

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

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

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

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

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



R. J. Tooke, Montreal—Interior View.

A NICE CATALOGUE.

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

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

STOREY'S GLOVES.

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

TAKE YOUR DISCOUNTS.

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

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

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

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

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

BETTER THAN EVER BEFORE.

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