

black, are met with at intervals of a quarter mile on a certain road, stating the broad claim that "EVARTS' IS THE CHEAPEST STORE IN TOWN." Another series of similar size but executed in colors, make what seems to be the directly counter claim that people should "Go to the Pink Rag for best value." These rivals are both sellers of dry goods, and appear at first glance to do great damage to the cause of truth and righteousness by making two opposing statements, only one of which can possibly be correct, since by all rules not only of grammar but of ethics, no merchandise can be cheaper than the cheapest or better than the best. Therefore, one of these boasters must tell a lie. But upon closer observation it will be seen that Pink Rag, as he calls himself, has a defensive advantage over his rival. For, whereas Evarts asserts that his goods are the cheapest, the other storekeeper makes no such claim, but simply tells the people to "Go to" his shop for best value, without once promising that it will be found when they go there. However, it may be entirely unjust to Mr. Rag to suggest that his little colored *affiche* is intended to afford any such Jesuitical pretext. We prefer to believe that he designed it simply and solely as a piece of good advice to the shopper.

It may not be amiss to say a word just here as to the silly policy of advertisers for country trade in painting fences for the length of rods, chains, furlongs or miles with black letters all of the same size, puffing all sorts of things and indicating all sorts of shops, and then expecting people to distinguish or remember them. If a man drives by such an exhibition of letters with a fast horse, they will to his eyes run into a blur. And if a farmer's wife goes past with her old mare on a trot, she is not likely to be struck by any one in particular of this array of names and places. It must be that the expectation of the fence advertiser is that in passing these masses of black letters week after week, the eye of the passer-by will some day be caught, on the principle that constant dropping wears away a stone. Our sympathies and hopes of success—supposing that we had any for such advertisers—would all be for the man who tries something novel and striking. Such as the top of a post for his ticket, instead of the flat level of the fence; a diamond-shaped sign, in place of the common square; colors, symmetry and taste, instead of black letters laid on the wood by a tramp with a tar-brush; a sentiment, a joke, or even a couplet, rather than the everlasting sameness of "Go to A — for trace chains," or "Go to B — for dyestuffs," or "Call on C — for flannel night-gowns." Lovely Cynfhia's artistic eye might be caught by a tin shingle designed after Burne-Jones or Whistler, celebrating perfume at Tollins'; and Amaryllis, from the shade of Concession B., might stop her father's democrat wagon to read on a gate-post a neatly turned stanza from the latest newspaper poet, exalting the horn of a favorite novelist, whose works could be had in paper covers at Simpkins'.

In a recent letter to a Canadian medical monthly journal, Dr. Hamilton, of Hillsburg, suggests, in an article concerning patent medicine advertisements in unseemly places, that, as testimonials of cure by the use of certain cure-alls are now filling pages of religious journals, "it may not be long until we see our church hymnals got up something after this fashion:

Hark! the herald angels sing,
Beecham's pills are just the thing,
Peace on earth and mercy mild,
Two for man and one for child."

FOR GROCERS AND PROVISION DEALERS.

New Orleans advices on molasses, under date of 12th, say: "The market closed firm, with a decidedly better demand from all quarters. The indicated shortness of the crop is rapidly being verified. By January 5th more than 75 per cent. of the crop of the State will have gone through the mill. Can see an evidence of this in the changing of the grades of centrifugals which are now coming."

A cable from Edward Johnston & Co., Rio and London, estimates the growing coffee crop at Santos as 4,250,000 bags, and at Rio 3,500,000 bags, with the present Santos crop as 4,500,000 bags. An estimate from the Santos firm, Holworthy, Ellis & Co., places the crops as follows: 4,500,000 bags as the next Santos crop, 3,500,000 bags as the next Rio crop, and 4,750,000 bags as the present Santos crop.

A Maritime Province journal states that the mackerel fishery of Cape Breton this autumn has been a complete failure in all sections of Cape Breton; as a result, many of the fishermen who were looking forward to a good catch of these high-priced fish, will suffer privation. Around St. Peter's Bay and Arichat, says the Arichat *Record*, many net fishermen, having made a poor season's catch, were looking forward to the fall mackerel fishery as a probable source from which to supply the necessities of life for themselves and their families during the coming winter.

The annual meeting of the Owen Sound Beet Sugar Manufacturing Co. was held in that town some days ago. Reports were given

from the different townships as to the yield of beets this season, showing the high average of 24½ tons per acre, the highest yield being 32 tons and the lowest 15 tons per acre. By-laws for the regulation of the company's affairs were introduced and passed, and directors were appointed for the ensuing year, Mr. T. I. Thompson being chosen president. The company proposes to build in the spring of 1897 in order to be ready for the consumption of the coming year's crop of beets.

A reminiscence which is instructive as well as interesting is that relating to the extensive business of Thomas Long & Brother, in the pages of the *Collingwood Enterprise*. In 1858 was opened in that town a modest grocery store, capital £50, the proprietor of which was Thomas Long. In 1866, his brother, John J. Long, was taken into partnership, and the style became Thos. Long & Brother. With care and attention, combined with shrewdness of management, the business grew, and the partners gradually became interested in other lines of industry and trade. At the great fire of 1881 their four-story brick premises were destroyed, but with their usual prompt ability new premises were secured, and the firm had an office ready for business next day. It is now announced that, owing mainly to the severe illness of Mr. John J. Long, and in part to the frequent absences of Mr. Thomas Long, looking after extensive affairs in Toronto and elsewhere, a change has been resolved upon. On and after 1st February next, the business will be conducted by a Limited Liability Co., with a capital stock of \$100,000—entitled T. Long & Bro., Limited. Some of the members of the new company are Thomas Long, John J. Long, John M. Hopkins, W. J. Sleane, Frank Cavill, M. P. Byrnes and others. All the new members of the firm have been connected with the business for a long period, and are thoroughly acquainted with it. To them will be left the burden of the work, though the seniors retain an active interest.

DRY GOODS NOTES.

During November there was a decrease, as compared with the average trade in November during five years past, of 28 per cent. in Canadian imports of linen goods from Great Britain.

The cold weather and snow which have come this week are appreciated by merchants. The complaints that heavy goods were moving but slowly was almost universal. The week has seen a marked improvement in the demand for hosiery.

In selling gloves especial attention should be given to the details of fitting, furnishing customers with the various sizes adapted to their individual needs, changing as necessary to secure a perfect fit. A glove that has not been properly fitted cannot possibly prove either serviceable or sightly.

Lace enters into the composition of most of the new smart dresses, whether high or low, writes the Paris correspondent of the *Dry Goods Economist*. Shell plaitings between open fronts, lace boleros, berthas and epaulettes, lace frillings surmounting high collars and lace ruffles to long sleeves, and the bodices brought out at this date always shadow forth spring fashions.

British drapery journals seldom miss an opportunity of giving the Canadian dry goods importer a dig, as the following from the *Record*, Dec. 12, will show: "A couple of small insolvencies are reported from Canada, but these do not directly affect London firms. As, however, it has become the fashion for insolvent Canadian traders, when they can no longer obtain supplies from the local warehouses, to endeavor to get goods from this country, it will not be out of place to chronicle the particulars to hand, which are as follows: J. Batchelor, Leamington, Ont., liabilities £4,000; H. Collins, Vancouver, surplus on paper £2,000."

The turnover in bleached and finished linens at Belfast, Ireland, is above the average, and shipments have been larger than usual. Prices have advanced somewhat, but will require to be better still to compensate for the increased cost in the brown state. Owing to stock-taking, there are no orders of importance for immediate delivery, but several good lines have been placed for delivery after January 1, while linens for making-up have been contracted for by local and cross-channel manufacturers on a much more extensive scale than usual. The export trade has been well maintained and Canadian trade is showing slightly better results.

Patterns of cloths are shown by Leeds manufacturers for next winter's overcoats. The most likely to please are a warm looking material with a rougher outside than the beaver or melton. On the other hand, suitings for coming seasons are to be of smoother surface than has been the case in that line for several seasons past. Few orders have yet been given out for any of these novelties. Prices have advanced from 7½ to 10 per cent. above the rates at which such business was done 12 months ago. The Continental trade has fallen off suddenly, but Australia is likely to be a better customer than in the past, and there are prospects of better openings in America, and a prolongation of the Canadian demand.