

BUSINESS CHANGES IN THE TRADE.

DRY GOODS.

M FICKLER & CO., clothiers, etc., Fredericton, N. B., are about to commence the manufacture of shirt waists, skirts, etc.

Albert Faulkner has started as dry goods dealer in Ottawa.

A. Ross & Co. are opening a dry goods store in Vancouver.

W. Cowling & Co., dry goods dealers, Moncton, N. B., are advertising their business for sale.

Vanier & Lesage, dry goods dealers, Montreal, have dissolved.

The assets, etc., of L. J. A. Lambert, dry goods dealer, St. Jerome, Que., are to be sold.

The assets of Mrs. J. C. Lapointe, dry goods dealer, St. Jerome, Que., are to be sold on Tuesday, April 3.

Rahy Bros., dry goods merchants, Victoria, B. C., have dissolved. Abraham Rahy continues.

C. E. Masters, dry goods dealer, Nanaimo and Wellington, B. C., has sold his stock to C. E. Stevenson & Co., Nanaimo.

The stock of Langevin, Parent & Robin, dry goods dealers, Quebec, was sold on March 9, at 73c. on the dollar to I. A. Fortin.

The stock of Pelletier, Jolicoeur & Co., dry goods dealers, Quebec, has been sold at 53 1/2 c. on the dollar to Fortin & Belanger.

MERCHANT TAILORS.

Duchesneau & Frere, merchant tailors, Knowlton, Que., have dissolved.

Blais & Frere have registered partnership as merchant tailors in Three Rivers, Que.

Evans & Co., tailors, Stratford, Ont., have retired from business.

A. C. Fess, tailor, Selkirk, Ont., is advertising his business for sale.

J. Bray, tailor, etc., Stouffville, Ont., is advertising his business for sale.

A. V. Donaldson, tailor, Gencoe, Ont., has sold out to James H. Hicks.

Reid & O'Hara, tailors, St. Catharines, Ont., have dissolved, and R. O. Reid continues.

B. Gidley, merchant tailor, London, Ont., has admitted his son into partnership. The firm's style is now B. Gidley & Son.

W. C. Smith & Co., merchant tailors, Halifax, have dissolved. P. Jones continues the business.

George E. McKay, dry goods merchant and tailor, Leamington, Ont., has admitted — Smith, under the style of McKay & Smith.

GENERAL STORES.

J. J. McLachlan, dry goods and shoe dealers, Lunenburg, N. S., has been succeeded by McLachlan & Son.

Howard A. Anderson has opened a dry goods store in Lunenburg, N. S.

Ava White is starting a general store in Oromocto, N. B.

R. Frank & Co. are opening a general store in Boissevain, Man.

Benjamin Willis has opened a general store in Brightside, Ont.

Thorburne Bros. have opened as general merchants in Sand Point, N. S.

D. & C. H. Mott are starting as general merchants in Waterborough, N. B.

Pierre Plouffe has opened a branch general store in Upper Thorne Centre, Que.

D. W. Anderson & Co. have opened a general store in Harrow, Ont.

MILLINERS.

Mary Middleton, milliner, Amherstburg, Ont., has sold out to Lewis Taylor.

Miss C. C. Leeson, milliner, Souris, Man., has sold out to Martha Myres.

Mrs. H. E. Fraser, milliner, Grand Manan, N. B., intends retiring.

N. Montgomery and M. A. Traynor, milliners, Port Arthur, Ont., have been burned out. Both are partially insured.

Mad. Moreau & Cie, milliners, Montreal, have dissolved. Delle Zelle Moreau has registered as proprietor.

Quinn & Rychard, milliners and fancy goods dealers, London, Ont., have dissolved, Isabella Quim continuing.

AGENTS APPOINTED IN CANADA.



THE use of cuts in advertising is becoming an absolute necessity. The last few years have marked a great change in advertising methods. An advertisement to command attention, when a dozen others are clamoring for attention, must stand out bold and distinct from the rest. Nothing can make an ad. stand out better than a picture in it. The cuts cost little and can be used, not only in newspaper advertising, but in booklets, circulars, and all kinds of printed matter. One of the most progressive firms supplying these cuts is the Standard Electrotype Co., of Wilmington, Del., United States, who say that they are now sending electrotypes to all parts of the continent. They are liberal advertisers themselves, and have built up a fine Canadian business. In order to get shipments out promptly and to relieve their patrons from the annoyance of paying the duty, etc., they have established a distributing agency in Canada.

Their representatives are The Pugh Co., 67 Yonge street, Toronto, Ont., to whom all inquiries should be addressed. All orders are now filled and sent out from that point. As the duty is paid, and there being no trouble or extra cost, the price charged has been slightly advanced, being exactly 5c. each over the former price. This includes the prepayment of postage or the method of delivery, and the merchant now gets the electrotypes delivered to him at the price advertised in THE DRY GOODS REVIEW of this issue.

The 5c. extra on each cut, just about pays for the delivery and the duty, and further, as above stated, saves all annoyance and inconvenience on the part of the merchant ordering. We would advise you to write to The Pugh Co. for their descriptive circulars and proof sheets.

There is a story in the trade connected with that patriotic rug which has a bull dog seated on the flag, and the motto "What we have we hold." A merchant down east was burned out. He had just paid several notes to wholesale houses. After the fire, finding himself crippled, he wrote to one Toronto house, stating that other firms had consented to accept 75 per cent. on the notes recently paid, and had let him have back the balance. He, therefore, suggested that the wholesale firm in question remit him 25 per cent. of the amount sent them. All they did was to send him a rug. The hint was in the motto.