

NEW HAT PIN.

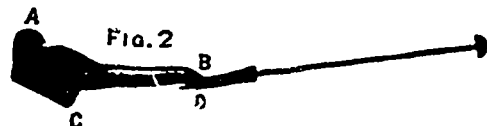
A NEW hat pin has just been put on the Canadian market. It is called the Gale Grip hat pin. It is made with an ordinary hat pin, but so arranged that when the pin is pushed in, the hair is caught firmly between the pin and a small strip of metal. It is so simple that it is just as easy to fasten as the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

FIG. 1



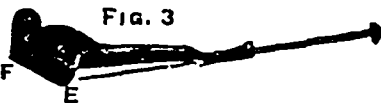
CANADIAN CARPETS IN EUROPE.

Canadian carpets are being introduced in Europe. James P. Murray, of the Toronto Carpet Co., has recently had letters from two well-known firms regarding their Axminsters. One of them is from a leading house in the carpet manufacturing district in England. They had



heard of the Axminster carpets made by this company, and want samples and prices. Both houses said that they would command a large and ready sale in Great Britain and on the Continent. One of them points out that he thinks they could successfully compete with English manufacturers, as W. & J. Sloan, New York, are now doing with carpets made by Smithers, of Yonkers, N.J.

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



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

THE REPUTATION OF A STORE.

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

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

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

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

WATERPROOFING TEXTILE FABRICS.

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

TRIMMINGS AND BUTTONS.

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