PROTECTOR**

is not a brush. The word "brush" being evidently a misnomer, as the goods do not act as a brush or broom, it has been decided to emphasize this fact by the use of the additional trade name **POMPADOUR**. So hereafter when ordering please ask for



**Feder's Pompadour Skirt
Protector**

Covered by Canadian and
Foreign Patents

HERMANN H. WOLFF & CO., Montreal

Manufacturers and Con-
trollers of the Patent.

Every yard of the genuine goods is
marked with the word "Feder's."

Lister's

MOHAIR . . PLUSHES



.. English Make ..

For

Railway and Street Cars

GUARANTEED TO BE THE BEST FOR WEAR

If you are not using them, try them, and you will buy no other

Wm. Simpson, Sons & Co.

SOLID BLACK PRINTS

Black and White, Silver Grey.

Woolen Check Prints

WORSTED EFFECT
AND NOVELTIES . . .

Wm. Simpson & Sons' 3-4 and 7-8 Satines

LANCASHIRE FINE PERCALES
BRADENBURG CLOTH

GOBELIN ART DRAPERY

Berlin Aniline Fast Black
and Colored Satines

All Grades

TAFFETA SILK LINING.

SILKALINE.

BERLIN ART SHADES, Etc.

The Maritime Wrapper Company

WOODSTOCK, N.B.

LIMITED

MANUFACTURERS OF



Ladies' Wrappers Tea Gowns Waists . . . Children's Suits

Etc., Etc.

We claim that our goods are the best finished and the most stylish on the market. For fit and price they are unexcelled.

CORRESPONDENCE SOLICITED.

Our travellers are on the road and will call with samples when desired.

S. GREENSHIELDS, SON & CO.

MONTREAL and VANCOUVER, B. C.

OUR Fall stock is now complete in all departments. We hope that a number of our friends will avail themselves of the opportunities that will be afforded this season of visiting Montreal.

We shall be pleased to show them our large and varied stock of all classes of Dry Goods, Carpets, Notions, etc.

We are offering a number of staple lines in Cotton Goods at less than manufacturers' prices.

SOLE SELLING AGENTS FOR

Priestley's Dress Fabrics

JAMES SLESSORJAMES JOHNSTON

James Johnston & Co.
Wholesale Dry Goods Importers
MONTREAL

OUR LEADING DEPARTMENTS ARE:

Staples	↓	Gents' Haberdashery
Dress Goods and Velveteens	↓	and Neckwear
Silks, Ribbons and Trimmings	↓	Smallwares and Notions
Hosiery and Gloves	↓	Muslins, Laces & Embroideries

LETTER ORDERS A SPECIALTY.

JAMES JOHNSTON & CO., MONTREAL**KYLE, CHEESBROUGH & CO.**

The Lace Warehouse
of Canada . . .

. . . MONTREAL

Fall and Winter Trade

Our Travelers are now out with their full line, comprising one of the choicest collections we have ever offered the trade. Pleasing, catchy styles and good values are our aims and it will interest you to see our line.

LACES AND EMBROIDERIES . . .

Our collection in these lines, admittedly the largest and most tasty shown in Canada, is now in our Travelers' hands for Spring, 1898.

DRIVES We have marked down all Spring and Summer lines to sacrifice figures, and are dating them with Fall bills. Fresh goods and room to handle them are our aim.

KYLE, CHEESBROUGH & CO. - Montreal



Rug Fringes

Work off your Remnants in Brussels and Tapestry Carpets by using our

DOUBLE-HEADED RUG FRINGE

Colors to match any Carpet. Samples mailed to any address.

Royal Carpet Co.
GUELPH, ONT.

Irving Umbrella Co.

LIMITED

MANUFACTURERS

Parasols Sunshades and . . . Umbrellas

20 FRONT STREET W., TORONTO

WHAT IS BEST TO-DAY

May be a Back Number To-Morrow.

The success of our business lies in placing before you—new goods—new ideas—to meet new requirements—at popular prices. . . .



Cravats . . .

The sale of our new shapes for this season is already so large as to justify us in the belief that they are, at least, second to none.

Puff Ties,	to sell from	25c. to \$1.00
Graduated Derby,	"	25c. to 1.00
Henley Knots,	"	25c. to 1.00
Bow Ties,	"	25c. to .50c.

Underwear

This department is a growing one with us, and embraces all the popular makes, in plain Natural Wools, Arctics and Fancy Stripes. We are showing a wide range, all prices.

White Shirts

Our Own Make, at all prices. No. 13, to sell at \$1.00, is noted as one of the best in the trade.



Half-Hose

Plain Black Cashmere, to sell at 25c., 40c., 50c., 75c., and \$1.00.
Lockstitch No. 3810, ribbed, to sell 50c.
Lockstitch No. 3813, ribbed leg, plain foot, to sell at 50c.
Black and Tan Cottons, all prices.
Heavy Wools, all prices.

Braces . . .

Our English hand-made goods are justly the most celebrated in the Canadian furnishing trade. All prices from \$4.00 to \$18.00 per dozen.

Umbrellas, Rubber Coats, Gloves, Silk and Linen Hdkfs., Mufflers, etc.

MATTHEWS, TOWERS & Co.

73 St. Peter St.

MONTREAL

Canadian Made for Canadian Trade

Equal in design and finish with the production of European Mills, superior in point of value.

SEE OUR SAMPLES FOR FALL 1897

OFFERS FOR THE FALL

**BEAVERS
NAPPS
SERGES**

**PRESIDENTS
CHINCHILLAS
TWEEDS**

Full lines now in the hands of our Agents,

MILLICHAMP, COYLE & CO.,

Wholesale Only

Hallifax, Montreal, Toronto, Winnipeg, Victoria.

A. W. BRODIE

WOOLEN . . .
MANUFACTURER

HESPELER, Canada.



C. K. HAGEDORN, Manager.

Suspenders and Buttons

OUR FALL SAMPLES ARE NOW READY.

This season we are showing a much larger range, more varied styles and much better value in Suspenders than ever before; in fact we are surprised ourselves at the values we are enabled to present. The fact that our trade is surely and constantly increasing we take as evidence that our goods are meeting the requirements of the trade.

In buttons, as usual, we have the largest range of samples in the market, and show excellent value.



Orders Solicited. Goods Shipped Promptly.

Remember We Guarantee Satisfaction.

**The Berlin Suspender
and Button Co. BERLIN**

H. J. Caulfeild & Co.

Wholesale Men's Furnishers and Manufacturers

... OF ...

SHIRTS, OVERALLS

SUMMER CLOTHING

and NECKWEAR

CALL ATTENTION TO THEIR STOCK OF

Neckwear

in all the latest shapes in Knots, Derbies, Lombards, Bows, Puffs, and Flowing End Ties, our own manufacture, which will be found in every respect up to date.

Collars and Cuffs

We have a large range of English, German, and Canadian makes in all the popular shapes and heights.

Underwear, Hosiery and Gloves

We are unsurpassed in these especial lines, which are important factors in the Men's Furnishing business. Our stocks embrace the choicest of Canadian, English, and German makes, from the lowest to the highest grades.

Braces

Our Values are A1 and Styles Correct. The celebrated English Samson Brace is a specialty, and sells at sight.

Rubber Coats

Our goods have now stood the test of time and proved themselves. Our Black Paramatta and Fancy Tweed Coats are the finest in the market.

Umbrellas

We keep a full stock in all lines, and our values and styles will be found correct.

We respectfully solicit a call and inspection of our stock.

H. J. CAULFEILD & CO.

17 Front Street West, = =  TORONTO

W. R. Brock & Co.

Toronto

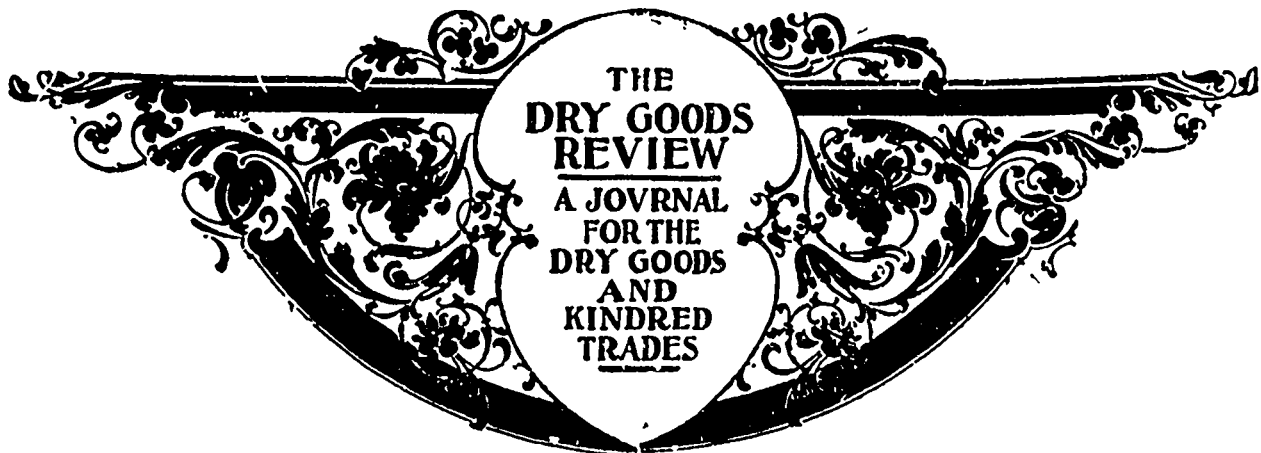
STOCK
COMPLETE

IN ALL DEPARTMENTS.

OUR assortment of legitimate Dry Goods was never more varied, and our values never were better.

We extend a cordial invitation to the trade to visit us during the Fair weeks.

The Canadian Parliament must pass an Insolvency Law at its Next Session.



VOL. VII.

MONTREAL AND TORONTO, SEPTEMBER, 1897.

No. 9.

THE COUNTRY MERCHANT.

THE NECESSITY OF NEW METHODS AND NEW IDEAS AS A VILLAGE OR TOWN EXPANDS.

“ IN the good old days the good old rule sufficed them, the simple plan that they should take who had the power and they should keep who can.”

Is it any different now? Not in retail dry goods, anyway.

The crossroads store takes in all the trade of the surrounding country, either on a cash basis, in exchange for produce, or both.

After a while the crossroads village becomes the country town, and from that emerges into the city with a diversity of industries. It is a railroad centre and no longer dependent upon the country trade.

If the crossroads merchant has kept pace with his surroundings and the demands of changed conditions, he makes himself invincible and holds the trade he has established against all comers.

If he prefers the “good old style” and sticks to crossroads methods instead of adopting city ways, some younger merchant, just waiting for such a chance, will step in and take the trade away.

It's the same old rule again, only the weapons of warfare may be different.

It's of very little use for the country merchant to wake up and try to change things after the other fellow has got a footing. It's next to impossible for him to do it.

If he is not sufficiently wide awake to meet the growing demands of his trade as they present themselves, fresh competition will fail to rouse him sufficiently to rise to the occasion.

It will only awaken the worst part of him and distract his attention from where it ought always to have been—his own business—and place it where it ought not to be—on his competitor's affairs.

Then he will become more than ever “set” in his ways, until it will become as impossible for him to change his business methods as it would be to change his nature or complexion.

The leopard cannot change his spots; therefore don't be a leopard; be a wide-awake retailer.

The class of merchants most addicted to old-time methods and the get-in-a-rut style of business are the “stay-at-homes.”

It's no matter who or what the man is, if he sees nothing but the same old daily round of home affairs he cannot help falling into a monotonous, uninteresting style.

He can put up with it himself because he considers it his allotted portion in life. He may even find pleasure in it because it is of his own making.

But his customers don't like it and they won't have it for themselves. People like a change and will have it, even if the change is not an improvement.

If a merchant would hold his trade these days he should endeavor to always keep a little ahead of the game.

In order to keep abreast of the times one must know what the times are like and what others are doing. This cannot be done by staying at home, neither will one short trip supply the desired information.

Many merchants making their first trip to New York, return home no better off than when they started, as far as new business ideas are concerned.

This is not altogether their own fault. They have seen many different ways of doing business, perhaps, some of which they consider altogether unsuited to their home trade, and others that they have no faith in at all.

Some of the ideas they get are, perhaps, not practically intelligible to them from their standpoint, and for various reasons they do not get the right drift of the scheme.

In this way a good thing is often lost.

But it's quite natural that it should be this way. It takes time to “learn the ropes.” The next visit is easier, things seem to have a more familiar complexion.

Later on if the good plan is pursued more information than merchandise is carried home and the annual or semi-annual trip is most important for the knowledge obtained where the novice would never find it.

Make a beginning and then follow it up systematically and untiringly, it will result profitably. — D. C. Economist.

TARIFFS AND HOSIERY.

EFFECTS PRODUCED THAT WERE NOT EXPECTED IN THE STATES—A GERMAN OPINION OF CANADIAN KNITTED GOODS.

SOME people imagine that a high tariff can be framed to shut out a foreign article completely and give the whole home market to the native producer. The U. S. tariff has, on several occasions, tried to do this. The present Dingley Act, in the case of linens, for example, is trying this.

The expedient often fails. The case of German hosiery is an illustration. It was popularly supposed in United States trade circles that the restrictions of the McKinley measure as to hosiery would sound the death-knell of the cheaper qualities of foreign goods. Such, however, was by no means the case. Instead of cutting off importations of low-grade goods they increased for a time after the passage of the bill. Leading factors in the Chemnitz hosiery industry met and discussed the situation, arriving finally at the conclusion that if American purchasers wanted a stocking to land below \$1 they should have it. The various lines of 2 marks 60 hose, which cost on the dock in the States about 99.95c., resulted.

Since the passage of the Dingley law Chemnitz hosiery factors have held another meeting. As a result it was decided to attempt still further reductions in the cost of manufacture—and presumably a change in quality—so that the stocking recently sold in the German city at 2 marks 60 could be offered at 1 mark 80. This price will permit the importer to land the goods in the United States under the new tariff at the lowest rate of duty. In order to give foreign manufacturers plenty of time to adjust themselves to the new conditions brought about by the Dingley measure, importers contracted for at least six months' supply of low-grade goods while the Wilson law was still operative. During that period Chemnitz manufacturers who cater to American requirements can make experiments by turning out the cheaper goods. Of course the American hosiery man will have the same length of time in perfecting his output, but if he figures without taking into consideration his foreign competitor he is quite likely to be surprised within a year.

Manufacturing conditions in the States and Germany are widely at variance. The home manufacturer has very little control over his operatives as compared with his Chemnitz competitor. The former generally has his wage-scale fixed for him by his employes, who also decide upon the maximum number of hours that shall constitute a week's work. The German "farms" very much of his work to the country people in his neighborhood. Often he sells them the yarn outright, and pays for the finished product a sum but slightly in excess of the cost of the raw material. Long winter evenings find the entire household busy at the work, and whatever is received as recompense above the actual cost of stock is figured by the farmers as profit on their labor. Again, the German hosiery man, if the proprietor of a factory, uses his waste material to much better advantage than his American contemporary, and this, with the difference in the cost of labor, gives the former a very decided advantage. Nor should the fact be lost sight of that the German peasantry have for generations been engaged in the manufacture of knit goods, and have attained a perfection in the art which comes only by years of labor. It is evident, therefore, that while the American manufacturers are protected by the increased duties specified in Sections 317 and 318 of Schedule I in the Dingley law, they are far from being beyond the competition of German hosiery factors.

So far as Canada is concerned, the greatest factor in promoting the sale of domestic knit goods, as against the foreign, is the high excellence of Canadian manufactures. Our new tariff may effect changes. An importer told THE REVIEW this week that English,

as well as more German, knitted goods were now expected to come in.

But the new Balbriggan goods, turned out by concerns like the Penman Manufacturing Co., seem to have captured the trade. A sample of these was sent over to a German manufacturer recently. He said at once: "Oh, these were made in Germany." Proof was produced that they were of Canadian make. He then said "I never supposed that such goods could have been made at the price outside of Germany."

A VISIT TO GOLDEN, B.C.

A GREAT DISTRIBUTING CENTRE—THE FINE ESTABLISHMENT OF MR. PARSON—THE REVIEW'S REPRESENTATIVES LOOK AROUND.

ON the 20th ult. THE REVIEW stepped off the C.P.R. west-bound express at Golden, B.C., and was well repaid for the few hours spent in that enterprising town.

Golden is situated on the main line of the C.P.R., at the junction of the Columbia and Kicking Horse Rivers. It is the centre and the outlet of the East Kootenay mining district and the distributing point for a large territory north and south of the railway. While there THE REVIEW called at the establishment of Mr. H. G. Parson, one of the merchant princes of British Columbia, and was shown through the different departments and warehouses by the proprietor.

This firm does a very large business, the annual turnover being over \$150,000. Besides carrying all classes of goods to be found in a general store, they handle pianos, organs and sewing machines. They also have separate warehouses for hardware, furniture, wagons and carts, stoves, etc. A private railway track runs in rear of the main store and connects with each of the four separate warehouses.

They are agents for several manufacturers of foreign and domestic liquors and have a bonded and Customs warehouse on their premises. They are provided with cold storage. The miner or prospector can obtain a complete outfit of supplies, embracing every requisite required. The branch at Fort Steele consists of wholesale liquors only.

The mills of the Golden Lumber Co., Limited, are situated about 1½ miles from the town. They employ over 300 men, are large manufacturers of lumber and timber, and at present are filling large contracts for bridge timber, ties, etc., for the Crow's Nest Pass Railway.

"PURITAS" COMFORTERS.

The advantage of a manufacturer branding his goods in some particular way is illustrated by the success of the "Puritas" comforter, manufactured by the Alaska Feather & Down Co. Every one of these comforters bears a tag guaranteeing the make and quality. A retailer finds it easier to sell an article that has a distinctive name, such as this, than one that has nothing to distinguish it.

ELECTRIC SEAL GARMENTS.

THE REVIEW has been shown a line of ladies' electric seal capernnes, collarettes and jackets that have the finish and appearance of South-Sea seal, at a fraction of the cost, by James Coristine & Co., who are doing a large business in this line.

UMBRELLAS.

W. R. Brock & Co. are offering some extra special value in ladies and gent's umbrellas. Their lines, to retail at the popular prices of the day, cannot be beaten for value or up-to-date points. See them.

PARIS STYLES IN DRESS AND MATERIALS.

NEW MATERIALS.—EMBROIDERY FOR TRIMMING—BICYCLE FASHIONS FOR LADIES AND MEN—NANKIN COMING IN AGAIN—MILLINERY HINTS.

THE last advices from Paris indicate that dressmakers and fashion authorities there are busily employed in designing autumn and winter costumes. The styles in vogue and the trimmings used are valuable to the Canadian trade, as indicating the trend of things abroad. Writing to *The Drapers' Record*, Jeanne, of Paris, mentions epingaline, one of the new materials which are shown in many different styles, black over colored, covered with small flowers, or spots, or with designs in relief, giving the illusion of an embroidered tissue. Miroir cloth is another novelty—a soft, graceful material, sure of success. The "corkscrew," with thick cords; the cachemirienne, with a plushy back; "grenates," amazones, and satin cloths will also be worn.

Many plaids are shown in sober tints. The vogue will be for the "zibeline" plaid, with long hairy surface, and corduroy.

In the way of trimmings, embroidery will be everywhere, with less paillettes and gold than was seen in last season's trimmings. The taste for these shimmery things may, however, return for dressy toilettes. The flowers are all in dark shades, with their leaves running one shade into the other. Very chic is a black ground with flowers in grenat green, prune, marine and red—colors which are sure to be very fashionable.

With regard to present-day fashions, a pretty foulard with blue and white spots has a deep flounce on the skirt, surmounted by five narrow flounces, with an entre-deux of lace running between each. The corsage is most delicately trimmed with an en bias of white taffetas, undulating, and two rows of pattes are placed on a chemisette of white silk muslin. The gathered sleeves are surmounted by a small jockey, and the green straw hat displays black and white paradise wings.

Another stylish toilette is in bise linen, with incrustations of thick guipure placed en pointe on the skirt and en earre on the bodice. The bodice forms vest, with large collar embroidered with the same incrustations. The sleeves are similarly embroidered. From the collar comes a double trimming of silk muslin, finishing off at the waist. The collar and ceinture are of the palest blue taffetas, and the corn-colored straw hat is trimmed with large marguerites, forming a garland.

For the Casino is a toilette in white silk muslin, encrusted with entre-deux of white cluny. There is a crossing of the same entre-deux at the corsage. The sleeves are of lace and the ceinture is of orange-colored silk muslin. The black hat is turned up at the side, with a "Paradis" on the brim. Also for the Casino is a dress in mauve batiste, with entre-deux of valenciennes passing up the corsage and forming a large collar in the back. The small Louis XVI hat is in thick mauve paillason, with pretty white daisies with violet and yellow centres; bow of white taffetas.

Irish guipure is much worn. All lace is in this style. It is placed over a transparent ecru silk, with trimmings of taffetas ribbon to match the transparent. A model in this style is a bell skirt and corsage-blouse Pekine, with ribbons forming ladders down the front. From the top ribbon falls a jabot in lace. The blue straw hat is trimmed with bluets (cornflowers). This is essentially a country toilette.

English-made skirts are coming more and more into favor for bicycling. It is to be hoped that the unbecoming culotte will soon be done away with altogether. I may say, however, that I have never seen a "lady" riding in one. The majority of the skirts are much better made than the ordinary English cycling skirt. They fit and hang better, but the English material is always superior.

Gentlemen cyclists have given up wearing white suits. The

latest thing are trousers, very full, in thick grey coutil, brown stockings and shoes, short beige or grey coat, shirt in white Oxford linen, quite plain without any pleat, and a white pique tie. The following is a pretty toilette for a young girl: It is in Irish poplin with small lilac and white checks. Plain skirt and corsage-vest fitting tightly in the back, slightly bouffant in the front. A ladder of bows in lilac satin ribbon, two centimeters wide, ornaments the front of the corsage. The ceinture is in gros grain, attached by a gold buckle formed of the initials of the wearer in a small design. Toque hat in white straw with "piquets" of bows in white taffetas ruffled with white tulle.

Nankin, which was so fashionable in 1840, has come in again. For the country, gentlemen are wearing knee-breeches in nankin, with white waistcoat and black coat. The tailor-made dresses for ladies in nankin have the revers in white batiste, striped en bias with tiny black velvet. The hat trianon is in Italian straw, covered with multi-colored roses and bunch of peacock's feathers.

For traveling many handsome "Garricks" are seen. A model is in beige cloth, very tight fitting, and ornamented with several collects mounted on an empiement of cloth, with two bands of pique cloth to hold them down at the top. The collar turns down when necessary. Round the neck is a large thick linen bow. The Amazon hat is trimmed with a chignon of sky-blue gauzes, with a white dove on the side.

Here is a new style in half-morning toilettes. Taffetas glace steel and grey, with applications of black chantilly and white guipure mixed, which forms round the border of the skirt large designs in the Louis XV style over white taffetas. The corsage in Louis XV style is to match the skirt, with small basquines at the back, and the front en pointe is in white and black lace application over white taffetas. The turban-toque is made of white illusion tulle, with black aigrettes fixed with a panache. It is finished off with an antique buckle.

MERCHANTS SLOW TO ORGANIZE.

THE REVIEW referred in its last issue to the slowness of merchants to protest against railway exactions. Here is a case in point, illustrating exactly what we said. The Transportation Committee of the Toronto Board of Trade met August 26 to prepare a report for the Council. When the committee was appointed it was to take up the grievance of discrimination in rates. Circulars were sent out to members of the Board of Trade and merchants generally, inviting them to place any information before the committee, and evidence regarding discrimination in rates was asked for. While, of course, the report of the committee is not yet ready, it is understood that no little difficulty was experienced in obtaining information from merchants. There was a decided reluctance on the part of many to make any charges against the railway companies, and very few answers were received to the circulars sent out.

What we want, to remedy this state of things, is a railway commission.

OFF FOR ENGLAND.

The steamer *Parisian*, which sailed from Montreal for Liverpool on August 21, had on board several well known dry goods men. Amongst these were Mr. Robert Harrower, of Montreal, who will be absent in England for about five weeks, and Messrs. G. B. Fraser and E. C. B. Fetherstonhaugh, of S. Greenshields, Son & Co. These gentlemen are making their regular fall trip to the Old Country markets.

FALL STYLES.

In bed comforters the bordered quilts will be largely in demand again. The Alaska Feather & Down Co. are showing these in a great variety of qualities and designs.

GROWTH OF CANADIAN FIRMS.

IT IS often said of Canadian firms that, as compared with old commercial houses in Britain, there is not the same continuity and expansion. In the Old Country a large business will be in the hands of one family for several generations, and great pride is taken in keeping up the traditions of the house and maintaining its hold upon the trade. There are not so many firms of this kind in Canada, even relatively in proportion to the population, but there are some. Among them is that of John Macdonald & Co., founded away back in 1849, and in existence to-day as a thriving result of fifty years' labor and energy. In this issue illustrations are given of the first warehouse of the firm and its present commodious premises on Wellington street east, Toronto, and the comparison forms an instructive index of how a Canadian firm has expanded into a great business.

When the late Senator Macdonald, who was known from one end of Canada to the other, passed away the management was taken up by his sons, who have been trained thoroughly in the dry goods business, and were therefore qualified in all respects to follow in the father's footsteps. The three young Canadians who carry on this important work are just what one likes Canadians to be: enterprising, full of energy and devoted to their business. The head of the firm, Mr. John K. Macdonald, possesses the liking and confidence of the trade, which is a great factor in success in these days. As THE REVIEW has often remarked before, he seems always at his post, not too busy to give a friendly greeting, but with the principal aim always before him, that of attending to business with an eye on every detail of it. His brothers also employ their whole time in the interests of the firm. Another feature, also decidedly British in character, is that the employees are a unit in promoting the fortunes of the house, and work together like partners in a firm with a common object in view. The staff seems to be a permanent part of the establishment, not here to-day and away to-morrow, but as men who have served long periods in the business or are looking forward to doing so. These are good features in any large concern and indicate stability and prosperity. THE REVIEW cannot help entertaining a very friendly feeling toward young Canadians like the Messrs. Macdonald, who are devoting their lives to a large native enterprise and carrying out the principles of energy and integrity which have given British commerce a reputation all over the world.

NEW STYLES IN CARPETS.

Mr. Mitchell, carpet buyer for John Macdonald & Co., has just returned from the European markets, and reports trade very good abroad, with prices firm. Being asked as to any change in patterns, he said that there was not very much alteration to note, except that styles were getting dark in color, and that in the finer qualities

no entirely light stuff was now being shown. In medium qualities there was not much difference. The high duties on carpets imposed by the Dingley tariff had, of course, been observed by manufacturers abroad, and stocks in the United States had been filled up before the passage of the Act. The manufacturers abroad contend that some classes of carpets would go into the United States notwithstanding the high duty, which on a good Wilton would be 66c. a yard and 40 per cent.

All eyes in Great Britain are on Canada at the moment, and the colonial boom of the Jubilee has been followed by the excitement about the gold fields, and companies are being formed there to buy up claims and to send out people to the gold regions.

The sale of carpets in Canada this season has been better than last year, and John Macdonald & Co. have found that merchants like to have a complete stock to buy from. The firm are opening

up all their purchases for the Exhibition trade, and report some new things in mats, rugs and squares. Some drives in lace curtains, quilts and chenille curtains are reported. The stock of linoleums, both medium and high-priced goods, is now complete.

TRADE NOTES.

P. Garneau, Sons & Co. have clearing lots of flannelettes at mill prices.

W. R. Brock & Co., have cleared one thousand pairs of super silver-grey blankets at a reduction of 20 per cent. in weights from 5 to 9 lbs. They are now on view in the basement of Brock & Co.'s warehouse.

The Gault Bros. Co. are just in receipt of a full assortment of colors of their well-known velveteen, "The Dream."

Kyle, Cheesbrough & Co. have received a shipment of 1,500 pieces of white val. laces and expect a second shipment of the same number of pieces about October 1. These goods are suitable for the holiday trade and should find a ready sale.

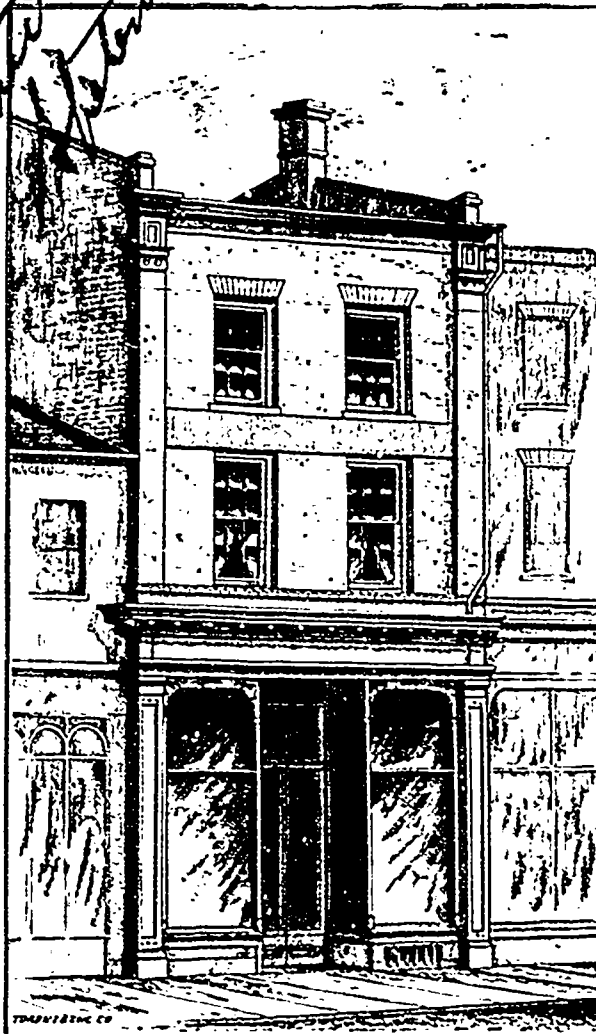
S. Greenshields, Son & Co. have some special drives in low, medium and high-class val. laces.

Brophy, Cains & Co. say: "Our stock of black silk and satin ribbons is again complete, and the latter are making a specially strong running."

Hensel, Colladay & Co., of Philadelphia, are offering to the trade through their Canadian agents, Baker & Brown, 260 St. James street, Montreal, a nice assortment of dress trimmings, including all the latest novelties in braid effects and hussar sets.

James Johnston & Co. are now showing a very complete assortment of fancy knit goods, including all the novelties in ladies' and children's wool hoods, toques, tams, also wool booties and infantees in white and colored, and ladies' and children's wool mits in large variety.

John Macdonald & Co. report having three drives in dress goods, covering some plain costume tweeds and boucle effects. They have also a full range of bicycle suitings in all the suitable colorings.



John Macdonald & Co.—The Firm's First Warehouse.

You can make more gold dollars,

without risk, by buying from us this season than thousands who have gone to Klondike will make during the next twelve months.

We have **QUALITY, VALUE, and NOVELTIES.**

Our stock never was so attractive as it is this season.

**Dress Goods, Silks, Costume Cloths, Velvets,
Velveteens, Sealettes.**

THE BEST LININGS AND SKIRTINGS.

**Trimmings, Laces, Ribbons, Flannels,
Flannelettes, Blankets, Rugs.**

Underwear for Men, Women, and Children.

Gloves, Mitts, Hosiery.

Fancy Goods and Smallwares.

BROPHY, CAINS & CO.

23 ST. HELEN STREET,
Corner Recollet

MONTREAL

ENGLISH FASHIONS THIS MONTH.

SOME OF THE SEASIDE COSTUMES—BOLEROS CONTINUE—CLOTH CAPES IN VOGUE—CASHMERE A PROBABLE FAVORITE—TRIMMINGS ON THE DRESS.

MANY of the smartest autumn tailor-mades will be made of Harris and Sutherland tweeds. They are particularly fine in texture and choice in coloring; one I saw was in fawn and blue, and the skirt only was of the tweed, with a plain blue cloth jacket of the Chesterfield shape, and very smart it looked. The spell of fine weather has brought forth the prettiest of batiste and lawn gowns. Among the former was an exceedingly chic model, having the skirt and pouch bodice appliqued with black lace flowers, while the tucked sleeves and yoke were of pale green lawn, this creating also killed frills which outlined the yoke, and trimmed the front waterfall fashion. A waistband of turquoise velvet gave an effective touch to the whole. This gown, with its companion one of blue linen, trimmed with embroidery, first saw light at one of the many garden party functions which are very la mode just now.

These gatherings give every opportunity, too, for the display of diaphanous toilettes, while at the fashionable seaside haunts may be seen all that is newest and prettiest in shirts, coats and costumes. A blue serge skirt and a white linen coat of the Russian description with coarse lace facing the revers, and a silver tinsel belt, describes an attractive costume, surmounted, as it is, with a coarse pale-blue straw sailor, tilted at the left side, and trimmed with white satin ribbon and wings. Then a second costume, equally pleasant to look upon, consists of a white pique skirt, and lemon-colored tucked surah shirt, with soft white hemstitched collars and cuffs, and a white tie, with embroidered ends, worn sailor-knot fashion. These ties are much worn. So are those plain work silk scarves, which, after going round the neck twice, are tied into a smart bow. For afternoon wear on a dull day at the seaside, glace silk blouses tucked all over, and having white moire gauntlet cuffs and turn-down collars, outlined at the edge with a narrow guipure, are in evidence.

Dress on the whole at the seaside is in excellent taste this year, and I much like for a cold day a heliotrope and white cashmere or flannel shirt with white duck or blue serge skirt and a heliotrope straw hat with white ribbon band or trimmings. Velvet and velours antique are, so rumor says, to be very fashionable this autumn, and velvet hats, plain and with fancy gatherings, are to lead in millinery, though just now fine black chip hats, trimmed with feathers or wings and soft ribbon, are being shown for autumn wear.

A continuation of the bolero epidemic may be expected. These and the short Eton coats I have seen in velvet, trimmed with fur and in cloth with colored appliques. Cloth capes are much in evidence, especially those of rough heather tweed, which, piped with bright red and lined with cloth or satin of the same color, are, with their cosy storm collars, most useful rough wraps.

Plain stitched cloth capes with pleated backs and high tabbed collar are in demand, some of them having very pretty glace and brocade linings. A suit that is popular is of navy blue serge, the coat with fly front and sleeves and collar facings of green and white check. This has superseded the black and white, which followed on from green moire. Cashmere, as a material, will, I venture to think, be much sought after this autumn, especially in shades of of grey. A bride of my acquaintance has just had the loveliest of going-away gowns in a pale silvery grey, the skirt having two tucks about an inch wide, piped with turquoise. The little pouch bodice is also finely tucked, and displays a V of white tucked chiffon and lace, while a blue glace collar and waistbelt, the former softened with fan rufflings of chiffon, gave a delightful finish to the whole.

Tuckings, piped with blue also, are a feature on the shoulders. With this dress she will wear a grey straw beret, trimmed with two

grey plumes, a grey and blue chiffon, and in her trousseau a very chic tailor-made of claret cloth, with panel front, and trimmed from this with black Russian plain and fancy braid at the hem, the hips and the centre. The jacket, which is fitting at the back, opens over a silver grey brocade front, which is trimmed with three rows of lace, between each coming a band of claret ribbon velvet, tied into a bow in the centre, and a small steel buckle finishing each bow. The coat, I should have mentioned, is neatly outlined with the black Russian braid, as are the cuffs. A fascinating grey velvet toque, trimmed with black wings, is a fitting accompaniment, supplemented with a grey feather ruffle, which accessory every woman of fashion will possess this autumn.—London Drapers' Record.

A CANADIAN MERCHANT'S REPLY.

An Almonte merchant, Mr. L. W. Shipman, received an invitation from the New York Merchants' Association to go there and buy, but replied: "Under other circumstances your enterprise in pushing trade in Canada, when to our mutual advantage, might be appreciated, in fact, would be appreciated, but under the strained relations between Canadian workmen and the unjust and unnatural enforcement of your labor and alien labor laws against your would-be customers and consumers, puts your apparently generous offer to trade with us in a peculiar light. Already there are influences at work here that are to be deplored owing to your discrimination against Canada and Canadians, tolerated apparently to please the tail twisting element in your country. We are learning that it is advisable to hold the prominent business men of the United States responsible, as far as possible, for the unjust and offensive action of their representatives. If this chafing discrimination against Canadians is to continue, business men and all classes will combine to limit your trade here, and to encourage, as far as possible, our growing trade relations with those who are willing to work and trade with us on more honorable terms than you do at present."

HERE'S AN ENGLISH OPINION.

Manchester Textile Mercury.

Publicists on the continent are mightily troubled over the "denunciation" or abrogation of our commercial treaties with Germany and Belgium, and foresee all sorts of things springing from the act. We hardly think their wonder is justified; it ought rather to have been expressed at our calmly or tamely enduring the treatment they have long accorded to us under the commercial policies they have adopted. We hope the change will lead to a closer commercial and political union between the Mother Country and her colonies and dependencies. As these are scattered all over the world, and contain one-fourth of its population, it does seem that we could manage to scramble on though all the rest of the world turned its back upon us, or closed each its own door in our face an end to which for a long time every country seems to have been working.

KNITTED WOOL GOODS.

W. R. Brock & Co. are showing, as usual, their well-selected assortment of fancy knitted goods, comprising bootees, infantees, gaiters, mitts, mittens, clouds, polka jackets, wool vests with and without sleeves, cardigan jackets, infants' shetland veils, hoods, caps, toques, tam o'shanter, etc., etc., the best value and choicest goods that the "up-to-date" manufacturers of the world can produce.

EVER SEEN A FEATHER FACTORY?

Among the sights worth seeing in Montreal is the large factory, situated at 290 Guy street and occupied by the Alaska Feather & Down Co. For those who have never seen a feather factory a call will well repay the trouble.

FAULT FOUND WITH AMERICAN COTTON.

THERE is trouble in various branches of the Yorkshire textile trades, arising from the defective quality of last year's crop of American cotton, says The Textile Mercury. Unquestionably there was, owing to the drought, more than an average of undeveloped fibre in it, and fibre of this kind will not take the dye properly for ordinary purposes—though its absence would be preferred—its presence is not a material disadvantage. But for dyeing purposes it is apt to show up in white or grey specks in the dyed warp and finished fabric, which is regarded as detrimental. The spinner is rarely aware that this defect will arise; of course, he could not help it if he were, beyond declining to give a guarantee against its presence and for damages against the alleged depreciation that might arise. He does not put the defective fibre into the material, and he cannot take it out. The onus of taking care, therefore, devolves upon the purchaser who buys the yarn with the intention of subjecting it to the dyeing process, and he must bear the responsibility of buying unsuitable material. It is both improper and unjust to attempt to saddle the spinner with it.

FOULARDS IN GREAT FAVOR ABROAD.

At the present moment the one fabric favored by Parisians is the recently-revived foulard, and when made in the latest fashion and relieved by handsome laces, it certainly makes up as smartly as can possibly be desired, and it has, in addition, a cool and eminently summer-like appearance, which gives it an advantage the so called "summer silks" do not possess. Grey and red, or grey with any shade of gold or pink, are the popular tones where contrast is desired, and at the present moment the grey feather boa, the red sunshade, and garnitures of brilliant pink and red roses may be cited as almost necessary accessories to a successful toilette. Very

dainty also are the pale pink and dull grey-blue foulards, with blurred white designs, while with the faintest greens and palest greys the designs usually favored are marked in black or dead white. Grey foulard, flecked and trimmed with white and with yoke or plastron arrangements of cream lace, is delightfully cool and effective, and with the necessary complement of a brilliantly red belt and sunshade with bright poppies and black lace and a grey horse-hair or leghorn hat, is quite a la mode.

FITTING OUT FOR THE MINES.

A timely circular has been got out by Dixie H. Ross & Co., Victoria, B.C., reminding gold-seekers who are making for Klondike that the district is in Canada and that those who buy outfits should do so in Canada so as to escape duty. There followed a long list of articles required for a miner. The idea was good.

SWAN BRAND.

All dry goods men should carry sanitary bed pillows in stock. They are needed in every household, command a good profit and sell out clean. The Toronto Feather & Down Co., Limited, deserve great credit for the high standard to which they have raised this article. Only thoroughly purified feathers are used in their "Swan" brand goods. Their "Solid Comfort" lounging pillow certainly does credit to the name. The tickings used on many of these pillows are marvels of the designer's art.

WATERPROOF CLOTHING.

W. R. Brock & Co.'s waterproof clothing department contains a number of new lines of men's black para, black diagonal and tweed novelties that will prove trade attractors and profit producers to any merchant who buys them.

Knox, Morgan & Co.

HAMILTON

Wholesale

Dry Goods



OUR representatives are now covering Western Ontario, Manitoba, and North West Territories with a collection of carefully selected samples which for value and style will interest all merchants.

The stock is now well forward and we respectfully solicit an inspection of the values now offering by our representatives, and a share of your **FALL ORDERS**.

Customers know that we fill orders in rotation, and that goods are shipped promptly and equal to samples.

During the warm summer days we shall be pleased to have want lists by mail.

Letter Orders Filled with Particular Attention.

THE . . .

SPRING, 1898.

GAULT BROS. CO.

LIMITED

MONTREAL

WOOLLEN DEPARTMENT

To the Tailoring Trade

SEPTEMBER, 1897.

Early this month our travellers will wait upon you with a full line of Messrs. Auguste Dormeil & Co.'s novelties in Suitings, Trouserings and Overcoatings for special import.

In addition to this magnificent range, we will show a complete assortment of samples of our Spring Stock purchases in Worsted, Scotch Tweed Fancy Suitings, etc.

Full lines in Worsted and Scotch Tweed Fancy Trouserings, Coatings, Serges and Fancy Spring Overcoatings.

SPECIALTIES

All Worsted Trouserings at popular prices.

“ Trafalgar ” and “ Victory ” Serges. “ Blake ” and “ Bisley ” Serges. Wide range of Canadian Woollens, 6-4 and 3-4 ; latest designs in specially reserved ranges.

SEE OUR
SAMPLES BEFORE
PURCHASING

SOLE AGENTS FOR

Fownes' Celebrated Gloves

1894
W. R. ALLEN

1887
J. D. ALLEN

1896
G. Y. ALLEN

MEDALISTS
City and Guilds of London, Eng.
On the Technology of Dyeing in Theory, Practice and Chemistry of Dyeing.

The above should be satisfactory proof to our competitors, as well as our patrons, that we understand our business. Some make great advertisers, but where is their record of what they can do? Re-dyers and Finishers of Dry Goods in the piece. Also Millinery Goods.

BRITISH AMERICAN DYEING CO., Gold Medalist Dyers

Principal Offices:

215 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.

Wyld, Grasett & Darling

**Fall Stock
1897**

In our Several Departments of ...

*Staples, Linens
Woollens, Dress Goods,
Haberdashery and
Men's Furnishings*

we show an assortment worthy the inspection of all independent Dry Goods Merchants, Merchant Tailors and Men's Furnishers.

WYLD, GRASETT & DARLING - TORONTO

WE SELL OUR GOODS AS —



Shorey's Clothing

IT HAS taken us forty years to build up our reputation and we shall not disguise it under a trade mark. We can fit any man not a positive malformation.

OUR SPECIALTY FOR SPRING

will be better goods with better trimmings. People are asking for them. We cannot give any better fits than we have always done.

H. SHOREY & CO.

WINDOW DRESSING.

ENCOURAGE THE FALL TRADE.

WITH better prices the merchant may naturally expect the farmers to be in good humor, and customers generally in better purchasing trim. To secure the full effect of the reviving prosperity, fall styles should be well displayed both in store and window. It may be, as a contemporary says, too early yet to begin showing fall goods extensively, and in all probability there are not enough of them yet in stock to warrant the advertising of them, yet it is a good idea if possible to show a few of the early arrivals in dress patterns, suits, etc. Shoppers are already beginning to think of their fall purchases, though not ready to buy, and they will be attracted by any showing of fall styles, and will be favorably impressed, too, with the store that is first to display them. It should be the care of the window dresser in making these early displays not to detract from the displays of goods that should be well sold out before the arrival of the fall season.

A DRESS GOODS IDEA.

In the draping of dress goods, says The Chicago D. G. Reporter, the variety of ways in which the cloth can be arranged is limited. Anything new, therefore, is eagerly adopted by the window dressers who are anxious to keep to the front in their work. A State street trimmer has devised a good unit for dress goods display by combining the woolen goods and the silk that usually is part of the dress as waist or trimmings. The woolen goods are draped plainly over a display form and the silk of a color that matches well is arranged over this, running in a puffed band six inches wide, from the base to the top of the stand, and at the top flaring into a fan-shaped piece eighteen inches in diameter. The arrangement of the silk looks very much like the new sleeve, except that it is larger. Several of these units, showing different shades of woolen goods with silk to match, make a good display.

CHANGING GOODS AROUND.

When original ideas are lacking and it seems that there is nothing to be done to the windows or the interior of the store, it will be found that a great improvement can be made by simply changing things around. It is not possible always to show new things. A person who is a regular customer of the store sees the same goods in the same places on each repeated visit. He takes them in mechanically as old friends, and old friends in articles of merchandise very often are not pleasing to the eye. The eye even rebels at the monotony after a while and refuses to see things. But familiar goods take on a new aspect when shown in changed surroundings. The shopper is refreshed with the change, and his attention will be called to good features in the articles which were overlooked in the careless glances which they received in their old places. Your whole store will seem new, and the very few who rebel against innovations will be more than counterbalanced by the number who will be pleased by seeing old goods in new relations to old fixtures. It pays to change things round.

SEVERAL SUGGESTIONS.

There are some means of securing the attention of the public that no trade-respecting window dresser would think of taking up. Without going to such unseemly lengths there will always be room for escape from the monotony that makes one window so sadly, so ineffectively, resemble almost every other. There are clear and easily defined rules that must govern all window dressing, but it is possible while faithfully observing these rules to give individuality to the show.

For something out of the ordinary on which to display gloves, construct a large glove, four feet or more in height. Boards can be sawed and fastened together to resemble a glove in shape and it

can be padded so as to carry out the resemblance. Large knitting needles stuck in this are the best means of fastening the gloves to the big design. The draping in the rear and sides, and, perhaps, a few gloves hung from side rods, should not be forgotten.

When a window is being trimmed and the shade is down, put a card in front with some explanation of what you are doing. "Arranging our new fall goods," "New underwear will be shown here at 2 p.m.," "Wait till the curtain goes up," or something similar. A person seeing this will stop to see what you have done the next time he passes.

A Chicago shoe store in advertising its final clearing sale profited by the excitement over the Klondike. In the back of the window was a roughly painted scene of a barren and mountainous country, presumably Alaska, and with miners' shacks to be seen here and there. In front of this the window was built up to imitate rocks and cliffs, and a few picks and shovels and other mining tools were placed about. Shoes were piled in among these, and above all were the words: "Why dig for wealth in a gold field when our final clearing sale offers such nuggets in shoe values?"

An attractive piece for the background of a millinery window was a square placed diagonally in the window and with four corners touching top and bottom and the two sides. The square was blocked off into smaller squares of a foot in dimension. These were dark red and black puffed cheesecloth, arranged to give a checkerboard effect, and the edge of the large square was a border of yellow ruffled cheesecloth. Mirrors covered the part of the background that the square did not.

GOODS INJURED IN THE WINDOWS.

In some stores difficulty is encountered and expense incurred by the fading of goods shown in the windows. Much of this can be avoided if the window dresser will make a careful study of the matter.

Nearly every one can pick out the colors which are liable to fade, but definite knowledge is highly essential to the window dresser. Some lavenders will fade much quicker than others. By holding these in various lights you can soon acquaint yourself with the difference in the two and soon be able to pick out the ones most liable to fade.

The main point is to be thoroughly acquainted with the lights of your windows. You should know when they are most intense, and always keep this in view when decorating, so that your delicate goods will not be in the dangerous places.—Economist.

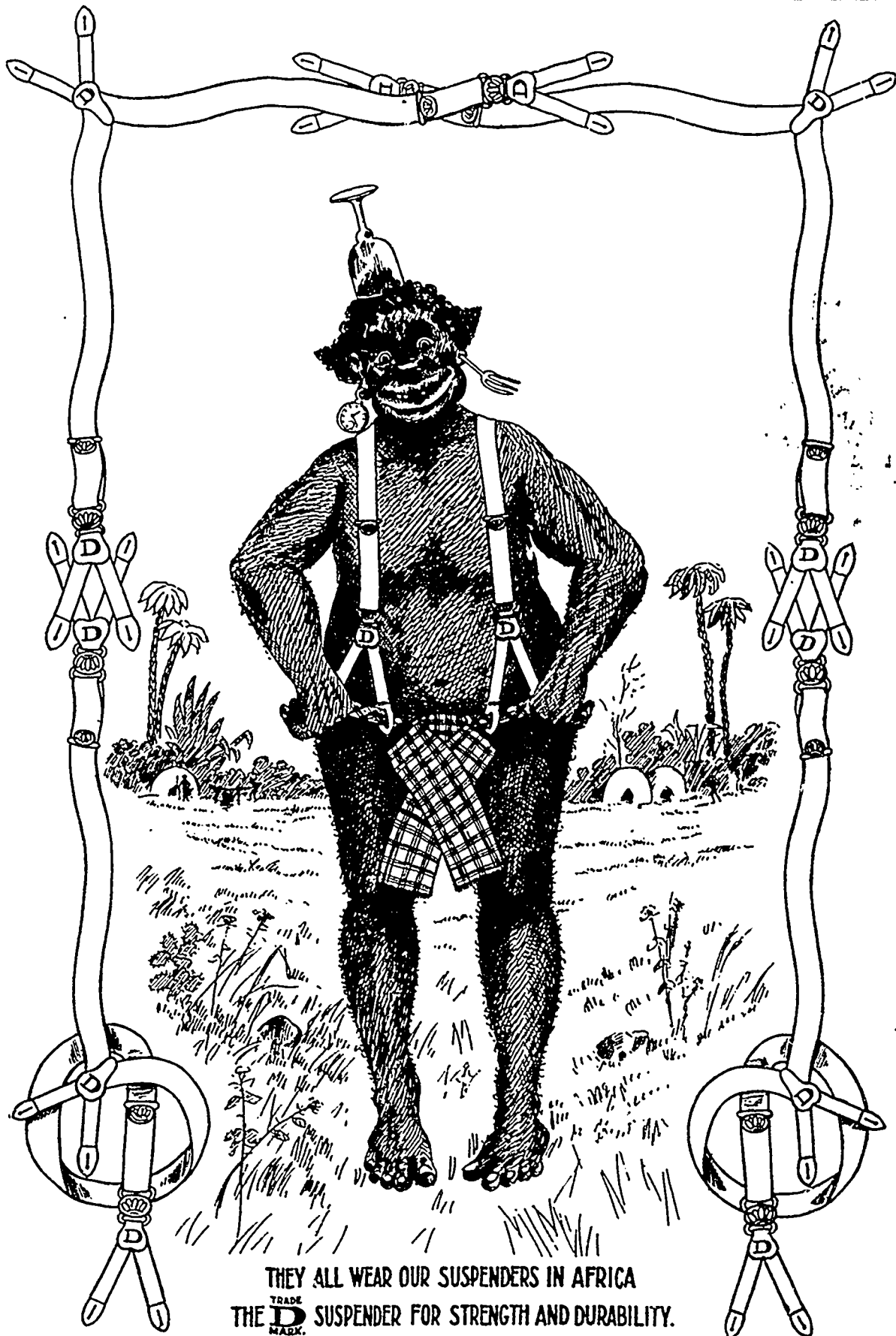
THE FLOOR OF THE WINDOW.

The floor of the window often proves a sticker to the window dresser. It comes at the end of the job, when the window trimmer is tired, and the natural tendency to hurry it through and get out is the means of spoiling many an otherwise good window. Goods are too often carelessly laid on the floor of a window in such a manner as to detract much from the balance of the window.

Your window floor is very valuable space and cannot receive too careful attention. The general tendency is to overcrowd the bottom of the window, or to attempt to show too many lines. Small stands should be used to set out the different articles shown, avoiding stacking in pyramids, etc.

For instance, in a muslin underwear display, instead of tacking from six to a dozen skirts or other garments on a pyramid, thus forming a solid mass of white, use a similar stand of some sort for showing one garment. Take pains in arranging the piece to show to advantage every favorable point in its make up and you have a show which will be productive of more sales, besides having used much less stock.

In trimming the bottom in this manner care must be taken to cover the floor with some material that will form a good background.—Economist.



THEY ALL WEAR OUR SUSPENDERS IN AFRICA
 THE ^{TRADE}**D** _{MARK.} SUSPENDER FOR STRENGTH AND DURABILITY.

DOMINION SUSPENDER CO.
 Niagara Falls, Canada.

NIAGARA NECKWEAR CO. Limited
 Niagara Falls, Canada.

DORAN BROS. AND MARTIN CO.
 Niagara Falls, New York, U.S.A.

Manufacturers of Neckwear and Suspenders. Sold direct to the retail trade in all parts of the world.

Canadian Office: MONTREAL, 28 St. Sulpice Street.

MEN'S FURNISHINGS.

GOING IN FOR HIGH-CLASS GOODS.

AS noted in THE REVIEW a couple of months ago, Glover & Brais are going extensively into the importation of high-class men's furnishings. Mr. Brais will leave for Europe about the second week in September and will visit London, Paris and other points. He will gather new ideas and will make arrangements for his firm to be supplied with all the latest novelties in their line.

It is Mr. Brais' intention to have patterns prepared exclusively for them and in this way he hopes to be in a position to offer the trade some real "creations."

THE REVIEW has given a glimpse of their new spring samples of colored silk underwear and half hose. The patterns were designed expressly for Glover & Brais and are very handsome. The firm is making a specialty of the De Joinville, English square end scarf and are offering a wide range of colors and patterns.

A NOVELTY IN BELTS.

Glover & Brais will shortly offer to the trade a novelty in the way of a leather belt known as the "Can't Slip." The special feature about this is two wire catches which fasten to the buttons of the trousers and prevent the belt from slipping. The advantage that this has over the ordinary belt is apparent. It is handsomely made in tan, black and brown.

THE SEASON'S FEATURES.

Wyld, Grasett & Darling report an unusually brisk demand for white underwear, this is due, doubtless, to the cool weather. These goods are made with French neck, ribbed cuffs, and skirt, in Shetland, natural and fancy stripes. Cashmere half-hose sell freely in black and tan, both ribbed and plain; seamless feet are particularly desirable this season. Neckwear, graduated derbys, lombards, bows and puffs are the leading features. Black ties in the various shapes are attracting attention. As usual at this time of the year, umbrellas are having a good sale. Crooked handles with metal trimmings and steel bars are the favorites. White and colored kid gloves in tan and golden brown; full dress shirts, open front and open back, with one or two buttonholes, as wearer wishes, and muslin bows with square and pointed ends complete the list of leading features.

NOW MAKING NECKWEAR.

H. J. Caulfeild & Co. have added a department for manufacturing neckwear to their establishment and have secured the services of a first-class cutter and manager from New York, who had charge of one of the largest American tie factories. A stock of the latest English, French, German and American silks has been purchased and the firm will now turn out the latest styles and all novelties as they come on the market.

H. J. Caulfeild & Co. report great activity in collars, and they carry a large range of English, German and American collars, controlling in this market the lines of one of the largest English and also German makers of these goods. Trade in their "Leader,"

the stand-up, turned point collar, is very large, while the "Paris" collar with square points and the "Diana" with round points are fashionable shapes at present.

Tooke Bros. request the trade to look out for their new collars "Glencairn II" and "Momo," which will be ready in October.

The Dominion Suspender Co., Niagara Falls, are producing three lines of suspenders at \$1.75, \$2 and \$2.25, to retail at 25c., the equal of which are not in the market. Fine stiff webbing, leather trimmings, mohair ends, gilt sliding buckles. They have put these lines on the market to show the trade that they still stand at the head of the suspender business.

All makes, colors and sizes of sweaters for men's and boys' wear can be seen in W. R. Brock & Co.'s men's furnishings department. All good value and what you want.

Tooke Bros. are introducing a new brand of balbriggan and natural wool underwear for the coming spring trade

under the name of "Vigoral." Special qualities are being made for them, and in a short time we may expect to find "Vigoral" underwear as popular as Tookes' shirts.

The Niagara Neckwear Co. produce the latest American shapes in neckwear. Their line of puffs for fall are right up to date in design, finish and style.

NEW SHIRT SAMPLES.

With great enterprise Tooke Bros. have almost completed a very attractive range of shirt samples. Many new ideas and attractive materials are to be found in the assortment, and with their reputation for make and fit, they are sure to do a large business.



John Macdonald & Co.—The Firm's Present Warehouse.

TOOKE BROS., MONTREAL

"T. B." Brand

Best

Materials

Best

Fitting



Best

Prices

Best

Made

BLOUSE SAMPLES will be shown with our Spring Shirts.

Largest and most complete range ever offered to the trade.

THE LONG-WISHED REVIVAL OF TRADE has arrived.

The rapid advance of Wheat has changed the whole Trade aspect. Let Merchants take full advantage of their great opportunity and make profit, and avoid hurting their neighbors and themselves by selling goods for glory.

CALDECOTT, BURTON & SPENCE

will show, on and after THE 30th AUGUST, a splendid collection of Dry Goods in the following Departments—and draw attention to a few leading lines:—

DRESS FABRIC DEPARTMENT--

Silk, Tinsel and Tweed Effects. Covert Coatings. Silk Overcheck Armures and Hopsack Plaids. Henriettas and Coating Serges. Velvet Finished Tweeds. Black Brocade Fabrics in 20 designs. Black and Colored Henriettas, French and German make. Crepe Dechines. 39 in. Moire Skirtings.

SILK DEPARTMENT--

Fancy and Shot Taffeta. Shot Armures. Black and Colored Surahs. Japans and China Silks. Black and Colored Satins. Peau-de-Soies, etc., etc.

GLOVE, HOSIERY and UNDERWEAR DEPARTMENT--

Kid Gloves, our standard lines. Trilby, 4 button. Godiva, 4 dome. Licette, fancy colored and stitched. Marguerite, 4 dome. Victoria, 7 hook. Lucille, 7 hook. Fernand Josephine, 4 dome. Cashmere and Ringwood Gloves from 95c. to \$4.25, all sizes, all styles, all colors.

Cashmere Hosiery, plain and ribbed, all sizes, from 2 in. to 12 in. foot.

Ladies' and Children's Vests, All-wool and Union, 40c. up to \$11.50 per doz.

Men's Underwear, Ribbed, \$2.25 to \$9. Striped, \$2.50 to \$15; Scotch Wool, \$4.50 to \$24 per doz.

MILL OVER-MAKES--

In plain and ribbed Hosiery, great bargains. Waterproof Cloaks, clearing lot. Men's Knots, Ties, Bows and Four-in-hands, in 5 to 20 doz. clearing lots. Men's Braces, in 5 doz. clearing lots. Our famous Hercules Shirts—the great Shirt leader—\$4.50 per doz., now in stock; all sizes from 14 to 16½ in. neck.

RIBBON, LACE and NOTION DEPARTMENT--

Black Moire Ribbons. Double-faced Satins and Failles, all colors, Nos. 5 to 40. Baby Ribbons, all colors. Veilings, all the new things as produced. Black Braid Setts. Jet Setts. Jet and Braid Boleros. Braid, Jet and Tinsel Trimmings, all colors. 5-in. Chiffons, 18-in. Chiffons, 48-in. Chiffons, all colors.

TAILOR-MADE SKIRTS--

Own manufacture, 36 in., 38 in., 40 in., 42 in., in Black Sicilians, Black and Navy Serges, Figured Sicilians, all velvet bound and gored.

ALL DEPARTMENTS KEPT COMPLETE all Season round.

CALDECOTT, BURTON & SPENCE

Dress Goods Converters, Skirt Manufacturers
and Fancy Goods Importers . . . TORONTO



The MacLean Publishing Co., Limited

TRADE NEWSPAPER PUBLISHERS,

AND

FINE MAGAZINE PRINTERS.

JOHN B. MACLEAN,
President.

TORONTO,

HUGH C. MACLEAN,
Sec.-Treas.

26 Front St. West.

Telephone 2148

MONTREAL,

Board of Trade Building.

Telephone 1255

Subscription, \$2.00.

Published the First of each Month.

MONTREAL AND TORONTO, SEPT., 1897.

PERSONAL ATTENTION TO CUSTOMERS.

SOME retail merchants do not give their customers a sufficient amount of personal attention. A man who runs a large business no doubt finds it difficult to attend to customers himself, because other duties occupy his time, but a merchant doing ten or twenty thousand dollars worth of business a year should spend a considerable portion of the day in looking after purchasers. In some stores the proprietor is rarely seen, and the business is practically in the hands of some young fellow, who, though he is willing enough, has had only a limited experience and is not fully acquainted with the styles, prices and qualities of the goods he is selling. People resent being served by inexperienced boys. They expect to be well looked after, and like to feel that the proprietor himself is waiting upon them and that they are getting the benefit of his experience.

A merchant will find that he will gain customers if he establishes a reputation for giving personal attention, and he will be in a better position to train his clerks, keep a check on his receipts, and generally supervise the running of the business if he remains behind the counter.

A man who would make his business pay must give it his closest attention, and he can do this best by being his own chief salesman.

DRY GOODS MEN COMPLAIN.

Canadian buyers for the wholesale trade who have lately returned from Great Britain report a very strong feeling there amongst the manufacturers against the regulation of our new tariff demanding a statutory declaration of the British origin of goods. There are two objections to the filling out of these documents. In the first place they cost the Canadian buyers 2s. 6d. each. In the next place they are an annoyance to many of the manufacturers.

Many mills are situated by themselves at some distance from the town, and there is no resident commissioner for taking affidavits.

A clerk from the mill will often have to go some distance to make the declaration in order that the Canadian importer may get his one-eighth reduction in duty. The manufacturers in some cases do not sell such enormous quantities to Canada that all this trouble is worth their while, so that a good many complaints are made against it.

Perhaps the Government can devise some better means of meeting the case, because it is absurd that the Canadian importer should have to pay the cost of these documents and the English manufacturer be put to the trouble of preparing them.

NO HUMBUG ALLOWED THERE.

A MERCHANT in Germany is not allowed to excite the buying community by shouting "cheap, cheap," when things are not cheap. He cannot fool people by such false and foolish claims of bargains as we so frequently see on this continent in the department store advertisements. There is a law by which his fellow merchants may stop a humbug of this kind.

A Liegnitz dry goods merchant advertised his goods at manufacturers' prices. His fellow merchants of the textile branch complained that he did not sell at the wholesale prices which the manufacturers demanded, and brought the case before the court. The question was, what does "Fabrikpreis" mean? The defendant submitted that his advertisement meant simply that he offered the goods at the same retail price which the manufacturers granted to any private clients of their own; that would signify a profit of about 10 or 15 per cent. for him, and the public would buy as cheaply as if they dealt with the manufacturer directly. The court called upon the Chamber of Commerce for guidance, which declared that the offer at manufacturers' price was justified only in the strictest sense, or perhaps when the retail dealer contented himself with the small profit which he realized by immediate or early cash payment to his manufacturers. The court accepted this view, and the defendant was fined and charged with the costs, whilst the prosecutors were authorized to publish the sentence.

Without pledging ourselves in favor of the whole law, the provisions of which we do not know, it is at least clear that some remedy of this kind is needed by merchants here. Now we are at the mercy of every man who prints reckless statements and demoralizes the public until they think they ought to get something for nothing.

A merchant who does business on sound principles wants to sell good, well selected, tasty goods. He expects an adequate profit on them. He has a right to that profit, for he is not in business for the fun of the thing, but to make a living for himself and his family. He desires to please his customers, but why should he be obliged to clothe and supply them without receiving enough to recoup him?

But his neighbor across the street may startle the town by shrieks of bankrupt stocks, tremendous sacrifices, clearing out at cost, and similar cries, which imply that someone is losing money on the transaction. How can this man's competitors do business on a square basis when they have to meet competition like this? The rage now is for cheap things and this fad is catered to by injudicious and fraudulent advertising.

WELL DONE, MR. BACHRACK!

WE have a profound admiration for Mr. Bachrack, and wish he would let us know how it is done. Mr. Bachrack is a German gentleman who came from the U. S. and settled in Toronto a couple of years ago and opened a retail dry goods store on Queen street west. He could get goods on credit, and he wisely sold them for cash. But, as the prices he asked were too low, and competition in Toronto very keen, he finally got behind and a few weeks ago failed. When the estate was looked into it was found that Mr. Bachrack's liabilities were over \$60,000, and the assets not half that. Among his creditors were some of the best wholesale houses in the trade. They, like ourselves, admired Mr. Bachrack, or they would hardly have kept on selling him so many goods latterly when they could not have known with any certainty exactly what his financial position was. In fact, he could not have been very sure himself, for he kept no regular books.

Now, the cause of our deep admiration for Mr. Bachrack is his ability to get credit from good houses and finally settle at 47½c. on the dollar. Mr. Bachrack came here a stranger and was treated with open-handed hospitality by the wholesale trade. The only return we ask him to make is to tell us the correct recipe for getting lots of credit from those firms, and causing the wells of their generosity to flow so freely. It is really a wonderful performance and shows this worthy merchant off to advantage as a very diplomatic and capable person.

If THE DRY GOODS REVIEW could get its materials at 47½ per cent. what a mine of wealth would be opened up to us! But the people we buy from seem to have a foolish, deep-rooted prejudice in favor of 100 cents on the dollar. None of them appear to take kindly to the 47½ per cent. basis, and even the editor of the paper, who has known us longer than the wholesale houses knew Mr. Bachrack, flatly declined, when approached, to take less than the full amount of his salary. This hard, not to say greedy, spirit distresses us in view of the kindly benevolence of the wholesale trade. It shows how much ingratitude there is in the world. Yet true generosity is not all dead as long as this noble conduct of the trade toward Mr. Bachrack is on the record. If he will only tell us how it was managed, he will confer a boon not only upon struggling publishers but upon every retail merchant in the Canadian dry goods trade. He should not, in common charity, keep such precious knowledge to himself.

AN INSOLVENCY LAW IMPERATIVE.

Canada, for its own reputation and best business interests, should demand an Insolvency Law at the coming session of the Dominion Parliament.

This must be done. Public opinion should force this from Parliament. Delay is hurting Canada in the Mother Country, where trade and capital are awaiting us, if the capitalists and merchants there are satisfied that commercial conditions in this country are fair to honest traders.

We want straight opinions on this subject from our retail merchants. They are the back-bone of business, and a demand from them will be granted by Parliament. THE REVIEW will feel that merchants are doing themselves and the country a service if they will write a postal card to this paper expressing their approval of an

Insolvency Law. Write as soon as you read this. We have already received a number of strong opinions in its favor, and will deal with the subject fully in next issue.

In the meantime let influential merchants tell their member of Parliament that no party squabbles or other humbug must be allowed to interfere with the passage of this Act next session.

"GOOD ADVERTISING."

THE attention of our retail readers is particularly directed to the new department of this paper, "Good Advertising." We consider every paragraph in this department worth, at the very least, a year's subscription to the paper. Mr. Gibson's opinions and criticisms could not be secured personally by any of our readers for ten times the year's subscription. It has always been the policy of THE REVIEW to give its readers value for their money. That this policy has been appreciated is apparent from the great increase in circulation and advertising. The latter naturally follows the former. The retail merchant subscribes for his trade paper because he is enterprising, and to be enterprising he must read; he must know what equally enterprising men in the retail, wholesale and manufacturing trades are doing. If the retail merchants outside of the large cities were as enterprising as the departmental stores they so much complain of, there would be no departmental stores to worry them. The trouble is, in the majority of cases, with the one who complains, and he, generally "knowing it all," does not subscribe for a trade paper. Enquiry will reveal the fact that the manager of each department in every departmental store subscribes for the leading paper representing his own particular branch. Who will deny that these managers are not in a position to "know it all?" But they think they don't.

We trust our readers will make good use of the "Good Advertising" department and send their ads. for review.

THE WORD "LIMITED."

MERCHANTS and others have been protesting against an Act passed at the last session of the Ontario Legislature providing, among other things, that every business concern using the word "Limited" in its name, shall not abbreviate the word at all, either to "Lt." or "Ltd.," as is often done. The Act applies to companies which have been lawfully doing business for years without spelling out the word.

The new law puts such business concerns to great expense, as it involves altering the name of the firm on many signs, bills, cheques, and notices which are in use. A deputation waited upon the Ontario Government recently and drew attention to the grievous nature of the provision which was put suddenly into force without notice, and which imposes a large money penalty on every firm or company neglecting to obey. The Government have no more power than anyone else to get round the law, once it is passed, but after putting the business community to this serious inconvenience, the least they can do is to pass an Act relieving those who have unwittingly incurred a penalty and giving them a reasonable time in which to make changes. To show how far-reaching the law is we quote in full the section complained of for the benefit of those who have not seen it:

"Every company shall keep printed or affixed its name with the unabbreviated word 'Limited' as the last word thereof, or

the outside of every office or place in which the business of the company is carried on, in a conspicuous position, in letters easily legible, and shall have its name with the said unabbreviated word in legible characters on its seal, and shall have its name with the said unabbreviated word mentioned in legible characters in all notices, advertisements and other official publications of the company, and in all bills of exchange, promissory notes, endorsements, cheques and orders for money or goods purporting to be signed by or on behalf of such company, and in all bills of parcels, invoices and receipts of the company."

Merchants will realize how much expense this is going to put in business houses to. Was the change necessary at all? Men just as competent to judge as the members of the Ontario Government contend that it was not. But, assuming that it was, we want to draw the attention of merchants to the way in which this and other laws are often passed. At the fag end of the session changes in the laws are rushed through and many members do not know what is being done, and if they did know, are not competent to discuss them. The Ontario House has over 90 members, some of whom are no more use than icebergs at the North Pole. They get \$600 each year for two months' attendance, and there seems to be an impression that the more laws the House passes the better the public will be satisfied that members are earning their allowance. In this way—as long as you don't touch party questions—the legislation-mill works along until the ordinary public are perplexed by the number of changes made. The members waste time over questions that help to keep them before the public so as to secure another term in the Legislature, while matters of real importance are hurried over or botched. The provision regarding limited companies is one instance of how merchants are afflicted by Legislatures controlled by lawyers.

Our readers in Ontario are the only sufferers by this particular law. Let merchants in other provinces keep an eye on their Legislatures.

ADVISE YOUR CUSTOMERS.

With wheat at a high figure your customers are going to feel in a more cheerful mood this fall and winter. The merchant often has an opportunity of discussing this and other cognate questions with the farmer. The latter should not be encouraged to hold on too long. The shrewd speculator does not act that way. If wheat touches \$1.05 he would sell; not wait until it would reach \$1.10, for fear it would drop to 90c. The farmer at the present time, seeing wheat on the rise, would be tempted to wait till he recouped himself for several dull seasons. That policy is too risky, and in waiting for an exceptional price the farmer might lose a glorious chance. According to the locality this is a question which merchants would do well to consider carefully and advise accordingly.

STYLISH HOUSE GARMENTS.

The American Wrapper House (Messrs. Boulter & Stewart) inform us that the past season has been the largest by far in the history of their house.

The guaranteed fit and nobby patterns to be had in American-made garments, they say, are the cause of their great success.

For the spring of 1898 they are showing a larger range than any previous season, and at prices, they claim, that cannot fail to make large sales. See their ad. on pages 32 and 33.

JOB FLANNELETTES IN THE MARKET.

It is reported that the Gibson cotton mill in New Brunswick is not making new goods for the present, and its stock of flannelettes is being jobbed by the selling agents at the various centres in Canada. This will not interfere with the sale of regular lines, as during the past season the competing lines have been made in the Cornwall mill. Up to the present the demand for flannelettes has been dull, but it is thought cooler weather will improve the output.

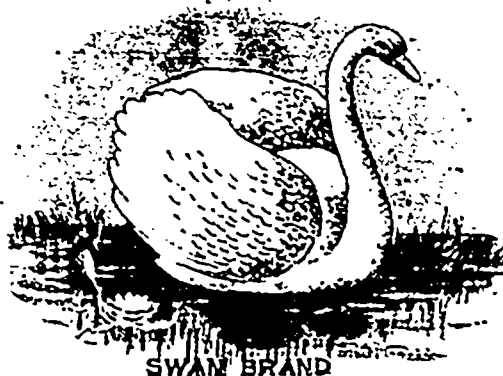
Down Comforters

BEAUTIFUL COVERINGS.

SANITARY BED PILLOWS

Handsome Art Tickings.

Fancy Silk Cushions,
Cosies and
Head Rests
New Shapes.



SWAN BRAND

Solid Comfort
Lounging Pillows
Pretty and Durable.

COTTON QUILTS

BOULTER & STEWART, Selling Agents

White Cushions
Etc.

30 Wellington St. E., Toronto

The Toronto Feather & Down Co. Limited, Toronto

HINTS TO RETAILERS.

By a Head Clerk.

MERCHANTS, SEE THAT YOU HAVE NO OLD STOCK ON HAND.

HOW is your carpet department? Is your stock up to date, or, on the other hand, are the shades and styles old, carpets that you have had in stock for years, each year adding more to the pile, which is fast eating up the capital which you have invested in the business? You are finding out that it is almost impossible to meet your creditors, and yet you allow that old stock to remain there. People will not buy carpets that are old in style, although the quality is just the same as the new. New colors and patterns are what they want and what they will have. Would it not pay you a good deal better to put a price on them that will sell them than to keep them? All wide-awake merchants keep clear of stickers.

Look into the parasols and see if you have not a large stock on hand. The season has been very bad for fancy parasols. There being so little warm weather and a great deal of rain, has kept the people from purchasing who otherwise would. Next season will bring forth different styles, and if you wish to be up to date and able to compete with your neighbor you must have up-to-date stock. This means: clear out your old stock. If a slight reduction will not do it, put them a little lower. There is nothing in business like turning over stock. Are your summer fabrics in good shape? In most stores they are not owing to the changeable weather. It is true that a great quantity of muslin and its kindred material has been sold, but nothing like what was expected. The patterns and colors are good, and this has helped a good many

merchants out. People bought because they were pretty. These goods should not be carried over. Nobody wants summer goods in winter, but you want the money invested in summer goods for winter goods. Make a substantial reduction in your prices. The old fogey who will not do this, but would sooner carry them over, cannot expect to do the trade and keep his old customers when his competitor is alive to the necessity of always having the latest styles.

It does not take long for the public to get on to the fact, either, and all want the latest. It is not like it was years ago. People would then take what you had, but now you must have what they want.

NEW CELLULOID GOODS.

Miller Bros. & Co., Montreal, the well-known manufacturers of linen faced collars and cuffs, have recently added to their manufacturing plant machinery of the latest design, built in England, for the manufacture of celluloid collars, cuffs and shirt bosoms. The firm have been fortunate in securing the services of a large staff of trained operators, and this new department of their factory is now in full swing, producing goods that are certainly equal, if not superior, to anything ever produced in this country. They are making three grades of celluloid goods, viz.: Linen interlined, linenized and waterproof qualities, and are giving special attention to attractively putting up and labelling the several lines so that the goods may be placed before the public in a neat and artistic manner.

The firm have adopted and are issuing a price list which should prove a great convenient to buyers.

The western wholesale trade will be supplied by Miller Bros.' Toronto branch, at 3 Wellington street east, which is in charge of Mr. G. B. Fraser. A large and well assorted stock is kept there ready for delivery.



Don't Lose Your Head

BECAUSE WHEAT IS A DOLLAR A BUSHEL.

Prudence is often left behind when good times show themselves, and this is one reason for bad times. The prospects are bright for a large fall trade, but the dealer who forgets the wise economies in the immediate rush of new business will come out short in the end.

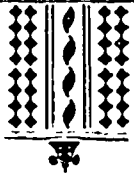
You will make money this fall by selling the new goods you have bought, if you've bought them right and sell them right. But you can lose money if you forget the goods already on your shelves, unsalable, simply because they have not struck the popular fancy.

Right on the threshold of Fall Trade go over your shelves. Root out those yards of Dress Goods, that are as good stuff as anything new you've got, only waiting a transformation in color. We make thousands of dollars every year for the dry goods men of Canada by making unsalable goods salable.

If you don't know all about our methods, write us and get particulars. We've been doing this business for twenty years for the best men in the trade the Dominion over.

R. PARKER & CO. Head Office and Works 787 791 YONGE ST. **Toronto, Ont.**

E. & S. Currie



TORONTO

NOTHING
BUT . . .

Neckties

THE CORNWALL MFG. CO.

Cornwall, Ont.

OUR SPECIALTIES

Friezes
Box Cloths
Canadian Homespuns
Extra Super White Blankets

The above lines are all guaranteed to give thorough satisfaction both to the retailer and consumer.

GEO. S. PLOW - Agent
Montreal and Toronto

Beautify your Store with

ARTIFICIAL PALMS

Always of Fresh,
Green Colour.

Genuine Leaves dried
and prepared ! . . .

MEDIUM SIZE . . .

With 5 6 8 Leaves.
No. 364/10 -/11 -/12
\$1.00 \$1.50 \$2.00 each.

LARGE SIZE . . .

With 6 8 Leaves.
No. 364/15 -/16
\$3.25 \$4.50 each.



No. 364/10.

DRACAENAS (with narrow leaves . . .)

364-1 -/2 -/3 -4
\$2.00 \$3.25 \$6.00 \$8.40 per dozen.

Nicely decorated Jardiniers at very low prices.

Mail us your order, or favor us with a call

NERLICH & CO.

35 Front Street West

Toronto

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

IN connection with the Good Advertising Department we have opened a Criticism Department and a Question Drawer Department. Knowing the great importance to the retail dealer of good advertising, and desiring to help our subscribers to become good advertisers, we have secured the services of Mr. F. James Gibson. Mr. Gibson, who is one of the leading advertising experts of the day, will be ready to answer all questions relating to advertising sent to our question drawer. He will also criticise any advertisements sent for that purpose and give the benefit of his advice on advertising subjects generally.

It is also our desire that our readers will help along this good work by sending to us for publication any advertisements which they have found to be particularly good for drawing business. In this way this department of THE DRY GOODS REVIEW will become a sort of clearing house for good advertising, and we will be helping one another to better things in the way of advertising.

The services of Mr. Gibson are entirely free to our subscribers.

Good advertising will not, in itself, make a retail business successful—it is only one of several things necessary to success. Good buying, good selling, good store management and able financing are each as important as good advertising, and no dealer is likely to succeed in these days of keen competition without all these five aids to success.

But what is good advertising? Advertising, in the commercial sense, has for its ultimate object the selling of something. Good advertising is that which accomplishes this result economically and well. It was the complaint of the young general, Bonaparte's, opponents that he did not fight his battles according to the rules of war as then understood. Napoleon's reply to this, when he heard of it, was: "But I win battles." Good advertising is something like good fighting, and the man who "gets there" probably is the one who doesn't lie awake nights thinking about rules. But for all this, war, as usually carried on, is a science, and the man who has studied it the most and knows most about its fundamental principles has, other things being equal, the advantage of his opponent.

It is a well-known fact that only a very small percentage of business men succeed in business. How many of the vast number of commercial wrecks which dot Canada (and all other countries) from end to end are due to a lack of knowing how to advertise? It is, of course, impossible to know. It is safe, however, to say that there is no branch of business effort more necessary for success to the retail dealer to day than is advertising. A dealer who does not know how to secure the publicity necessary for his business is badly handicapped. There are at the present time throughout Canada thousands of retail dealers who are doing nothing more than making both ends meet. And yet these men have success quite within their grasp except for one thing. They don't know how to advertise. They'll die poor men. These men are, as I

know from experience, keen and careful buyers. They are good salesmen also and attentive to their customers' wants, as well as economical in their expenditures. So far as their business gives them play, they are also good financial managers. But there is something lacking somewhere. Nine times out of ten the thing lacking is good advertising. These dealers either refuse bluntly to advertise at all, saying they don't believe in it, or else they go about it in such a haphazard, half-hearted way that no good can come of it. In the meantime, the business that perhaps properly belongs to them goes to some big department store or other place of business which advertises. By-and-by the day of awakening comes, and they all start in and kick the man who advertises. But he can stand it; he has the business.

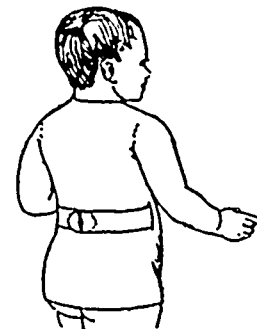
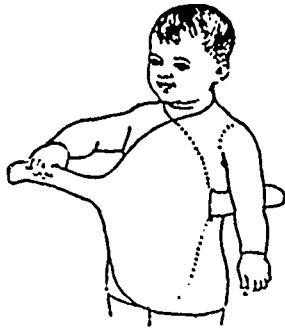
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The department store question, which has lately been so extensively discussed in Canada and in other countries, is very closely allied to this subject of good advertising. The great growth during the past 25 years of the daily newspaper press has put a powerful instrument of warfare into the hands of the aggressive and enterprising dealer, and he has not been slow to avail himself of it. Without the daily papers the great department stores could not exist. It is clear, then, that they owe much of their success to advertising. What are you going to do about it, Mr. Retailer? Are you going to let your business be gobbled up and yourself be reduced to the rank of a clerk? There may be a remedy for you in the careful perusal of this good advertising department each month. In the meantime just bear this in mind: Good advertising is the bridge that has carried many a successful man over the river.

* * *

Of course, not one dealer in a hundred knows how to do good advertising, but the trouble is that most of them think that they know it all. They freely and frankly admit that they don't understand law or medicine. The average grocer will confess that he knows nothing about dry goods or hardware, or, indeed, about any other business but his own. And so with the average man in other lines of trade. But get these people on the subject of advertising and it is surprising how much they think they know about it. And yet advertising is as much a science as medicine or law. There are certain fundamental principles that underlie the art of advertising.

To be a successful advertiser it is as necessary to understand these fundamentals as for a doctor or lawyer to understand the fundamentals upon which their respective professions are builded. To be a good advertiser it is clearly necessary, then, to learn the business. To most advertisers this learning process has been a very expensive one. But this is an age of progress, and there are other ways of learning than through the bitter school of experience. Advertising has to-day its teachers and exponents in colleges and universities, as well as among a number of really excellent pub-



The Rubens Vest

has relieved numberless children from the bondage of the ordinary "pulling over the head," "quickly outgrown" vest.

Is it any wonder they like it?

There are some interesting comparisons to be noted in our salesbooks. Where a merchant bought fifteen dozen Rubens Vests a year ago, he now uses sixty and more, and the average is well maintained along the line.

Women are the greatest advertising mediums in the world for "a good article." They have done more to spread the story of the good qualities of Rubens Vests than anything we have said in print. Ask any mother whose children wear Rubens Vests what she thinks of them.

When you buy the Rubens Vest you have the best selling, most satisfactory "specialty" for children's wear.

MANUFACTURED BY _____

The Montreal Silk Mills Co. - Montreal

WHO CONTROL THE PATENT FOR CANADA.



HAVING TAKEN ADVANCED FALL ORDERS

... FOR ...

"Diamond Brand"

Underwear and Hosiery

from the closest and largest buyers, we feel confident in saying that no buyer will do justice to his department that fails to inspect our line of Spring samples. Complete lines of UNDERWEAR AND HOSIERY for men, women, and children.

HERMANN H. WOLFF & CO. - MONTREAL

lications devoted entirely to the science of publicity. It is also one of the most useful provinces of trade journals to teach its underlying principles to those of their readers who are willing to lend an attentive ear. There are also advertising experts whose services can be procured in the most instances for a very moderate cost. The dealer who is really anxious to acquire information regarding this most important subject will find no great difficulty in obtaining it.

* * *

About the very first snag the novice runs up against is the advertising fakir. The woods are full of these fakirs, and the schemes they spring on the unwary are almost like the stars of heaven in multitude. It is safe to say that one-fourth to one-third of the amount spent in advertising in Canada and the United States is thrown away on useless schemes. And most of this vast sum of money is squandered on these same fakirs. The advertising fakir, for the sake of convenience, we will divide into two classes. First, there is the fellow who knows that he has a fake scheme. Then there is the man who really thinks (perhaps) that he has a good thing. But it all comes to the same thing in the end, so far as the victim is concerned—his money is gone where it will do him little or no good. The safest plan is to have nothing at all to do with an advertising scheme, no matter who presents it. If the devil, when he tempts us, were always to appear with cloven hoofs and horns and the smell of sulphur, we would easily know him for the devil and be on our guard. It's the same way with the advertising fakir. If he were to come to us with a sign outside of the front of his hat reading: "I am an advertising fakir, beware of me!" we would not often be fooled. But when he, like the devil, appears as an angel of light we are in a dangerous position. It may be easy for us to turn the cold shoulder to the man who wants to sell us space in a hotel register, or who maybe has a scheme for sending up a balloon laden with circulars, which, at certain intervals, are to be cast forth to the earth, or he perhaps has some other equally attractive (?) plan for coaxing money out of our pockets. But when a church fair or a picnic programme comes along and we are requested by one of our best customers to take a \$5 or \$10 space in it, what are we to do? If we are wise we will refuse. I don't believe that any advertiser ever yet traced one dollar's worth of business to this kind of advertising. And yet thousands of intelligent dealers spend most of their advertising appropriations in just such schemes as these. They think that they are smart business men and good advertisers, when, at most, all they have done is to gain the favor of two or three individuals. In the meantime the great public all around them remains in blissful ignorance of the bargains they

have to offer. The result is that the department store man, or some other fellow who knows how to advertise in the right way, gets the business. And probably too, Mr. Dealer, he gets the business of the very woman to whom you gave that \$10 contract for space in the church fair programme last week.

Here is an advertisement taken from a Beaverton paper which seems to have pretty much all the

bad points in it which it is possible to get into an ad. I have purposely selected it as an example of a kind of advertising which is very prevalent. Mr. Warren is doubtless an enterprising man, seeing that he advertises, but he will never make any money out of advertisements like this. And yet, take up almost any paper you like, you will find shrewd and intelligent men spending their money in just this way. And the worst of it is that they think they are

Down Goes Goods

Down goes the price of goods at the Beaverton Woolen Mill. To meet the low price of wool we have made a bona fide reduction in the price of all woolen goods.

Pure all-wool, two and three-ply skined yarn at 37½¢ per pound. A good pair of double blankets for \$3.25, Flannel and Tweed at correspondingly low prices and 2¢ per pound extra for all wool exchanged for goods.

Bring your WOOL to the Beaverton Woolen Mill.

Beaverton, June 15th, 1897.

C. T. YOUNG, Beaverton.

advertising. This Beaverton ad. has all the earmarks of a "standing" ad.—one of those kind which is changed every six months or thereabouts. Who is responsible for this kind of advertising? The publishers of the papers in which they appear, as much as anyone. The space occupied by Mr. Warren's ad. might be made of real value if some specific article, with the description and the price attached to it, had been placed there. As it is, when Mr. Warren finds out that his advertising doesn't pay him, he will probably order it discontinued, and the paper will lose a customer. But Beaverton is not without its advertising genius. Here is an advertisement of C. T. Young's, which is about something in particular and which will surely sell goods, provided the prices are low enough. Mr. Young is a man who evidently knows very little of the Queen's English, and yet there is ten times as much horse sense in his ad. as there is in the Warren ad. This simply shows how much better horse sense is than a knowledge of grammar, when it comes to practical business.

Now, here is an ad. that has plenty of horse sense in it and all the grammar that's necessary. The man who wrote it knows how to pen an advertisement. He also knows a good deal about how an ad. should be set up typographically. Notice the other strong points of this advertisement. The language is simple and modest; it is therefore convincing. It gives you something definite about shirt waists and linens, and leaves the impression on the mind that back of these things there are plenty of other bargains awaiting the customer who steps into "The White House."

Here's another Stratford advertisement which narrowly escapes

The Leading Furniture and Undertaking House

If you want
CHEAP and GOOD

Furniture!

Just call and get our prices. If you want a Good Set of

PARLOR FURNITURE,

In which there is no deception and will last a life time, call on

JAS. B. WARREN,
BEAVERTON.

DUGGAN'S

STRATFORD, Tuesday, Aug. 17, 1897.

August Store Talk.

We ought to make more noise with our array of bargains, do more talking about the exceptional values we have to offer these last days of summer selling, but we don't. Simple facts suffice, enough to know that what you see advertised you can buy.

The Last of the Shirt Waists.

1 dozen only, good quality Print and Muslin Shirt Waists, in white and colored. They go at 25¢.
3 dozen only, best quality Cambric Shirt Waists, in stripes with white collar. Were 75¢ They go at 50¢.
3½ dozen only, the season's best, were selling at 95¢. \$1.15 and \$1.30. They go at 75¢.

Special Linen Sale.

Including Fine Damask Tableings (bleached and unbleached), Table Napkins, Towels, Towellings, Sideboard Drapes, Centre Pieces, Tray Cloths, etc.

You'll find it to your advantage to buy here when you compare prices and quality.

The White House.

TOOKE BROS., Montreal



“T.B.”

Brand

CHIEF IN THE LINE.

For perfect fit, reliable material and general excellence of make and finish, our range for the coming Christmas and Spring trades is

“CHIEF IN THE LINE”

being one of the best that could be written. goes, it really could not be improved upon.

We Seek

a larger result than mere notoriety. We mean to have it understood that this is a first-class clothing store. Not only because one's money goes farthest here, but also because the things we sell are new and stylish and right.

Our name already stands for a certain forwardness in trade. We mean to have it stand for thoroughness in every way. Everything belonging to summer will sell now, regardless of cost, for the sake of clean stocks. We carry nothing over, never do ' and nothing makes us more in favor to-day than the fact that everything is new and thoroughly up-to-date.

No use of startling prices and panicky advertisements. Present values are unquestionably the best ever offered. See for yourself.

**Thornton
& Douglas**

STRATFORD and GUELPH.

ads., and they are surely glaring enough. This advertisement, while a model of dignity and straightforwardness, is so general in its nature that it would be almost impossible to trace any results to it. Now, an advertisement to which no business can be traced is not the right kind of an advertisement. A business house which does much of this kind of advertising is taking great chances. For

In fact, so far as it As an introduction to a quantity of prices and other detailed information it leaves nothing to be desired. If the last paragraph had been omitted and a dozen, say, of specific clothing items run in instead of it, it would have been better. Once in a while an advertisement of glittering generalities is all right, but as a steady diet it is not "in it" with the ad. that gives something definite in the way of prices and other particulars.

The accompanying advertisement of Knox, Morgan & Co.s, which has been reduced from a full page ad. in THE REVIEW, is, of course, not a retailer's ad. but its faults are the faults of many retail advertisements. I would take some specific article of dry goods and advertise it by itself. I would show a cut of the article where possible. I would also tell the price. In the absence of a cut I would give a written description. I would change the article for each issue of the journal used. I have tried this plan for a large wholesale house and it works very successfully. Of

no one can beat for values. These are the kind to use in an advertisement. Besides, business got in this way costs less to get than through a traveling salesman.

A NEW HAIR ORNAMENT.

Here is a new combination hair ornament and comb, which Kyle, Cheesbrough & Co. are offering to the trade. It is made of celluloid and presents a very handsome appearance. It is not only a very striking ornament, but is a handy and serviceable comb as well. The accompanying cuts show the manner of dressing the hair with it. As this article is a complete novelty it is sure to find a ready sale.

Kyle, Cheesbrough & Co. are sole Canadian agents for it.

"ALASKA" GOODS.

That the demand for the Alaska Feather & Down Co.'s pillows is constantly increasing is shown by the following little incident: In August, 1896, a St. John retailer advertised that he



Kyle, Cheesbrough & Co.

RETURNED
Oct 5/97
S.M.C.



Kyle, Cheesbrough & Co.

RETURNED
Oct 5/97
S.M.C.

had purchased 100 of these pillows. The results must have been very gratifying, for in August, 1897, he announces having received another lot, but in this case it is 500 instead of 100.

NOVELTIES IN HOUSEFURNISHINGS.

Mr. Williams, buyer for the housefurnishings department of S. Greenshields, Son & Co., has just returned from a business trip to the Old Country and is now busy preparing to offer to the trade a number of novelties that he secured. This department is well equipped to supply everything in the way of housefurnishings that may be required.

Tooke Bros.' new No. 55 shirt will be shown by all their travelers this month. The goods will be delivered on and after October 1st. The firm say it is a "rattler."

Knox, Morgan & Co.

Wholesale Dry Goods

HAMILTON

OUR representatives are now covering Western Ontario, Manitoba and Northwest Territories with a collection of carefully selected samples which for value and style will interest all merchants.

The stock will be well forward by middle of July, and we respectfully solicit an inspection of the values now offering by our representatives, and a share of your FALL ORDERS.

Customers know that we fill orders in rotation, and that goods are shipped promptly and equal to samples.

During the warm summer days we shall be pleased to have want lists by mail.

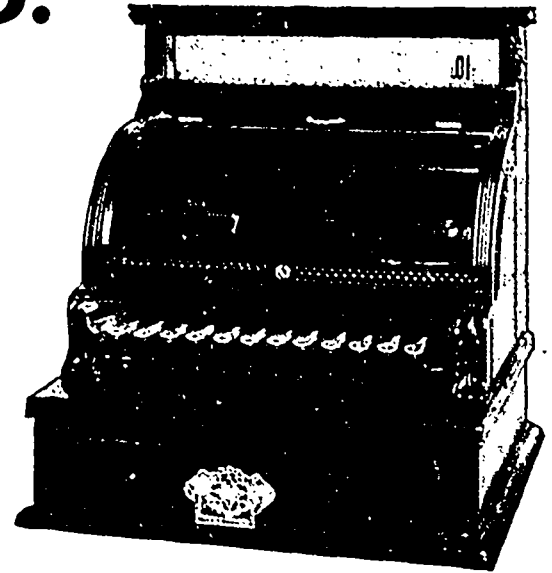
LETTER ORDERS FILLED WITH PARTICULAR ATTENTION.

course, where competition is very keen the average jobber does not feel like giving his prices away to his competitor. But almost every house of any importance has certain lines of goods which

From \$15 to \$375.

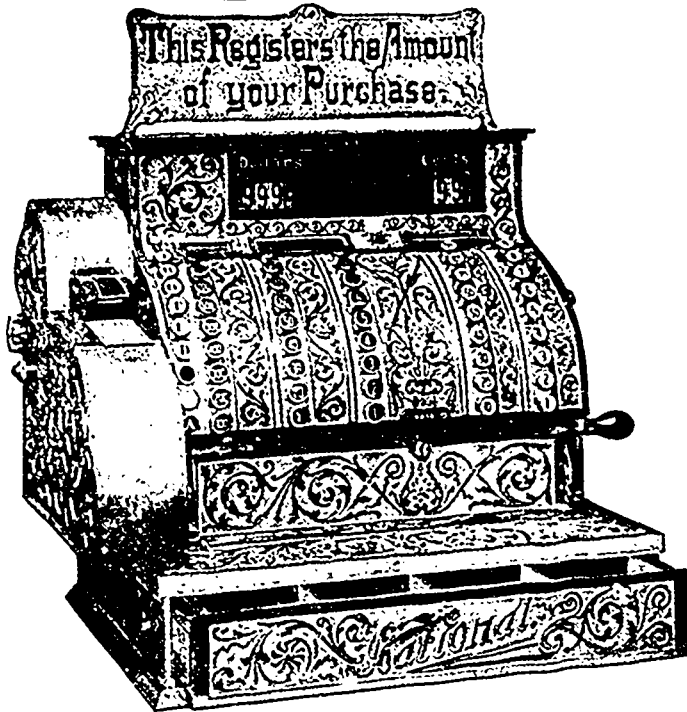
The idea is prevalent that we do not sell low-priced cash registers. On the contrary, our line embraces registers as low as \$15, ranging from that figure up to \$375.

We study the needs of each individual purchaser and recommend that register which will best suit his business, whether it be the \$15 or the \$375 register.



No. 17 Register—Price \$15.

Registers amounts up to \$1,000.



No. 99 National Cash Register—Price \$375.

Our new total-adding, check and detail-strip printing registers will now:

1. Register and indicate, at one operation, any amount from 1 cent to \$999.99.
2. Add into one total all the sales made during the day.
3. Automatically issue at the same time a paper check, on which is printed the date, consecutive number of the sale, amount of the sale, initial of the clerk who made it, and the proprietor's business card. On the back of the checks the register prints any advertisement desired.
4. Tell how many sales have been made each day.
5. Tell what time your store was opened in the morning.
6. Keep each clerk's sales or the sales in each department separate.

7. Take care in the same way of credit sales, money paid out and money received on account.
8. Print on a strip of paper inside the register, under lock, a complete detailed record of each transaction as it occurs.

With more than 90 kinds and sizes of registers, at as many different prices, we feel sure we can suit the needs of any merchant.

Send a postal card to any of the addresses named below, and one of our salesmen will call and talk the matter over with you. The National Cash Register Company, Dayton, Ohio, U. S. A. Offices in Canada: 6 Rossin Block, King Street, W., Toronto; 1685 Notre Dame Street, Montreal, and Vancouver, British Columbia.

Blouse Waists

**We are in it
for 1898**

Range larger and more
replete with novelties
than ever before, and

Why ?



Latest Style White Collar, and Newest Cut
in Sleeves. 70 RETAIL 75cts.

Because

we have completed
arrangements to repre-
sent what is without
doubt the largest maker
of these goods in the
United States.

Our waist to retail at 75cts. is made of light weight **American Percals** in latest Organdie designs, and comprises our 25 patterns, each shown in all the newest colorings. For a leader this cannot fail to LEAD.

American blouses lead in all our large cities, and buyers will consult their own interest by comparing our values before completing their arrangements.



70 RETAIL \$1.00.

P.S.—Do not forget that
the recent change in
TARIFF makes the
prices of **American**
waists more interest-
ing than ever.

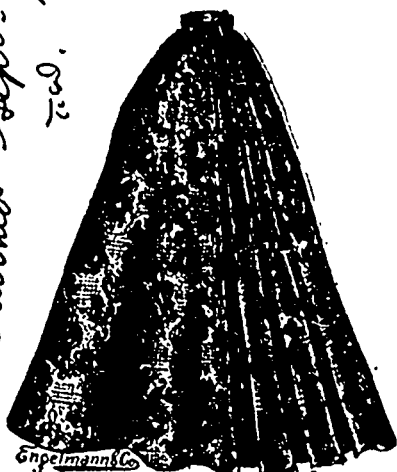


70 RETAIL \$1.50.

Boulter and

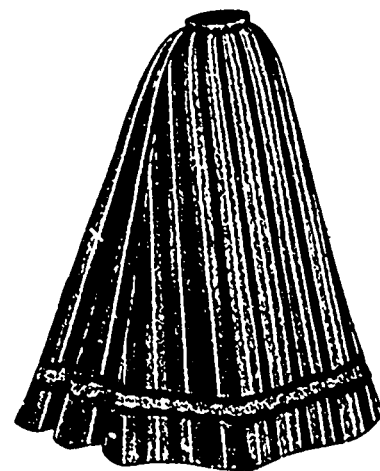
SEPARATE DRESS SKIRTS

*Bill of this into
returned Sept. 2/97
E.C.*



TO RETAIL \$2.25.

The general demand for blouses causes a like demand for SEPARATE Skirts. We have them in plain and colored crashes, piques, plain and brocaded mohairs, tweed effects, etc., to retail from \$2.25 to \$7.50.



TO RETAIL \$3.00.

The demand for ladies' ready-made garments is increasing each season, and these goods being made by exclusive manufacturers are a guarantee of fit and style, and are bound to be sellers.

LADIES' WRAPPERS



Our line to retail \$1.00 is of heavy Percals in newest designs, Light Fancies, Fast Blacks, Indigos, inside vest, etc.

We are headquarters for . . .
AMERICAN WRAPPERS
We show 40 styles to retail from \$1.00 up. Fit guaranteed. Patterns unequalled.



Better lines contain Lawns, Organdies, etc., in all latest patterns.

Stewart, Toronto

THE MILLINERY OPENINGS.

THE REVIEW was just closing its pages for the issue of September 1 when the millinery openings took place in Toronto. In Montreal they do not begin until the 7th inst. A great crowd of buyers came into Toronto on the morning train on Monday, August 30, and the attendance, as we go to press, is unusually large.

S. F. M'KINNON & CO.

S. F. McKinnon & Co., when interviewed last Saturday with regard to the millinery openings being held this week, were most sanguine as to results, claiming that their orders taken through their travelers thus far were more numerous and larger than for a number of seasons. They also said that, even at the time of speaking, numbers of intending purchasers were in the city, many from a distance, ready for the first round on Monday morning. A look through the stock, which many nimble salesmen were displaying to best advantage in the different departments, showed that this firm had made provision for a big trade, and when questioned along these lines, said that they were sure that the outlook warranted liberal buying all round. This firm also have a strong feeling that the millinery trade will open early and there will therefore be a good, long season, which will benefit wholesale and retail alike. When asked as to what were likely to be the leading lines our guide said that he could answer the question more correctly about Tuesday or Wednesday night. "However," said he, "we know a little about it now, and, with regard to hats, many large shapes will be used, but we will see a big demand for turbans, particularly in the Toreador effect, in plain rims also, turned up at one side. Walking hats and sailors will be a leading feature and strong sellers."



S. F. McKinnon & Co.

Continuing, he said that fancy feathers will be in good demand, running well to straight wing and coque feather effects, but also that ostrich goods were looked upon with much favor for good trade and will prove good property before we are far into the opening week. When asked about velvets and ribbons, his answer came: "Both are good; in fact, we would call it a ribbon and velvet season, and just watch and see how browns, blues, cardinals, greens and castors go."

As regards trimmed patterns we were informed that this firm had excelled even their own previous records in this department, and that the one shown in the accompanying cut is one of about a thousand patterns which will be scattered all over the length and breadth of the Dominion before the week is over, to serve as models.

THE D. M'CALL CO., LIMITED.

The opening with this firm was also most favorable, and their splendidly assorted stock was much admired. All the latest styles had been purchased in the Paris, London and New York markets, and milliners had a choice unsurpassed in the trade of selecting the most suitable new goods for local trade.

THE J. D. IVEY CO., LIMITED.

On Monday morning the opening at this house far exceeded the most sanguine expectations. The buyers crowded in and made a brilliant scene in the large show rooms of the firm. They admired the many new styles, one or two models of which we illustrate herewith.

No. 1 is a jaunty little turban of royal blue velvet for crown. Side-face trimming of rosettes of gold velvet, holding white coque wings. White aigrette of heron and osprey and ornaments of bird's claws.

No. 2 is a rustic hat of hunter's green velvet. The crown is large "tam" effect of velvet, embroidered with steel sequins, plain brim, narrower at sides, trimmed with folded scales of velvet. Shaded grey ostrich feathers and large enamelled buckle.

These are but two of many taking styles which milliners find in this house. The latest fashions in Europe and New York had been drawn upon for the season's display, and the bright trimmings which are to the fore this season were much in evidence.



No. 1—The J. D. Ivey Co., Limited.

AT MONTREAL.

Next week the openings occur at Montreal. Authorities there say there was never a time when it was quite so difficult to define shapes in hats and bonnets, or the trend of shapes in millinery as now. Of the hats it may be said, they are large, medium large and medium small, ranging in size from the high crown and wide rim to the less prominent placques. The crowns, in most of the styles shown, are broad and large, the brim wide and turned up at the left side nearing the back. The equestrian hat with the medium low and broad square crown and the brim widened and curled, is continued in models for the coming season, and the medium small Oxford hat appears in the shapes in felt. The turban also figures prominently in the new models, and will be greatly worn throughout the autumn and winter, as it is especially suited to this year's style of trimming. The Gainsborough hat will



No. 2—The J. D. Ivey Co., Limited.



S. F. MCKINNON & CO.

LOOKING out upon the Fall Trade, few articles of Ladies' Wear demand or receive so much attention as Jackets. For fifteen years we have been recognized as the leaders in this class of stock. The goods we handle are of German manufacture—famous the world over for style, fit, and finish—and being in a position to take advantage of the very best markets, our prices have always been the very lowest possible for correct, stylish, lady-like garments, and thereby have built up our trade from season to season until our Jacket turnover has reached large proportions, and our lead further in advance of competitors than ever.

Our importations for this Fall are the largest in our history, representing many numbers of unsurpassed merit. A leading feature of our stock is Maids' and Children's Ulsters in medium-priced, effective goods.

We cordially invite the trade to inspect our lines.

Yours truly,

S. F. MCKINNON & CO.

61 Bay St., TORONTO.

Offices: 35 Milk St., LONDON, Eng.

also be as popular as heretofore. The bonnets are almost as varied in ideas as the hats, no two being of the same design. Most of them consist of the headpiece only.

MILLINERY NOTES.

S. F. McKinnon & Co. draw special attention to their large stock of veilings; correct in character. All dry goods merchants handle these, and all dry goods buyers should see their veilings.

S. F. McKinnon & Co. claim to have fine values in fancy silks, and ask buyers to write for samples.

S. F. McKinnon & Co. say that their black ribbons, both in satins and failles, are unsurpassed for value, in the trade, and ask Mr. Buyer to try and see their range.

S. F. McKinnon & Co. are prepared to meet a big ribbon demand, and claim that their stock will supply any shade asked for, and their prices meet any competitors.

S. F. McKinnon & Co. have passed into stock within the past few days two large shipments of colored silk velvets, and draw the attention of buyers to this stock. Colors correct, and prices right.

S. F. McKinnon & Co. have received and passed into stock within the past few days large shipments of German jackets for the fall trade, unequalled for style, fit and finish.

S. F. McKinnon & Co. say that a special feature of their mantle department is maids' and children's tweed ulsters, in very effective goods, at popular prices.

NEW FEATURES IN WHOLESALE TRADE.

OWING to the great pressure on its columns in this issue THE REVIEW is obliged, at the last moment, to condense into the smallest possible space some notices of the new goods in the large wholesale warehouses of the country.

THE GAULT BROS. CO., LIMITED.

For spring this firm are offering same all-worsted trouserings at 75, 85, 95c., \$1.12, \$1.18 and \$1.25; also some special job



lines of 6-4 worsted suitings at \$1.25. They have advices of a large shipment of high-class fancy silks suited to autumn trade. They are assorted in their 48 inch (figured lustre) Princess of Wales cloth. The retail trade are invited to send for samples of high-class dress stuffs being offered this month at astonishing prices.

In this issue will be found a cut of the "Kantopen" hooks and eyes for which the Gault Bros. Co. are sole agents. The makers claim many special features for them and advise the retail trade to give them a trial. The firm's new goods include some Christmas trade handkerchiefs with fancy boxes; new lines of derby, chenille and lace curtains at popular prices.

S. GREENSHIELDS, SON & CO.

A feature with this house is a lot of flannelettes, 20,000 pieces, offered under mill prices. A special drive in lace curtains was also noted. Fancy handkerchiefs for the Christmas trade are already assorted for buyers. In the smallwares department there are some special job lines in gloves and hosiery offering at very low prices. A low-priced cotton blanket is another specialty.

JAMES JOHNSTON & CO.

Here a special shipment of embroidered lawn handkerchiefs is noted, comprising the newest designs, with an assortment in each dozen, surpassing previous offerings. The trade are invited to write for samples of the black dress fabrics which are a feature this season. In the stock of gloves for autumn trade, in men's, ladies' and children's, the system of special size assortments used by this firm has been found of great advantage by the retail merchant. In smallwares special preparations for the sorting trade have been made. The range in staple smallwares is fully complete, and in fancy goods the assortment is largely extended. A very fine range of all the new effects in dress trimmings includes the latest in braids, tinsel and jet; also a range of fine wool and fur trimmings.

KYLE, CHEESBROUGH & CO.

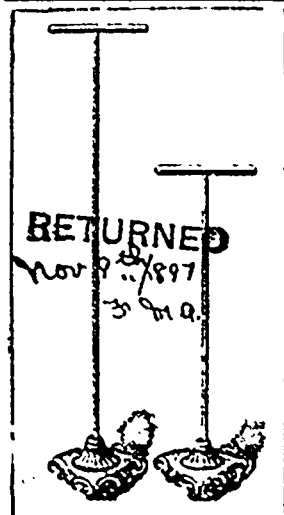
This firm have now for Christmas trade Chantilly laces, cream, white and black. There is a very large assortment of black and colored chiffons, carefully selected. Repeat orders in dress goods have been frequent since the beginning of the season.

CALDECOTT, BURTON & SPENCE.

A walk through this warehouse revealed some choice designs in fancy French fabrics, silk-mixed designs, boucles, two-tone effects, covert coatings, as well as serges and henriettas especially suited for ladies' bicycle habits. A feature is now made by this house of tailor-made skirts, both trimmed and untrimmed, in a variety of materials and all sizes, and a cutting and making-up department has been added, so that retailers can order what specialties they require. Some rich silks and velvets from the looms of France, including a selection of shot plain and shot damasse silks in many color-combinations. Special attention is being given to the glove trade, and there are 13 different lines of kid gloves, all colors, styles and sizes. Mill overmakes in hosiery and underwear offer some attractions to buyers.

H. J. CAULFEILD & CO.

H. J. Caulfeild & Co. are making a specialty of cashmere and ringwood gloves, and control for Canada the productions of two large German manufactories in these lines. The stock of Canadian underwear is now fully assorted in all the leading lines of the best manufactures. A line of black cashmere hose to retail at 25c. is something very special. Exceptional values in braces are noted, in some cases less than manufacturers' regular prices. Black paramatta rubber coats are a specialty. The range of umbrellas is devoted to popular sellers. In imported underwear the trade should enquire for the celebrated derby ribbed Nos. 1350 and 1013, which are ready to ship in a few days.



Small but Handy

is the fixture shown in cut for the display of Trousers, and which we are offering to the trade at the following prices:

- Japanned base and rod, \$8.00 per dozen.
- Brass or Nickel-plated base and rod, \$9.00 per dozen.
- Made 24 in., 30 in. and 36 in. in height.

The TORONTO BRASS CO.

Limited

We make fixtures for all trades.

Counter Check Books

and

Cash Sales Slips.

Manufactured by The Merchants Counter Check Book Co., Limited

27 Wellington St. West

TORONTO.

Send for Samples.

We have been telling

you about our styles for Fall, and have said without fear of contradiction that our garments were unequalled in point of material, cut, finish and good workmanship. Now see what one of our customers says after opening up a shipment of our goods:



MESSRS. JOHN NORTHWAY & SON,
TORONTO.

DEAR SIRS,—Those Mantles have been received. I wish to state that I am well pleased with the goods. They are certainly fine goods, fine styles, well made and finished, and the best value I have seen this season. Am sorry that I had several orders placed with other makers for lines that will not compare with these in any way. I consider these far ahead of any of the imported makes. Expect to send you some repeats before the season is over.



No. 206.—This handsome coat is made from a good quality of beaver, trimmed with braid and braid buttons. Price, \$3.75.

No. 211.—Made from a very fine beaver. Fancy inlaid collar and cuffs, bottom stitched 5 rows, very handsome pearl buttons, 28 in. long. Price, \$8.50.



No. 205.—This nobby jacket is made 28 in. long from a very high grade beaver, is handsomely trimmed with braid and buttons, has a very new and stylish collar inlaid with silk velvet. Can be made in various qualities.

No. 198.—Made in a good quality of frieze in newest shades. Collar and pocket flaps inlaid with velvet. Very elegant pearl buttons. Price, \$4.50.

No. 209.—A very smart jacket 28 in. long, made from a handsome mixed chinchilla cloth, bound with a two-inch diamond braid and trimmed with satin bow and buckle. Price, \$8.50.

JOHN NORTHWAY & SON Cloak Makers, 64 Bay Street Toronto

—SPRING DELIVERY, 1898—

Japanese Fancy Silks

A complete assortment of all the latest novelties, both French and Japanese, is shown in our new collection of Japanese Fancy Silks, which is the largest and most varied we have ever shown.

NEW PATTERNS AND COMBINATIONS

Check Kaiki
Plaid “
Roman Striped Kaiki
Jacquard Kaiki

Brocaded Habutai
Striped Taffeta
Jacquard “
Corded Duchesse



Japanese Mattings

Designs Novel. Qualities Exquisite. Prices Low.

—IMMEDIATE DELIVERY—

	Handkerchiefs	
	Mufflers	Table Covers
Piano Drapes	Kaikais	
	Taffetas	

Travellers are now on the road with full lines of samples for both Immediate and Spring deliveries

K. ISHIKAWA & CO.

24 Wellington St. West, TORONTO.

1, Okina-cho Itchome, YOKOHAMA.

THE CLOAK MANUFACTURING CO. of Toronto Limited

Beg to inform the Trade that they now have on hand a complete line of the latest New York designs and novelties in Ladies'



OUR No. 162 JACKET.

FALL AND WINTER

Cloaks and

— Mantles



OUR No. 197 JACKET.

NATTIEST JACKETS
 PERFECT-FITTING MANTLES
 TAILOR-MADE
 LATEST STYLES
 BEST VALUE

You are respectfully invited to inspect our goods and get our prices.

THE CLOAK MANUFACTURING CO. OF TORONTO, LIMITED



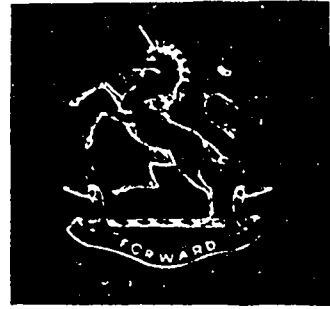
Please note that all our goods are TAILOR-MADE and of superior workmanship and finish.

14 Front St. West. ...**Toronto**

Every Conceivable

Variety of —

REGATTA and OUTING SHIRTS



May be seen in our assortment for

SPRING, 1898

*Our travellers will shortly submit these.
Buy early and secure the best patterns and early delivery.*

Collar attached, to sell at 50c., 75c. and \$1.00.

Open back, two collars, to sell at 75c., \$1.00, \$1.25 and \$1.50.

White body, with colored open fronts, to sell at 75c., \$1.00 and \$1.25.

Self body, open front, cuffs attached, at 75c., \$1.00 and \$1.25.

Self body, white neck and wrist bands, open front, to sell at 75c., \$1.00 and \$1.25.

White Shirts--OUR OWN MAKE

Will be found exceptionally good. We make the celebrated "Anti Swearing" Shirt which should be worn by every good citizen.

Wolff & Glaserfeld's German Shirts and Collars--

- Shirts No. 1. Open Back, with Bands.
- " No. 2. Open Front, with Bands.
- " No. 3. Open Front, with Cuffs.
- " No. 4. Open Front "Pique"

Collars, all styles
Full stock always on hand.

The LATEST FAD.

English Collars and Cuffs--

ENGLISH COLLARS

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

Gresham, turned points, - 2 3/4 in.
Roll points, Waterloo, 2 1/4, 2 1/2, 2 3/4 in.
To sell at 15c.

The Preston, turned points, 2, 2 1/4, 2 1/2, 2 3/4 in.
To sell at 20c.

The Grafton, roll points, 2 1/4, 2 1/2, 2 3/4 in.
To sell at 20c.

The Colonel (Military) - - 2 1/2 in.
To sell at 20c.

ENGLISH CUFFS

The Portland (Studs) The Rival (Studs)
The Premier (Links) The Rideau (Links)
To sell at 25c.

Hosiery Department--

Absolutely stainless and Hermsdorf Dye, from \$1 per doz. up.

- Black Cashmere, 3758, at - \$2.00
- " " 3759, at - 3.00
- " " 3760, at - 3.50
- " " 3765, silk foot, 4.00

Underwear--

Balbriggans Natural Wools
Self Cottons Fancy Cottons
No. 3300, Natural Wool To sell at 75c.
No. 3313, Natural Ribbed Skirt and French Neck. To sell at \$1.00

Men's and Boys' Bicycle Goods. New shades in Sweaters, Long Hose, Footless Hose, Caps, etc.

Matthews, Towers & Co.

BOARD OF TRADE BUILDING.

EXCLUSIVELY
Men's Furnishings.

73 St. Peter St., MONTREAL

A. A. Allan & Co.

Ladies' and
Gent's

Fine Furs

**EXCLUSIVE
NOVELTIES**

Jackets
Capes
Neckwear
Fancy Ruffle Muffs

Electric Seal
Grey Lamb
Persian Lamb
Mink
Stone Marten
Russia Sable

To complete a line of Furs made in

ATTRACTIVE AND NOVEL STYLES

Every Buyer should inspect our lines. We carry a full assortment of everything required by the Fur-Buying Community.

Hat Department

English and American. Styles the choicest.

CLOTH CAP DEPARTMENT. Our own manufacture. Quality and value unsurpassed.

A. A. Allan & Co., Wholesale Hatters and Furriers.

LETTER ORDERS 51 Bay Street, **TORONTO**
Receive Careful Attention

Perrin's Gloves



PERRIN FRÈRES & CIE.

7 Victoria Square, MONTREAL.

Manufacturers
and . .
Importers of

KID GLOVES

of all Styles
and . .
Qualities. . .

A complete stock always on hand. Write for samples.

NECKWEAR

if right, in style and coloring, is the sensation of the dry goods store. At the present hour De Joinville, English Square

End Scarves, Derbys, Graduated, Puffs, Bows, and Lombard Ties are the correct styles. Endless variety in patterns. All produced in Blacks and Self.



UNDERWEAR

It will soon be time for the change to fall and winter weights. Woollens, Shetland and Natural Fancy Stripes. Fleeced Goods in all prices.

GLOVER & BRAIS - Montreal

CAPTIVATING



It is said that a woman is more apt to look as she feels, than to feel as she looks. Be that as it may, we are sure that when you are looking for a Crochet Thread and see the "**VICTORIA CROCHET**," you will not only feel like ordering it, but will do so as soon as you look at it. Its excellences are quite apparent. Its rich, silky appearance is merely suggestive of the captivating work it produces. Best of all, it will not kink. If there's one thing annoys crocheters, it is the persistent kinking of most crochet threads. Further, it is soft and easy to work, and does not become hard through washing. Another advantage is that the numbers are always the same. This insures the perfect matching of work at all times. **A dealer is known by the goods he keeps.**

The following goods will increase your prestige. Then why be without them?

ASK FOR THEM...

VICTORIA CROCHET THREAD
 MORSE & KALEY EMBROIDERY COTTON
 MORSE & KALEY KNITTING COTTON
 MORSE & KALEY LENNOX CROCHET CORD

TAYLOR'S EMBROIDERY RINGS
 TAYLOR'S "O.K." HOSE SUPPORTERS
 TAYLOR'S "WORTH" SKIRT EXTENDERS
 TAYLOR'S DRESS STAYS

ROBERT HENDERSON & CO.

Sole Agents for Canada.

323 St. James St., MONTREAL

THE JUBILEE

Is past and gone, but those who buy from us are jubilant the year round.

THE SECRET of success is to have the right goods, at the right time, and at the right price.

Our travellers are now showing well selected and carefully bought lines suitable for the fall season.

Our aim in soliciting trial orders is to increase the number of our regular customers.

We want **business friends** who write us as follows: "Your goods opened out to advantage. Please duplicate ranges A and B. Will order more next time your traveller calls."

It is our Wish and our Interest to please you.

P. GARNEAU, SONS & Co.

Wholesale Importers of Foreign Dry Goods and Dealers in Canadian Staples.

Quebec

WHOLESALE MILLINERY...

Success
Repeated

The success that has always attended our efforts in the past has repeated itself. ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁

OUR FALL OPENING

Was a complete success. Our Warehouse was crowded daily with enthusiastic Buyers who made their purchases with unusual satisfaction. ❁ ❁ ❁

NEW GOODS ARRIVING DAILY

The **D. McCALL COMPANY, Limited**
TORONTO.

The Lace Warehouse of Canada.

LACES

Our Lace importation for '97 has exceeded our expectations by thousands of pieces, and it seems simply impossible to keep anything like an assortment in stock. We have coming some thousands of pieces more, comprising White and Butter Vals, Cream and Black Chantillys, and patent Silk Dress Laces. These will be here for our September, October and early holiday trade.

LACES FOR IMPORT

Our travelers are still carrying our full set of Laces, Embroideries and Lace Curtains for spring 1898, and results so far are more than encouraging.

VELVETS AND VELVETEENS

Are represented among our collection by large ranges of colors and qualities.

SILKS AND RIBBONS

Our range of shades and prices in these lines will interest any buyer who wants right stuff at right prices.

DRESS GOODS

Our new Specialty has given most gratifying results, and we ask only your inspection of this line to secure your approval.

Cloakings, Sealettes and Cape Velvets

In these we show a large variety of styles and range of prices.

Trimmings, Garniture and Braids

We probably show the largest collection in Canada of these lines.

ASSORTING

We will show for the assorting season complete ranges of Gloves, Hosiery, Handkerchiefs, Underwear, Curtains, Draperies, Linings, Table Linens, Combs, Fancy Pins, Buttons, Smallwares, etc., etc.

KYLE, CHEESBROUGH & CO.

MONTREAL

WYLD, GASETT AND DARLING.

ONE of the principal features in ribbons this fall is black velvets in narrow widths. Wyld, Grasett & Darling have anticipated the trade in this respect and have a large repeat stock. In cashmere gloves they are showing a large range of black, heavy and fine makes. In ringwood gloves they had a large demand for fancy mixed colors and also for black and white. They are showing some special lines in double knitted mitts for fall trade.

Two other leading features noted in this department are a special drive-in seamless cashmere hose, to retail at 25 cents, and also a heavy hose, 3 1/2 pounds to the dozen, to retail at 50 cents. Boys' heavy knickerbocker hose are attracting considerable attention with them. In ladies' underwear they have a large stock, comprising both light and heavy goods for fall and winter wear.

In veilings the 18-inch goods with chenille spots continue to be most in demand; black is having the greatest run. Ladies' collars and cuffs had an exceptionally large sale all summer and trade in this line still continues good. They have just received a shipment of new laces, comprising valenciennes and black and cream silk chantilly. These promise to sell well.

NEW JAPANESE SILKS, ETC.

Mr. Ishikawa, of K. Ishikawa & Co., Yokohama, arrived in Canada a few days ago, and his announcement to the trade appears in another column. It contains some interesting information regarding new fancy Japanese silks and other novelties which this firm are showing the trade. In the matter of fancy silks, Mr. Togou, the manager, is now in Japan, and after his residence of several years here, is thoroughly acquainted with the requirements of this market, and is selecting goods in great variety to send forward for sales in Canada. The season's new goods, Mr. Ishikawa

says, show great advances in styles and combinations of color, and will contain, amongst other things, the Roman stripes and plaids which are quite popular in Europe and are about to be great favorites in Canada. These will be shown in all patterns and prices. A special very fine line, which will retail at \$1.25, is a gros-grain taffeta.

For the first time the firm are pushing their matting department in Canada, and samples are now ready for spring delivery of both mattings and rugs made of very fine straw and perfect in coloring and design. The samples have only been here a short time, and a good order has already been secured. The firm have great facilities for manufacturing these mattings in Japan, and they expect to do well owing to the fine nature of the goods and the low prices. The matting is in 40-yard pieces and will retail at 20, 25, 30 and 50 cents per yard, according to quality. They will be ready for delivery about March 1.

WELL-FINISHED CANADIAN GOODS.

The Cornwall Manufacturing Co. are turning out some extra good qualities of homespuns, friezes, box cloths, white blankets, etc. The goods are well finished and are another proof that Canadian mills are capable of manufacturing really high-class goods.

"UROSE."

This popular make of black worsted ribbed hosiery can be had in sizes 6 to 9 1/2 from W. R. Brock & Co.. For a good wearing hose it has no equal and can be sold at a popular price.

Brophy, Cains & Co. advise us that they have just received a consignment of white hem-stitched handkerchiefs, all weights and sizes. They suggest that if the trade wish to secure some of these goods they should order promptly, as there will likely be a large demand for them.

Our Fall Opening

was attended with unusual success, and we wish to thank the trade for their very liberal patronage.

OUR STOCK will be kept well assorted throughout the season, and all orders entrusted to us will receive our prompt and careful attention.

THE **JOHN D. IVEY CO.** LIMITED
TORONTO

Have you Ordered **DRESS STAYS** For Fall Trade?

If not, it soon will be necessary, and to be able to do so intelligently, write us for samples of the following styles:

"EVER-READYS" \$1.25
Welded with Gutta Percha.

"PARAGONS" - \$1.25
The New Twin Dress Stay.

"Pre-Eminents" - \$1.00
Silk Stitched: A Leader.

"ALPHAS" - 62 cts.
Cotton Stitched: Popular.

Others make cheaper
No one makes better

Dress Stays

We want to sell you, and believe we can if you see the goods we make, at the price we make them.

THE **EVER-READY DRESS STAY CO.**

Largest Manufacturers of
DRESS STAYS in Canada.

WINDSOR, ONT.



The Eyes of Canada's Best People

Have been watching the effect of everyday wear and tear on the

Maple Leaf Brand

All-Wool Ingrain

Carpets

TORONTO CARPET MANUFACTURING COMPANY, TORONTO, CANADA.

And the **Alexandria and Imperatrix Axminster**
In Mats, Rugs, Squares, Boddies, Borders and Stairs,

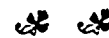
Ask **For Them.** And after years of using **SAY** that they are equal to the best in the world.

The above cut will be SENT FREE to any of our customers.

When two articles look alike, the better is proved by use.



The best value of a trade mark is its guarantee of honesty.



The "Maple Leaf," "Dominion" and "Beaver" Wool Carpets require no praising to a judge of carpets.

DO NOT FORGET

when placing your Spring Order for

Clothing

that we are the only Clothing House in Canada who advertise direct to your customers.

Satisfaction Guaranteed as Represented or Money Refunded.

We are sending thousands of postal cards throughout Canada to consumers of Ready-to-Wear Clothing with this promise in cold type. **It is bound to make it easy for you to sell our goods.**

H. Shorey & Co., Montreal

WOOLENS AND CLOTHING.

THE CANADIAN CLOTHING TRADE.

IN no branch of our Canadian manufactures has there been such a marked improvement as in the ready-to-wear clothing. We were invited by H. Shorey & Co., of Montreal, one of the leading manufacturers in this line, to inspect some of the lines they were getting up for the spring of 1898, and we were really surprised to see such fine goods turned out in ready-mades. They brought forward a number of their men, clerks, travelers and workmen of various shapes, forms and sizes, and it was a revelation to us to see the perfect manner in which their goods seemed to fit. All shapes, tall and thin, short and stout and of ordinary proportions, it did not make any difference, they all fitted as if they had been measured for them—in fact, much better than goods the ordinary tailor usually produces.

The linings and trimmings of the goods left nothing to be desired, and the prices, of course, when produced in such large quantities, were in favor of the wearer, as compared to ordered work. They tell us that their specialty for the spring of 1898 will be finer goods and better linings than have ever been used before in ready-made goods. From an inspection we should argue that there is no reason why a gentleman should not wear ready-made clothing, always provided that he gets the right make.

SOME BIG DRIVES.

Mr. Begg, of John Macdonald & Co., has just got back from the British woolen markets and says that the best makers over there are very busy, although the United States trade is flattening out under the new tariff. For this month John Macdonald & Co. are offering a big drive in mantle cloths in tweed and curl effects and also curl serges. A big drive in twill worsted, 20 oz. cloth, black and blue, is reported. Another drive is in Canadian tweeds,

both in 3-4 and 6-4 goods. This season the firm are showing a large range of mantle beavers in blacks, blues, browns and all the leading colors. Scotch and Canadian tweeds in 6-4 goods are also noticeable. A full range of the well-known serges, Belwarp, Untearable, Kilkenny, Tyke, etc., is reported.

NEW SHADES IN SPRING TWEEDS.

Finley, Smith & Co.'s samples for next spring are almost complete, and their travelers will shortly visit their friends with the largest range they have yet shown. They call special attention to the splendid variety of Scotch tweed and worsted suitings in the new Lovat shades.

MORE EVIDENCE.

H. Shorey & Co., of Montreal, tell us that they have been inundated with enquiries for their Rigby proof frieze ulsters in response to their advertisement in our August number. The letters nearly all refer to THE REVIEW as the source of information.

WEST-END LONDON STYLES.

Finley, Smith & Co. have just received a large shipment of fall and winter overcoatings, including Oxford and mid-grey chevrots and vicunas, the same as shown by London west-end tailors. They have also a full assortment of their well-known brands of pure indigo and woaded black serges, viz., "Britannia," "Royal Navy" and "Tratagar."

SAMPLES WILL BE SENT.

Chalcraft, Simpson & Co. will show a large range of bicycle suits for next spring, thoroughly waterproofed. Samples of the cloth will be sent to intending purchasers for testing purposes.

COVERT OVERCOATS.

The covert overcoat is likely to be a popular garment for next spring trade. H. Shorey & Co are showing a large line of these goods, waterproofed by the Rigby process. They look and feel

If you are ambitious to do a

SELECT DRESS GOODS TRADE

you'll allow us to send you samples of our new and exclusive dress lengths. Doubtless you have a stock of dress goods on your shelves, but we can show you something that you find nowhere else—not the goods that all your neighbors have got.

You do not need to buy a heavy stock, for you can get a good variety for the same money you might invest and secure only one or two patterns.

Every piece has been selected personally by our own buyers, who not only know the British markets thoroughly, but have a personal acquaintance with the wants and tastes of the individual shoppers of our own country.

The opportunity is one for men who can point to their stock as new, well assorted and thoroughly up to date. Write to us for samples and prices, in neither of which you will be disappointed.

THE ROBERT SIMPSON CO. Limited

South-West Corner Yonge and Queen Streets

Wholesale Department.

TORONTO, CAN.

Wreyford

& Co.

MNFRS' AGENTS

McKinnon
Building

TORONTO

Merchants invited to call if in city, or make appointment for visit on our next journey.

Sole Agents in Canada
for following English
Manufacturers:

YOUNG & ROCHESTER

Shirts, Collars,
Neckwear,
Dressing Gowns,
etc.

TRESS & CO.

High-Class Hats and
Caps.

HITCHCOCK, BIGGS & WILLET

WOOLENS

Exclusive designs.

West-End Styles. City Prices

ARE YOU
TAKING
 AN **EXCURSION**
 TO **MONTREAL?**

If so, look us up. The trolley passes our door. Take any car going west and transfer to 290 Guy Street. If you are a close buyer, we can interest you; if you want special lines, confined to your house, we have them; if you care for design, style, finish in your Down Quilts, here is the place to get suited. **Eiderdown Quilts, Christmas Cushions, Puritas Comforters, and everything in Bedding.**

We make a bordered French Satin Comforter, reversible, at a low price. Have you bought it? Do you want it? If so, call on us, personally or by mail.

THE ALASKA FEATHER & DOWN CO. Limited

290 Guy Street - MONTREAL

Recognized ❁ ❁ ❁

— The best finished



**Kid . . .
 Gloves**

of the day are manufactured by

Emil Pewny & Co.

GRENOBLE, FRANCE.



This celebrated make of Kid Gloves may be found in all the best Retail Houses the world over.

1855-1897

For forty-two years
 ---since the founding
 of the house --- the
 name

J. & J. Taylor

has been a synonym
 for everything that is
 reliable in the line of

**Fire and Burglar
 Proof Safes. . . .**

exactly the same as unproofed goods, and while the porous properties of the cloth are not interfered with, they keep out the wet, which is an advantage not to be thought lightly of.

BLUE SERGE SUITS.

H. Shorey & Co. are showing for spring, 1898, a marvelous range of blue serge suits. They tell us that they expect to capture the trade in these very dressy fabrics for next season. If they do we shall say it serves them right.

GOING WEST WITH SPRING SAMPLES.

Mr. M. Lewis, of Chalcraft, Simpson & Co., starts in about two weeks for Manitoba and the Northwest with his spring samples. The line includes some original creations in sailors', vestee suits, single and double breasted sac suits, that the buyer will appreciate. The goods made by this house are of the best grade, and the styles are exclusive. Mr. Lewis' address will be Manitoba Hotel, Winnipeg.

WATERPROOFING PAYS.

The experiment that was made by a leading clothing house last year in proofing, by the Rigby process, their spring overcoats and bicycle suits without extra charge was so successful that they purpose adopting the same plan for next season. It is a great comfort to have one's out-of-door garments waterproof and to still have them so porous that they will permit the free respiration of the skin, or, as they express it, keep out the wet but admit the air.

REACHING THE CONSUMER.

By an ad. in another column H. Shorey & Co., of Montreal, say that they are sending out a series of post cards to a large number of the voters in this Dominion from Halifax to Vancouver, just reminding them of the fact that when they purchase a Shorey garment the guarantee card they will find in the pocket means

satisfaction guaranteed as represented or money refunded. This should be a great help to the retailer in the disposal of his stock. It is pretty straight talk, and by a firm who always back up their promises.

REPORT TRADE GOOD.

Chalcraft, Simpson & Co., through a member of the firm, expressed the conviction that the prospect for the future is excellent. Trade is now, and for some time has been, eminently satisfactory. The demand for fall and winter garments is good.

\$1.00 WHEAT.

H. Shorey & Co., Montreal, write us that the effect of a few days of one-dollar wheat and plenty of it has been such as to induce some of their customers to write them to increase their orders in the better and more expensive lines. It means that nothing is too good for a Canadian when he has the money to pay for it.

FOR LIVE MERCHANTS.

As our readers are always glad to hear of something new for encouraging trade we direct their attention to the announcement in another part of this paper regarding 10c. paper patterns. The makers are an enterprising American house, the New Idea Pattern Co., and are very confident that notion sales can be stimulated by handling these patterns. They offer to send cuts free for use by the merchant in local newspaper advertising. Our readers may write for samples either to 190-196 West Broadway, New York, or 233-237 Fifth Avenue, Chicago.



Our stock of High-Class

DRESS GOODS

AND

SILKS

is now complete, and our friends who favour us with a visit during the present month can examine our special lines in the piece, and assure themselves that our goods are all of the newest and most fashionable styles.

We have not a piece of last season's dress goods in stock.

WILLIAM AGNEW & CO.

305 St. James St.

MONTREAL

PROFITS AND "GOOD TIMES"

GO HAND IN HAND.

The good times are here. It is easy to make the profits by selling

THE

Lip and Tube Bias Dress Bindings

They are the bindings your customers want, because they outwear the skirt, and give a tailor-made finish to the dress, and they pay you handsome profits.

**ALL THE LEADING WHOLESALE HOUSES
HAVE THEM FOR SALE.**

EUGÈNE JAMMET'S ^{FRENCH} Kid Gloves

FOR FALL

SPECIALTIES IN

Large Clasps.
Correct shades in Greens,
Reds, etc.

New Pearl Embroidery
on lambskin to retail
\$1.00.

Attractive goods.

SAMPLES SENT.

FITZGIBBON, SCHAFHEITLIN & CO.
MONTREAL

A Permanent and Positive Good

IS AN Unconditional . . .
Accumulative Policy

IN THE

Confederation Life Association

These policies are Unconditional from date of issue and
contain all benefits and privileges consistent with safety.

EXTENDED INSURANCE
PAID-UP POLICIES
CASH VALUES

GUARANTEED
in the contract.

PROMPT PAYMENT OF CLAIMS.

Average time of payment after receipt of proofs during
the last ten years—29.1 Hours.

Rates and full information sent on application to the Head
Office, Toronto, or to any of the Association's agents.

Important to Canadians

When buying your Worsteds, Venetians, Serges, Mixtures,
etc., it will pay you to see that they are finished by the
"Pirle" process. The result will astonish you, as the
goods are enhanced in value in every way.

"Pirle"—finished goods do not **spot** and do not
cockle. We shall be glad to send you detailed particulars.

EDWARD RIPLEY & SON

Bowling Dye Works.

BRADFORD, ENG.

CELLULOID

COLLARS, CUFFS and SHIRT BOSOMS

STAMPED WITH THIS TRADE MARK.

TRADE **M. B. & CO.** MARK

ARE GENUINE.

Made in three qualities

**LINEN INTERLINED
LINENIZED and
WATERPROOF**

FINEST MATERIAL ONLY USED
MOST POPULAR STYLES ADOPTED
EXPERT WORKMANSHIP EMPLOYED

Our Sample Books are in the hands of all the leading
Wholesale Houses in the Dominion.



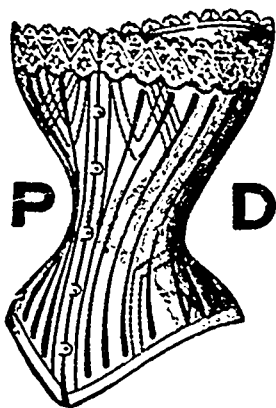
Miller Bros. & Co. Manufacturers **Montreal**

. . . TORONTO BRANCH . . .

G. B. FRASER, 3 Wellington Street.

FRENCH P. D. CORSETS

Ten Gold Medals



The P. D. Corsets are
universally acknowl-
edged to be

**The
Leading
Make**

They are made in
every variety of shape
and style, and the well known trade mark,

P. D.

with which every pair is stamped is a guarantee
that the materials and workmanship are the very
best that can be procured.

For Samples and
Prices apply to...

KONIG & STUFFMANN

Sole Agents for Canada, MONTREAL

KLONDICITES.

The shades of night were falling fast
When up the Mackenzie river passed,
A young man skating up the trail,
And what was tied on his coat-tail—To Klondike.

Try not the pass, the trapper said,
It's blocked with dying and with dead ;
Who in the snow, the sleet and hail
Have frozen stiff upon the trail—To Klondike.

And then a maiden fair, in tears
Cried, stay and help Dad trap the bears ;
Oh I'm his cook and only daughter,
I really think you hadn't oughter—Try Klondike.

A tear stood on his red red nose
And from his lips this cry arose :
Oh trapper kind ; Oh maiden shy,
Just let me tell why I won't die—At Klondike.

My little pack, good friends, enclose
Some perfect wonders worked in clothes ;
I've **Shirts** made of Canadian wool
So thick and warm they cannot cool—At Klondike.

Then let it freeze, or let it thaw
I've got great suits of Mackinaw ;
With these all weather I defy
Then tell me not, I must not try—The Klondike.

Another marvel I possess,
A miracle for miners' dress :
A suit of **duck with rubber back**,
Frost, rain or wind can never crack—At Klondike.

Of **Overalls** I have a stock—
Well made ? Yes, solid as a rock,
With rivets bright that never rust,
With these I'll dig the yellow dust—At Klondike.

My outfit, friends, from heels to ears,
Is made to last for many years ;
They are the best in all the land
They are the famous "**Rooster Brand**"—For
Klondike.

Shirts, Overalls and Clothing Specialties.

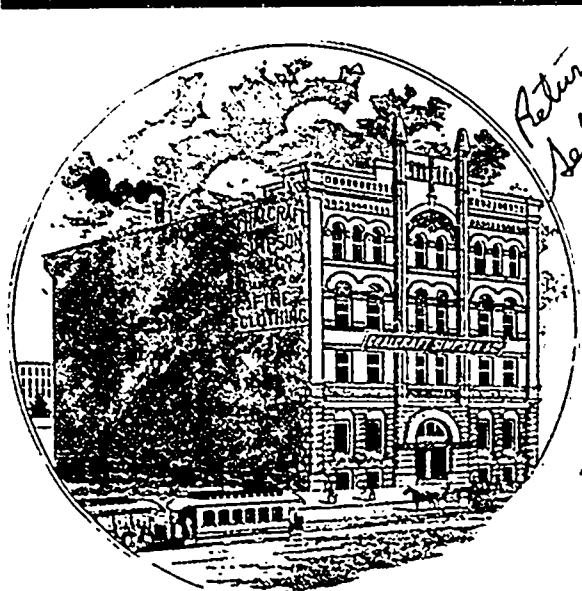
Manufactured by _____

ROBERT C. WILKINS

MONTREAL

SPRING 1898

Our representatives start out in September for British Columbia, North West, Manitoba, and the Lower Provinces.



The clothing made in our factory is the **BEST**, because we give careful attention to all of the small details which result in the production of Perfect Clothing.

- CHILDREN'S CLOTHING** } We show a most exclusive array of Novelties in the most approved colors and designs.
- BICYCLE SUITS** } Wool Crash.
Linen Crash.
Serges and Plaids.
- MEN'S and YOUTHS' SUITS** } In all pure Worsted fabrics in all weights and colors.
Palmetto Serges.
Fancy Plaids and Striped Suitings.

Chalcraft, Simpson & Co.

MAKERS OF FINE CLOTHING.

TORONTO, ONT.

James Coristine & Co.

Importers and Manufacturers of

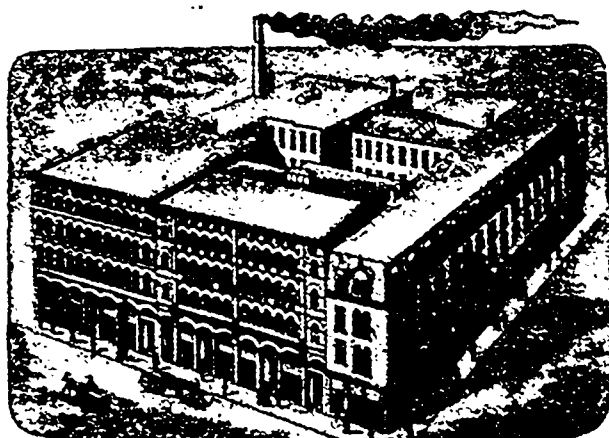
HATS, CAPS AND FURS

MONTREAL

Hat . . . Department

Our range of samples of Felts, Straws and Cloth Caps for Spring, 1898, now complete.

Our travellers will call upon you shortly. Wait for them. ❁ ❁



Fur . . . Department

We have a larger stock and greater variety in Ladies' and Gentlemen's goods than ever. ❁ ❁ ❁

Special attention paid to letter orders. ❁

469 to 477 St. Paul Street

MONTREAL

A GRADUATED PRICE.

A NEW YORK IDEA WHICH MAY OR MAY NOT SUIT
SOME CANADIAN MERCHANTS.

THE plan of reducing the price on a specified line of goods, a fraction each succeeding day until the line is closed out, is being successfully exploited, and would, we believe, work satisfactorily if applied to piece goods, says The N.Y. Dry Goods Chronicle.

For instance, goods of various grades, worth, for example, 25c. to 18c. per yard, were stacked on a table and ticketed 24c. a yard, with the further statement, "These goods will be reduced one cent a yard each day until sold."

This collection of—let us say, wash goods—is piled upon a centre table, and a ticket posted at each end tells the story. Those who choose may pick the choicest things in the lot at 24c. a yard.

Now, this announcement does not mean the same to all minds. One party sees a pretty piece of organdie at 24c.; she likes it; to be sure, it may be cheaper to-morrow or next day, but somebody else may take it in the meantime, and, the more she thinks, the more she hankers for that particular piece, and the result is she takes it for 24c. a yard. Her cupidity was not strong enough to combat her acquisitiveness, and this is the class of customers that pay the long price.

Others, whose hunger for a bargain cannot be appeased by anything but a bargain, will watch a favorite piece from day to day, as the price shrinks, and probably the quantity likewise shrinks, until the mark is reached at which her conflicting characteristics balance, or one overbears the other, and she either buys the goods or drops the chase.

Every day's drop in prices, however, ties the thoroughbred bargain-hunter closer to her game, and some will follow the scent from day to day as keen as a foxhound.

Of course, a line of goods need not be kept on the table in any quantity once the price may have passed below reasonable bounds. We believe the daily picking the lot must receive would keep it equitably priced; as the price goes lower, the lot may be replenished from less costly goods, and the transformation of the pile would be gradual and complete. Any special pieces that one didn't wish to sacrifice could be withdrawn at any time without compromising the plan.

The more consequence that one gave to this feature, the more successful, we believe, it would work.

For instance, every cloak coming toward the close of a season could be reduced 25c. each day. Dress goods, silks and all piece goods at different times treated the same. What a string it must prove to draw the curious from day to day.

The great incentive that must induce many to buy on the moment is the uncertainty of tenure of each piece or article, and the probability that somebody else will snap it up shortly. It seems to us that a scheme of this character could be made to draw like a mustard plaster; it has been tried in a small way on special lines of goods; but, to our knowledge, has never been undertaken on a general scale. Who will be the first to undertake it? Properly exploited we believe it will prove not a Klondike, perhaps, but pay gravel at least.

EMBROIDERY THE RAGE IN ENGLAND.

English fashion journals state that the Duchess of Devonshire's famous ball has given an immense impetus to the professional embroiderers, who have up to very recently had but little to do in their special branch of industry. Now, however, their day of harvest has arrived. Embroidery in silk, with or without jewels; embroidery in gold or silver; in black or white galon; embroidery on lace, on

gauze, on silk, satin, velvet, brocade, on morning dresses and on evening dresses, and everywhere and anywhere, has set in like an epidemic. Garden-party gowns of pale lime-green muslins are embroidered in ecru silk with applique designs in openwork of renaissance lace, lightly touched with pearl beads. Indeed, the ideal gowns for fetes of an open-air description seem to be made in silky grass lawns, in pale tints, draped over a foundation of some contrasting shade of silk, either plain or glace. Spotted muslins worn over color and made with frills innumerable are also worn; and the dainty organdie and tambour muslins are very fashionable.

A STRICTLY "MODERN" METHOD.

From The London Drapery World.

A BATTLE-ROYAL is raging between the fashionable drapery houses of New York and the couturieres of Paris. It seems that a game of diamond cut diamond has been in play between them for many past seasons. The complaint of the couturieres is that American buyers have been in the habit of coming amongst them and direfully deceiving them. These gentlemen and ladies—for American houses frequently and sensibly send lady buyers to the Old World centres of fashion—make the round of the houses in the Rue de la Paix and the adjoining locality, take stock of the novelties in costumes and millinery, and do not buy largely. They invest in a few of the choicest costumes and articles of millinery, and board the next transatlantic steamer for New York. There they copy the costumes and millinery they have purchased, make them up of French fabrics, put them on the market, sell them at a price much under those of Paris. The Parisian couturiere resents such conduct as unmitigatedly mean, which, of course, it is. But the American dress warehouseman has sinned still more grievously. He has got out his reproductions of Paris fashions in time to export them to Germany ere the Parisian goods can be seen in the Berlin drapery establishments. New York acknowledges its meanness, and glories in it. Paris retaliates in characteristic style. Now, whenever an American or German buyer visits a Parisian dress warehouse, and makes a purchase, he or she is bound by contract not to exhibit the article for sale before a certain fixed date, which enables the Paris house to place its goods, through its agents on the spot, in New York and Berlin. Of course, the buyer readily enough makes the contract, but still it is not certain that his principals keep it. In any case, the Parisian warehouseman would have some difficulty in preventing an imitation by the American buyer. A clever woman, with an artistic eye, experience, and a good memory, inspecting the goods in any warehouse, could easily, even without sketching them on the spot, imitate them. New York confesses its artistic deficiencies and inability by spending its money to steal Parisian ideas, so that the French couturiere has nothing to fear from American invention or talent for design. The dress warehouseman should not be above taking a hint from his German rival, by establishing branch houses for the sale of his goods in New York and other American cities. It would not then pay the American buyer to visit Paris in search of ideas.

THE COTTON MILLS.

The cotton industry in Canada appears to be in a flourishing condition. After running half time only for nearly two years the Cornwall mills of the Canada Cotton Co. are about to begin working full time. The Merchants' Cotton Co. and the Dominion Cotton Mills Co. have both declared dividends, the former a half-yearly dividend of 4 per cent., and the latter 1½ per cent. for the current quarter.

CANADIAN GOODS IN AFRICA.

The Dominion Suspender Co. are shipping immense quantities of suspenders to Africa.

Wm. Taylor Bailey

... SUCCESSOR TO ...

Peter Schneider's Sons & Co.

27 and 29 Victoria Square

..... MONTREAL

Upholstery and . . .
. . . Drapery Goods

Selling Agents for STEAD & MILLER, Philadelphia.

MANUFACTURERS OF ...

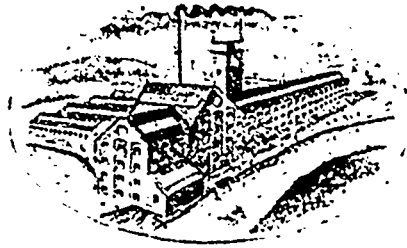
Chenille Curtains and Table Covers
Cotton Derby and Tapestry Curtains
Cotton Tapestries, Silk Tapestries
Fine Silk Draperies, Brocatelles

APPERLY, CURTIS & CO.

WEST OF ENGLAND

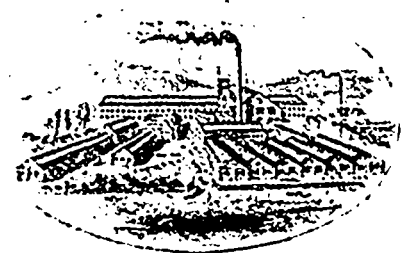
... Limited.

Woollen Manufacturers



Coatings
Vicunas
Saxonys
Serges
Trouserings

Coverts
Suitings
Evening
Dress Goods
Etc., Etc.



DUDBRIDGE MILLS, STROUD, ENGLAND

London Office: 15 Golden Square, W.

21 GOLD MEDALS for QUALITY and EXCELLENCE.



1289—LADIES' WAIST.
To be made with or without
Fitted Lining.
Sizes 32, 34, 36, 38, 40, 42.

IT WOULD BE

A NEW IDEA

IN YOUR STORE

if you were to introduce the sale of our ...



1281—Ladies' Shirt Waist.
Sizes, 32, 34, 36, 38, 40, 42, 44.

10-cent Paper Pattern

Guaranteed to fit and up to date in style.

It will boom the sales in your NOTION DEPARTMENT as nothing else can.

SMALL INVESTMENT. LOW-PRICED FASHION SHEETS
NEWSPAPER CUTS FREE.

Send a Postal for details to

233 to 237 FIFTH AVENUE
CHICAGO.



190 to 196 WEST BROADWAY
NEW YORK.

NOTES OF THE TRADE.

THE Toronto Brass Co., Limited, are selling a pant display stand which is the cheapest ever offered to the trade, made in assorted sizes, at \$6 and \$9 per dozen, according to finish desired. This firm, by manufacturing every article on their own premises and selling direct to the consumer, can give prices on store and window fixtures that cannot be beaten. See cut of above line displayed in this issue.

Ringwood gloves in blacks, creams and fancy colors at all prices, are one of Brophy, Cains & Co.'s specialties.

Raccoon and wombat coats of exceptional value are being shown by James Coristine & Co., Montreal. Write for a sample garment.

New fresh goods that sell rapidly are what W. R. Brock & Co. are showing for fall in ribbons and laces. Call and inspect their stock, it will pay you. They have new goods arriving weekly.

The Dominion Suspender Co. are making some beautiful finished suspenders in high-grade goods. All that are retailed at 50c. or over have attached to them a guarantee that if not satisfactory they will be replaced.

From an economical stand-point nothing can approach the down comforter. It is a pretty bed-covering. The weight is hardly perceptible, and it excels other coverings for warmth. The Toronto Feather & Down Co., Limited, show a large range, and at prices that must readily command the attention of buyers.

SPRING BLOUSES.

Tooke Bros.' blouse trade promises to be very large, if we may judge from the display of spring samples for 1898. Original ideas and first-class materials are the predominating features of these samples. The firm claim that their latest pattern is simply perfect.

DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

GLOVES, MITTENS
and GAUNTLETS

Fine Kid, Suede and Para Buck GLOVES and MITTS.
Dog-Skin Driving and Coaching GLOVES.

Agents...

GEO. D. ROSS & CO., MONTREAL, QUE.

Agent Wanted

Resident in Montreal, with first-class connection amongst leading warehousemen, to represent Belfast (Ireland) manufacturer of . . .

COOKING APRONS, CHILDREN'S
OVERALLS, BLOUSES, Etc.

Address Box 7, Dry Goods Review.

tion in fit. The cut of one of these blouses, which appears elsewhere in this paper, is taken from a photograph by one of their employes.

A GOOD DISPLAY IS HALF THE SALE.

If goods are well draped and arranged with the assistance of window and counter fixtures the dealer finds, by increase of sales, that which the Toronto Brass Co., Limited, claim, namely. A good display is half the sale. The company have fixtures in stock to suit every class of trade and can supply, in a very short time, any special fixture that a merchant may require. A design should be submitted to them or word sent of just what kind of a fixture you would like made and they will endeavor to give you perfect satisfaction. Attention is called to a cut of a fixture shown in this issue which is selling at a very low figure.

SPRING HATS FOR MEN.

Samples of spring hats of English make are now ready to be shown the trade. A. A. Allan & Co. report that there is not much change in styles, and both the flat set and the roll-curl are being shown for the coming season with the medium height in crowns. The samples of the United States manufacturers are not yet ready for spring.

FUR NECKWEAR.

The new styles in ladies' fur neckwear shown by James Coristine & Co., Montreal, are meeting with much favor. They are giving special attention to this class of goods this season. Send for prices.

Brophy, Cains & Co. are showing some "Cedo Nulli" fingering that compares favorably with the best English imported goods.

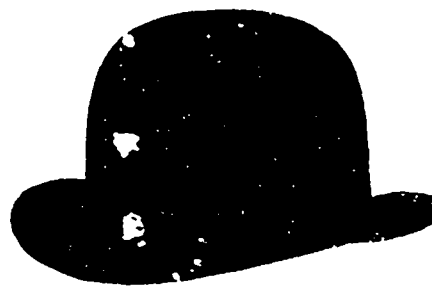
1897
CANADIAN COLORED
COTTON
MILLS COMPANY FALL . . .
1897

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Crinkles, Cotton Blankets, Angolas, Yarns, etc.

Wholesale Trade
only suppliedD. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO

Anderson & Co., Toronto

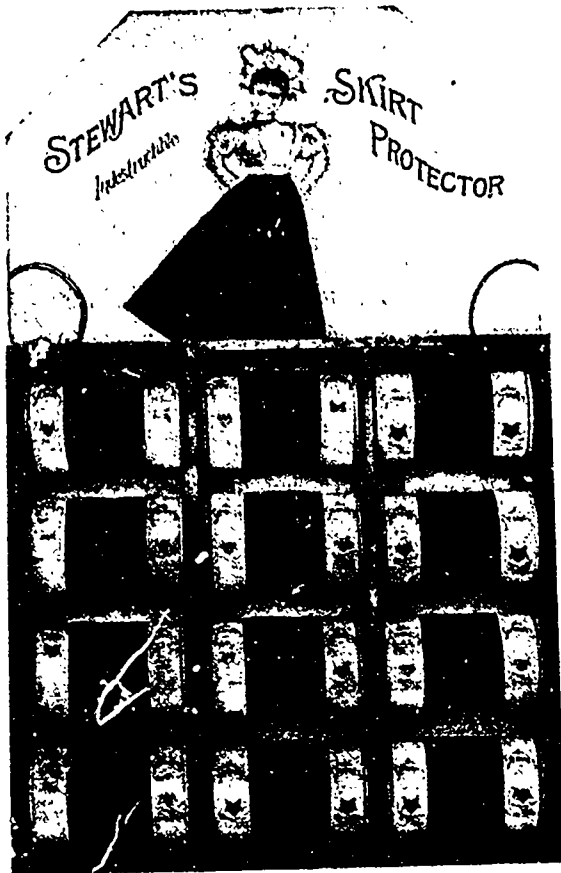
Importers and Manufacturers of

HATS, CAPS, STRAWS AND FURS
FUR DYE WORKS

J. & H. STYLL

24 WELLINGTON STREET WEST.

We make a specialty of fine fur Hats and confine our trade as much as possible to case lots—saving a merchant for the paying of wholesale warehousing in this country. Give us a call during Exhibition week.



Stewart's Indestructible Skirt *** Protector

There is both pleasure and profit in selling a good thing! And a thoroughly good thing is...

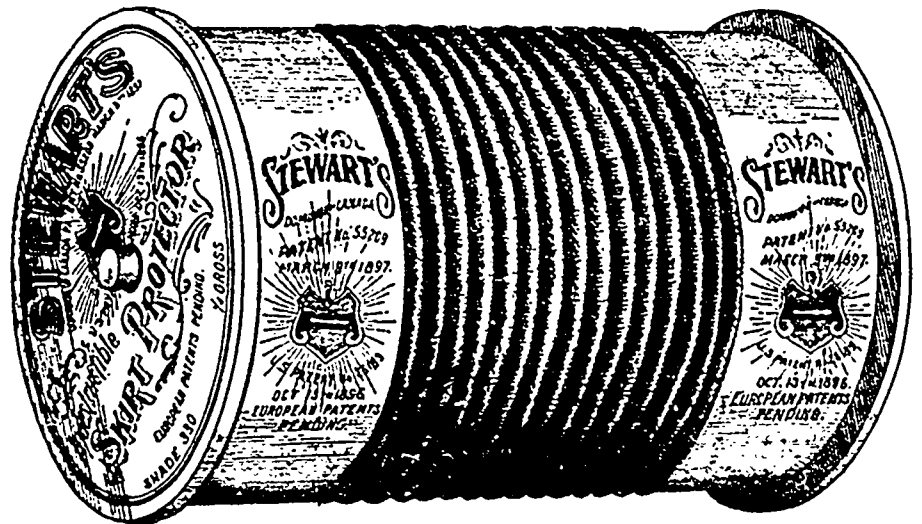
**Stewart's Indestructible
Skirt Protector.**

This article gives to the Skirt a finish that no other protector can approach.

A Cabinet

as shown in accompanying cut, given free with first purchase of 12 Spools, or 3 gross, any shades desired.

To be had from all the leading wholesale houses.



Ask for "STEWART'S," and Stewart's only.

A full line of Shades carried by...

BAKER & BROWN

Sole Agents.



260 St. James Street, MONTREAL

SOMETHING THE SAME IN TORONTO.

A MIDDLE-AGED lady came to me last Sunday and said. "The wheel will ruin the morals of Boston." I asked how she answered. "Why, women neglect their homes and men neglect their families. They are wheel crazy." And this all seems true. There are about 2,000 wheels pass my house every Sunday. To straddle a wheel is about as undignified a position as a person could get into, and yet what were dignified women a few years ago are now seen straddling a bicycle with their nether limbs dangling in space like those of an unemployed drummer seated on a cracker barrel in front of a country store waiting for orders to go to him. Verily, we know not what a day may bring forth.—Fiber and Fabric.

SWISS EMBROIDERED HANDKERCHIEFS.

The productions of three of the largest embroidered handkerchief manufacturers are to be seen in W. R. Brock's assortment. The selection is good, the value away above par.

A BIG BOWMANVILLE STORE ROBBED.

The large dry goods and grocery stores of the Mason Co. at Bowmanville were burglariously entered on the night of Aug. 25 through the rear of the buildings. The bars across the window were bent so as to admit the body of a small man. Then the door was opened and free entrance was secured to the several depart-

ments. A large quantity of men's clothing, underwear, boots and shoes, ties and two valises were taken. The night watchman on duty saw no one in the buildings after the establishment was closed at 6 30 p m

BEAUTY AT SMALL COST.

The Toronto Feather & Down Co., Limited, are showing an extensive range of fancy chair backs and silk cosies. These goods are exceedingly pretty, and within the reach of all, and must help greatly in making the home attractive.

BICYCLE HOSE.

Ladies' and gent's bicycle or golf hose are being shown by W. R. Brock & Co. in a large variety of patterns and colorings; also the footless hose for men's wear at popular prices.

THE EXHIBITION.

During the Exhibition in Toronto, from Aug. 31 to Sept. 11, Mr. J. H. Parkhill, representing the Alaska Feather & Down Co., will be at his sample room, 72 Arcade, Yonge street, every morning to show visitors some fine values in comforters and down cushions.

ENLARGING THE FACTORY.

The Niagara Neckwear Co., (D. S. Co.) Niagara Falls, are about to add a large addition to their factory. They are working overtime to keep up with the demand for their productions.

It will pay you to keep a few of these goods in stock to fit people who cannot be fitted elsewhere



Short Stout men and Tall Thin men

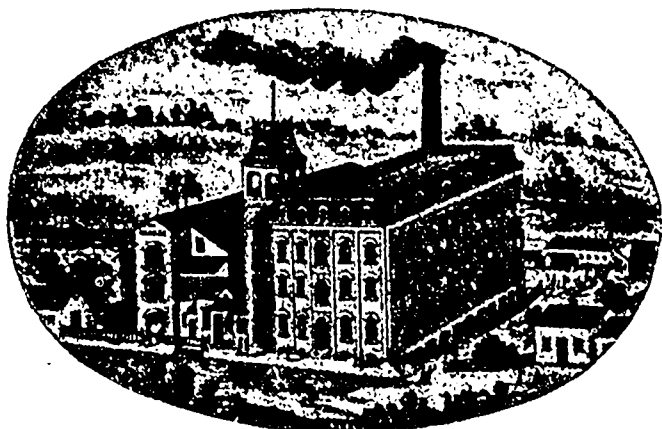


Can be perfectly fitted by H. Shorey & Co's cross sizes

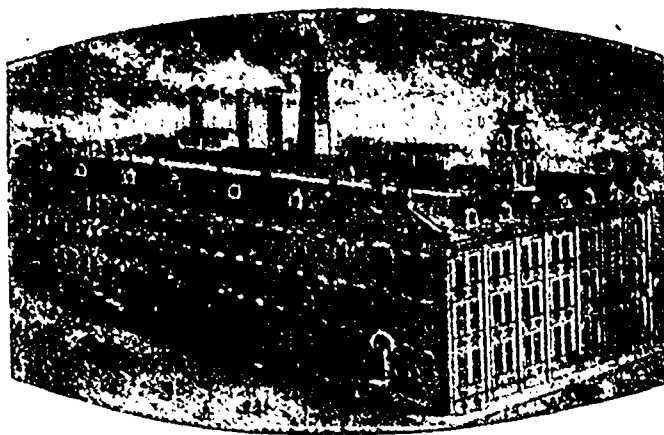
Ask our travellers to show you samples of these goods

H. Shorey & Co Montreal

Returns Sept 9/99.



MILL NO. 1.

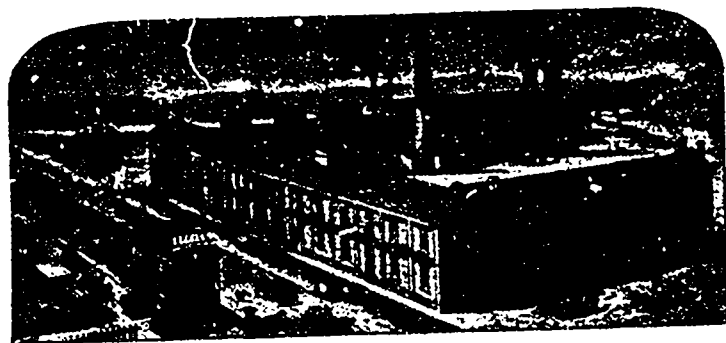


MILL NO. 2.

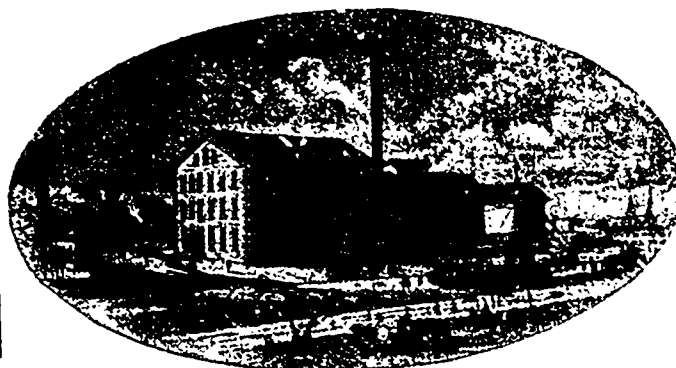
The Penman Manufacturing Co. Limited

HEAD OFFICE: PARIS, ONT.

Selling Agents: D. MORRICE, SONS & CO., Montreal and Toronto.



MILL NO. 3.



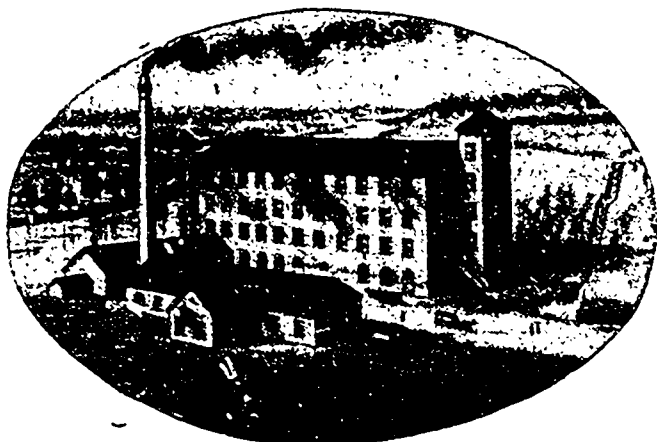
MILL NO. 4.

The Oldest and Largest Manufacturers of

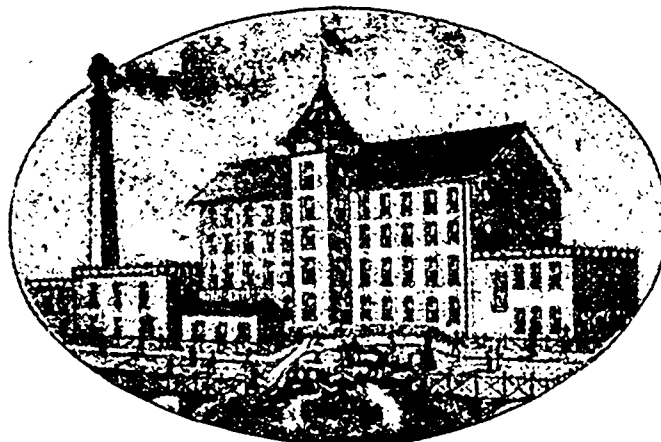
KNITTED GOODS

in Canada. Manufacturers of every description of Men's, Ladies', Misses', Youths' and Children's Underwear, Hose, Half Hose, Knitted Top Shirts and SWEATERS.

The travellers of all the best wholesale houses in Canada now carry full lines of our make. Be sure you see them when placing your Fall Orders. . . .



MILL NO. 5.



MILL NO. 6.

A TALK OF THE KID GLOVE SITUATION.

MR. PEWNY VISITS CANADA.

MR. EMIL PEWNY, of Grenoble, France, proprietor of the great glove manufacturing concern which bears his name, is visiting his Canadian and American agencies, while his able partner, Mr. Victor Carres, remains in charge of the factory. In conversation with a REVIEW reporter Mr. Pewny, who does an extensive trade with the great Paris and London houses, stated that the Canadian fashions in gloves are not at all influenced by these two great European centres, and only to a limited extent by the United States market.

As regards the Paris glove fashions, none but plain goods are being sold there, the most popular lines being in whites and light colors. Embroideries are no longer worn. With commendable judgment the Paris houses object to fancy finished goods, and prefer to expend the extra of buttons, embroideries, etc., in better qualities. Every first-class dry goods house in Paris carries Emil Pewny & Co's goods. Amongst these are the Bon Marche, Louvre, Printemps, Grauve Maison de Blanc, Maison a l'Opera and numerous others.

The fashions in London are quite different to Paris, and, as stated above, have little bearing on Canadian fashions. There are no special features on the London market at present. In London Messrs. Pewny & Co. supply the wholesale trade only.

As regards skins, Mr. Pewny told THE REVIEW that the recent unsettled condition of the American tariff led to that market being flooded with gloves, in anticipation of an increased duty, and it was feared by the raw skin speculators that business would be dull. As a consequence the price of skins declined 20 per cent. Pewny & Co., with great foresight, seized the opportunity and purchased largely. They are reaping the benefit of this, as the price of skins has advanced again, while the demand for gloves in the States continues to be brisk. It is obvious that Messrs. Emil Pewny & Co. can afford to put better quality into their gloves than some of their less fortunate competitors, who, not possessing the requisite capital and assured advance orders, were unable to take advantage of the drop in prices.

"Do you intend to reduce your prices here, as you have purchased your skins cheaper?" asked the reporter. "No," said Mr. Pewny. "we do not intend to do that. If prices are once reduced it is very difficult to get them up again, no matter what the

circumstances are. We intend to improve the quality, but prices will remain as before. Our course is justified; because no retailer will pay more for his standard lines when the price of skins advances—as it is likely to do at any time, being a speculative article, like wheat."

As far as the American market is concerned, he thought it presented itself under very favorable auspices. When the new tariff was first announced it was feared that the great increase in duty (from \$2.25 to \$3 for 4 B. plain French gloves, 40c. extra for embroidered, and an additional 40c. for pique sewn, per dozen) would reduce the sales of French gloves to a minimum, but good crops and a scarcity of wheat combined have so improved the condition of business in the United States that the trade are in a position to pay the manufacturer the increased prices the Dingley Bill has made necessary. Mr. Pewny thinks that business in Canada is greatly influenced by the condition of the American market. "A wave of prosperity is sweeping over the latter country," said he, "and I sincerely hope and believe it will extend to this country. Of late you have had some trying periods, but better times are at hand."

After having seen his numerous Canadian friends Mr. Pewny will make a tour through different parts of the United States and will then return to France.

KID GLOVE NOTES.

Although it is early yet to expect a general demand for kid gloves, yet the unusually cool weather which characterised the latter part of August created some enquiry, and had an awakening effect on many dealers who are finding their stocks very low in volume compared with previous similar dates. This is accounted for by an unusually long selling season in the spring, and it appears evident that many early import orders will have to be supplemented in order to meet the demand of holiday trade in December. No doubt, kid gloves of reliable quality will form a much larger gift article this year than formerly, simply because an up-to-date, stylish glove in correct shade, with, say, three large oxydize domes, is undoubtedly more acceptable to discriminating women—and what woman is not so in this fashionable age?—than the older, plain and generally less aggressive styles.

It is necessary to provide for stock of fresh-looking, attractive styles of catchy appearance, remembering that many women fit their eyes first and hands afterwards. The want of such goods will tell quickly against the returns of any glove department. In choice

Woven Labels.

Shirt Labels & Hangers
UNDERWEAR LABELS
INITIAL LETTERS
INDIVIDUAL NAMES.

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

Silk Labels & Hangers
NECKWEAR LABELS
DRESS BELTS
SHOE LABELS.

Night Shirt Trimmings.

The 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 grade of any other batting.

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

NOTHING DECEPTIVE

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

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

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

No other Thread
EQUALS

CLAPPERTON'S

WRITE FOR SAMPLES.

Wm. Clapperton & Co.

165 St. James St

MONTREAL

W.M. PARKS & SON Limited

ST. JOHN, N. B.



**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

Grey Cottons, Sheetings, Drills and White Ducks, Gingham, 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.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents

J. SPROUL SMITH, 24 Wellington Street West, Toronto
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 35 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS
ST. JOHN, N.B.

variety we were shown this class of stock in the "Jammet" make of French goods, though the apparent surplus was rapidly decreasing.

Effect, more than quality, is unfortunately the key note in the lower grades, and some dealers have placed orders for considerable quantities of Italian and Austrian makes. It seems a pity to establish this class of trade, but the public soon discover that any line at less than \$1 retail in the regular way is not to be depended upon.

Some very effective goods in lambskin at these figures are in the market, and samples may always be had by writing the glove house who advertise in this paper.

Regarding colors for fall, as previously suggested, tans, medium and dark, myrtle, navy and green are in demand. Lemon and white will also be popular in high qualities.

Importers are receiving stocks, and a general delivery may be looked for this week.

A CANADIAN IN JAPAN.

In a recent issue of The Yokohama, Japan, Daily Advertiser there is a reference to a member of the Canadian silk trade which will interest readers. Our Japan contemporary says:

"We notice that Mr. J. Frank Riepert, of Montreal, one of the pioneer importers of Japanese silk goods into Canada, is again visiting this country in the interests of his growing business. Mr. Riepert has recently returned here from the interior, having traversed all the principal silk districts, and reports having concluded very satisfactory contracts with some of the best silk weavers for the exclusive control of a large variety of new and taking designs in fancy and brocaded silks. Like other observers he was astonished at the great advance in the prices paid for all classes of labor since his previous visits, which considerably increases the cost of all manufactured articles—and, of course, this applies also to manufactured silks. However, the work turned out by the Japanese looms has so improved during late years that there is no doubt that in spite of its increased cost it will continue as popular as ever." Mr. Riepert sailed for Montreal on July 30, via Vancouver, on the C.P.R. steamer Empress of Japan.

HEAVY DRY GOODS FAILURE.

Mr. Conrad Vallee, of C. Vallee & Frere, dry goods merchants, of the city of Montreal, assigned on August 24 at the demand of De Blois Thibaudeau, accountant, with liabilities of a little over \$20,000. The principal creditors are: Thibaudeau Bros., \$5,600; Lonsdale, Reid & Co., \$4,700; J. Johnston & Co., \$2,900; Gault Bros. Co., \$1,400; Caverhill & Kissock, \$1,090; Mrs. C. Vallee, \$2,800; De Blois Thibaudeau, \$666.02; McLean & Co., \$486; J. R. B. Smith & Co., \$451; Fitzgibbon, Schafheitlin & Co., \$562; Kyle, Cheesbrough & Co., \$435.

LINTON'S OFFER ACCEPTED.

The creditors of Messrs. Robert Linton & Co. met on August 18. Two offers were submitted by the firm, one of 35c. on the dollar, cash, and another of 40c. at three, six, nine and twelve months. The first offer was accepted by the Canadian creditors, though several British houses have to be heard from. The liabilities to Old Country firms amount to about \$13,000.

FOR FALL.

Feathers are fairly flying at the factory of the Alaska Feather & Down Co. The down separators find it hard to keep up with the demand made upon them by the quilt department of the company. Delivery of goods is promised to the trade for the middle of September, and this means 20 hours overtime every week until further notice.

A SERIOUS FAILURE.

Messrs. Laramée & Massicotte, a retail dry goods firm doing business in Montreal, have assigned. The liabilities amount to nearly \$43,000, and a number of prominent wholesale houses are interested. The principal creditors are: Thibaudeau & Co., \$6,585; Thos. May & Co., \$4,526; McIntyre, Son & Co., \$2,941; Gault Bros. Co., \$2,993; S. Greenshields, Son & Co., \$1,935; J. Johnston & Co., \$1,182; P. Garneau, Sons & Co., Quebec, \$1,761; Caverhill, Kissock & Co., \$1,671; Macdonald & Co., Toronto, \$1,727; W. Agnew & Co., \$1,412; Finley, Smith & Co., \$740; Kyle, Cheesbrough & Co., \$595; Tooke Bros., \$1,271; Theoret & Co., \$599; J. R. B. Smith & Co., \$643; D. McCall, \$362; H. O. Eddy, \$298; Kemp Manufacturing Co., Toronto, \$605; Banque d'Hochelaga, \$2,000; E. A. Genereux, rent, \$2,654.

A STATEMENT REGARDING STAPLES.

John Macdonald & Co. are having a great run in linens at present. They have just received a third repeat in their 64-inch damask tabling, also one and two repeats in many other lines. Staple goods, as everyone is aware, are being sold on a very close margin of profit. In comparison of values, John Macdonald & Co. would like to impress the trade with the fact that they do not sell domestic staples at net prices, but allow a liberal discount for cash. Besides a full assortment of regular lines, they are showing some specialties in mill clearing lots, one being a cotton shirting, the price of which is simply unequalled in the trade; also a special line of grey cotton, and two of French canvas.

WE BLUSH.

Mr. R. C. Wilkins, of "Rooster Brand" clothing fame, tells us that in response to his advertisement in the August issue of THE REVIEW he received an enquiry and request for samples from a firm rated very near \$1,000,000. The samples were sent, and an order was received shortly afterwards. Since then this firm have reordered three times. The moral of this tale, says Mr. Wilkins, is, that if you want to do business with million-dollar firms you should advertise in THE DRY GOODS REVIEW.

MAY BE ASKED TO RESIGN.

What one expects to see shortly is something like this: "Wanted—An advertisement manager for the Dominion Suspender Co." The present occupant of the position will, no doubt, be requested to resign when the firm looks at its advertisement in this number of THE REVIEW.

WILKINS' QUEBEC AGENTS.

Mr. Robert C. Wilkins has appointed Mr. Joseph Frederick as his agent for Quebec city, with offices at 69 St. Peter street. Mr. Frederick is well known in dry goods circles, having been for the past 24 years with Messrs. McClimont & Co., wholesale dry goods, Quebec.

NEW OFFICES.

James Coristine & Co. have just completed their handsome new offices on the corner of St. Paul and St. Nicholas streets. This additional improvement gives them the finest factory, warehouses and offices in the hat and fur trade in Montreal.

BOATING SHAWLS AND EVENING WRAPS.

The demand for these still continues, and W. R. Brock & Co. can always meet such demands. Their stock of honey-comb and fancy knit shawls will meet the trade's requirements and are at value.

BELGIAN

SEWING COTTON.



Grand Prize: Paris and Antwerp

BEST AND CHEAPEST

Strong, Even and Elastic



Solo Agent for Canada :

Jno. A. Robertson

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

Board of Trade Building,

... MONTREAL

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

... TRIMMINGS



29 VICTORIA SQUARE

MONTREAL

WM. C. FINLEY
J. R. SMITH

Thibaudau Bros. & Co.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAudeau FRERES & CIE.

Quebec.

THIBAudeau BROTHERS & CO.

London, Eng.

THIBAudeau BROS. & CO.

332 St. Paul St.

MONTREAL

John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

WOOLLENS

AND

Tailors' Trimmings

Fall Samples are now in the hands of our travellers. Kindly reserve orders until you have seen our line, which is the largest and most varied we have ever shown. . . .

SAMPLES FORWARDED ON APPLICATION

JOHN FISHER & SONS

Manufacturers and Merchants

HUDDERSFIELD, Eng.

BRUSH UP.

The merchant of to-day who fears competition has outlived his usefulness.

He cannot overcome the obstacles that his more progressive neighbors overcome easily.

And he seeks relief in cursing his luck.

He thinks that the times are at fault, and that he is faultless.

If he could think the other way he would be nearer the truth.

When a man is unable to overcome the conditions that must be mastered, there is something wrong with him.

There are many furnishers in this country who believe that the days of prosperity will never come again.

Probably not for them.

The cause is evident.

New men with new ideas have come into the field.

They have more ways of catching trade than the old-timers.

They have studied every channel that bears trade, and they employ every modern method to turn the trade into their shops.

You cannot sit behind a counter and think prosperity into your shop.

You will have to get up and hustle.

Suppose you look at the conditions.

What are they?

You have a store that is stocked with goods.

The goods don't sell.

Why?

Perhaps you deal with old foggy houses.

Perhaps you are set in your ideas.

Perhaps you think that because a certain article sold well five or six years ago, that it will sell well now.

Perhaps you do not keep bright, up-to-date goods, in a bright, up-to-date shop.

Look about you

Inspect the new stores.

Keep thoroughly posted on the new goods.

Know the progressive manufacturers.

Listen to the advice of sensible salesmen.

Employ the methods that the new and successful merchants employ.

Don't think you know it all.

Don't do business as your father did it.

Don't be obstinate.

Don't be opinionated.

Don't be blue.

Just make a strong effort to brush the cobwebs away.

Be young.

Be modern.

Welcome honest competition, meet it.

Battle with it—lead it.

The times have changed.

Business to-day is done on methods peculiar to to-day.

Every age has its methods.

Are you employing the methods of to-day?—Haberdasher.

REGISTERING LARGE SALES.

The National Cash Register Co., of Dayton, Ohio, U.S.A., have just added some improvements to their No. 79 registers, which make them available in stores where it is sometimes necessary to register single transactions amounting to more than \$100. The registering capacity of these machines has been increased from \$99.99 to \$999.99, while at the same time it is possible to keep a separate account of the sales in the different departments of the store or to keep separate the sales of each clerk in the store. This should open up a new field for the use of the cash register.

ARTICLES FOR SALE.

FOR SALE, UNDER PRICE, A NO. 79 CHEQUER PRINTING NATIONAL CASH Register; in use but a very short time; will be sold on account of the former owner going out of business at \$75 less than the amount paid for it; guaranteed in perfect condition. Blanchard & Co., Windsor, N. S. (t. l.)

BUSINESS FOR SALE.

DRY GOODS BUSINESS IN GOOD TOWN OF 4000; ESTABLISHED 10 years; in that time the owner made a competency; annual turn-over \$20,000; stock about \$7500; price \$5c. on the \$, 1/2 cash, balance in 2, 4 and 6 months at 7 per cent secured; goods that may arrive for fall would not be included. Apply "S. S. M.", care of DRY GOODS REVIEW. Sole reason for selling, ill-health.

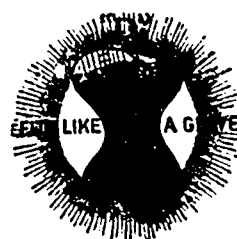
R. FLAWS & SON Dry Goods Commission Agents
Manchester Bldg., Melinda St. **TORONTO.**

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.**



"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.

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.



Blarney Yarns

Manufactured by

MARTIN MAHONY & BRO. Ltd.

Blarney, Cork, IRELAND

FINGERINGS

In 6-lb. spindles

SAXONYS

In 1-lb. boxes and 2-oz. hanks.

MENDINGS

On cards and 1/2 oz. skeins, 1/2 gross in box.

These celebrated wools are made in all the newest Moss Tints, Spiral and Twist Mixtures, for Golf and Bicycle Hose.

Before placing your order for Fall, send for samples and prices.

Agent for U.S. and Canada . . .

R. H. COSBIE

Manchester Building, Melinda St., **TORONTO**

Mill Yarns

We are large makers of Knitting Yarns, and we guarantee them to be pure wool.

We put them up 4 skeins to pound, 6 pounds in spindle, neatly papered and labelled, and we guarantee them full weight.

Our Stockingette

like all other "Eureka" goods is guaranteed to be the best quality that can be made.

We will be pleased to send samples of any of our goods.

EUREKA WOOLLEN MFG. CO.

Limited

EUREKA, N.S.

Canada Featherbone Co.

MANUFACTURERS OF . . .

Featherbone Corsets In a variety of Styles
 Featherbone Waist, Skirt and Bustle Bone, Tapes, Piping Cord, Etc.

The most modern and perfect article used in the Dress-making Art of to-day.

DEMONSTRATING PARLORS... 113 King St. W. Toronto.

Canada Featherbone Co.

Sole Manufacturers and Patentees in Canada...

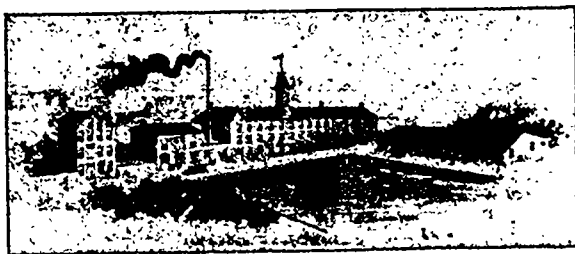
LONDON, ONT.

We will be pleased to furnish information. Write for particulars.

The Galt Knitting Co.

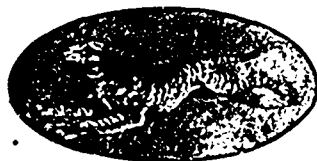
LIMITED.

GALT, ONT.



**Underwear
 Top Shirts
 Eiderdowns**

LIVE RETAILERS consult their own interests by handling the "TIGER BRAND," which is meeting with such favor from the retail trade of Canada. All sizes always on hand, enabling the trade to assort their stock at all times.



Trade Mark, Registered.

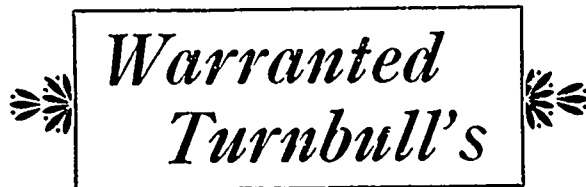
N. B.—Our goods cannot be obtained through any wholesale house.

When You Show

Your customers

Underwear

bearing this stamp . . .



It is a guarantee that you are selling the best in the market. They are Full-Fashioned, which means that they are shaped on the machine; no rough seams. The comfort in wearing these goods is only known to those who have worn them. Our travellers are now on the road with a full line of samples.

THE

C. Turnbull Co.

OF GALT, LIMITED.

WARDLAW YARN MILLS DUNDAS, Ont.

Thos. D. Wardlaw

Manufacturer of

Worsted and Woollen Yarns, Fingering, Wheeling and Knitting. Loops and Novelties for Dress Goods, Cloakings, etc. Carpet and Serge Warps.

GOLF AND BICYCLE YARNS A SPECIALTY

Write for Prices and Samples

.. TO THE WHOLESALE AND MANUFACTURER ONLY ..

B. & C. Corsets

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

Manufactured only by

BRUSH & CO. - TORONTO

FOR ...

Street Wear

The best ladies' trade will demand a handsome novelty like we are showing in **COSTUME FABRICS.**

A line to Robt. Harrower, 136 McGill St., Montreal, will bring you samples. NO HARM TO SEE THEM.

OXFORD MFG. CO. Limited
Oxford, Nova Scotia

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.



AND STAIR PADS

HAMILTON, ONT.

OFFICE--
24 Catharine St. North.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

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 - 2,300,000.00

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

BEAVER LINE STEAMERS.

SUMMER SERVICE

Montreal to Liverpool.

From LIVERPOOL.		STEAMERS	From MONTREAL.	
Sat. Aug. 21	Lake Ontario	Wed. Sept. 8
" " 23	Lake Superior	" " 15
" Sept. 11	Lake Winnipeg	" " 29
" " 18	Lake Huron	" Oct. 6
" " 25	Lake Ontario	" " 13
" Oct. 3	Lake Superior	" " 21
" " 16	Lake Winnipeg	" Nov. 3
" " 23	Lake Huron	" " 10
" " 30	Lake Ontario	" " 17
Fri. Nov. 5	Lake Superior	Sat. " 24

RATES OF PASSAGE.

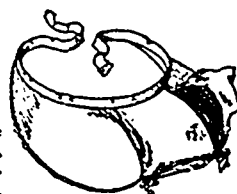
FIRST CABIN—Single, \$17.50, \$50 and \$80. Return, \$90 and \$114 according to steamer
SECOND CABIN—To Liverpool or London, \$31. return, \$66.75.
STEEERAGE—To all points at lowest rates, including outfit.

For further particulars as to freight or passage, apply to

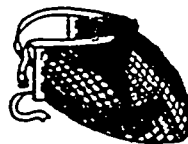
D. & C. MACIVER Tower Buildings, LIVERPOOL
D. W. CAMPBELL, Man. 18 Hospital St., MONTREAL

THE BUSTLE IS HERE

New Fall Styles require them. Use the best. The Combination Hip Cushion 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 netting. If not already in stock, send sample order.



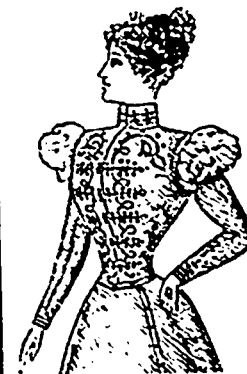
BRUSH & CO.

Toronto.

Haute Nouveautes

IN ...

Dress and Mantle Trimmings



Braid Sets, Boleros, Gimps and Ornaments, in Silk, Mohair and Worsted. All new and elegant designs; a large range to choose from, in the leading fashionable colors, and at prices to suit all classes. Also Barrel Buttoes, Cords, Tubular Braids, etc.

All manufactured at the...
MONTREAL FRINGE AND TASSEL WORKS
MOULTON & CO., Proprietors,
12 St. Peter Street MONTREAL.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

All goods made by us are stamped as follows :

Absolutely No

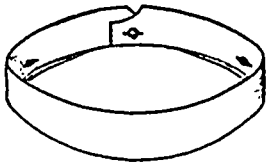


TRADE

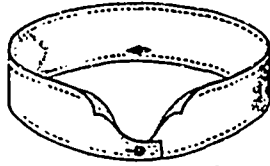
CELLULOID

MARK.

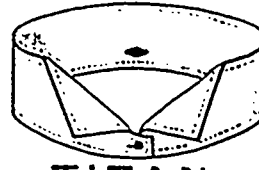
Others Genuine



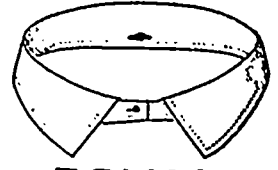
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 3/8 in.
Back 1 in.



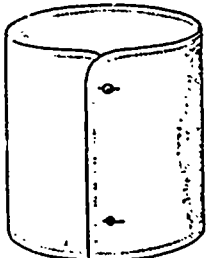
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 3/4 in.
Back 1 1/2 in.



TITAN.
Sizes 13 1/2 to 20 in.
Front 2 1/2 in.
Back 2 1/4 in.



ROYAL
Sizes 12 1/2 to 20 in.
Front 1 3/4 in.

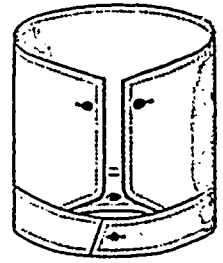


EXCELSIOR.
Sizes 8 to 11 1/2 in.
WIDTH 3 1/2 in.

Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.

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 manufactur-
ers 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.

Sole Agent for Canada

B. ALLEN

31-33 Market St., TORONTO

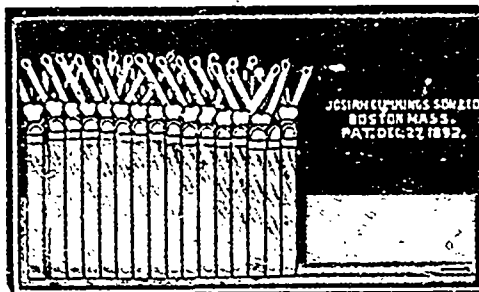
The Celluloid Company

Sample Trunks and Sample Cases

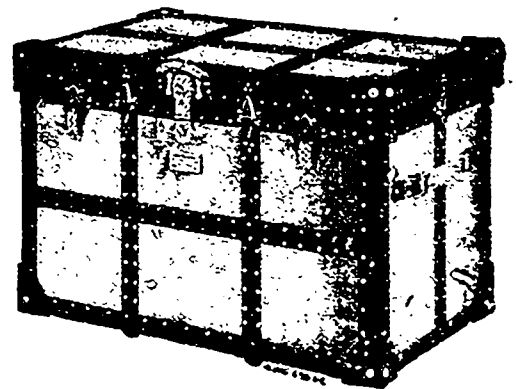
BEST MAKE IN AMERICA

- Steel Trunks. Only Manufactured in U.S.
- Raw Hide Trunks " "
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Bound 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.



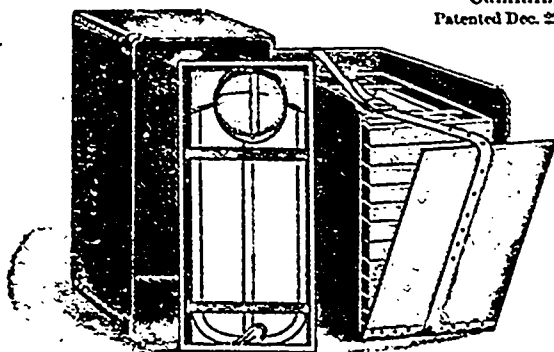
Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

"All Rawhide" and
"Hub Fibre" Trunks
and Sample Cases

Also a full line of

Common Canvas Extension Cases for the Trade.



ALONE AND CO. PATENT
Best Shirt Box and Trays.

JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.

SEPTEMBER

ESTABLISHED 1849

To The Trade ==

Our Stocks are fully assorted at present, in every particular. Greater care than ever has been used in making our selections for this season, so that nothing but goods of the very.

Latest Production that prompt cash and mature experience could purchase are being shown to our customers. The fight of keen competition is still going on in the valley. We are on the heights of

Successful Buying and selling general Dry Goods, Men's Furnishings, Haberdashery. Woollens and Carpets. Shots both of opposition and competition are aimed at us without any effect whatever. We move on

In Our Business might, doing business as we have done, and intend doing, that is, for the mutual benefit of our country, our customers and ourselves. We are always pleased to see any of the trade in our warehouses, assuring them of courteous attention.

JOHN MACDONALD & CO.

Filling Letter Orders
A SPECIALTY.

Wellington and Front
Streets East,

... Toronto