

noticed, however, that the demand ran on more expensive styles.

On the 4th inst. a fire broke out in the premises of The Hemming Bros. Co., damaging some \$2,000 or \$3,000 worth of stock and machinery. With creditable energy they were in full working order four days after their factory was gutted, thereby losing very little of their Xmas trade.

Auction sales of fancy goods were very prevalent this year all over the country; one wholesale house, we are told, having sent parcels to a dozen or more towns in Ontario to be sold under the hammer. It is, perhaps, but a grim consolation to the retailer, but we have yet to hear of a single profitable sale made in this way. People at auctions are in quest of bargains and will not pay full prices for anything. The practice, therefore, does no good to the owner of the goods; while it does great injury to his legitimate customers, most of whom would gladly buy the goods at auction prices less the cost of selling.

#### A GREAT PAPER.

The Montreal Winter Carnival, which takes place at the beginning of February, is attracting influential people from all parts of the world. The Governor-General, Lieut.-Governors, State Governors and a host of distinguished people are to be there. The Carnival this year has new features, and new ideas on old features. The fancy dress drive will be a tremendous hit, worth going a thousand miles to see. This year's carnival will be the greatest week of side-splitting merriment and thrilling spectacular events of the year 1889. So great is the demand for lodging during the carnival, that the hotels are nearly all filled in advance, and tens of thousands of visitors will be the guests of private citizens. It is safe to say that the coming Montreal Carnival will be the grandest event of the kind this continent has ever witnessed. Those who go to see it will get a tremendous treat. Those who cannot go will find the whole Festival, to the very life, in the carnival number of the Montreal *Star*, a superb paper, for which there is sure to be an enormous demand. It is brimful of gems. There are colored 3-page supplements, perfectly screaming things, that will attract attention all over the civilized world. The Christmas *Star* was a pronounced success. The Carnival *Star* will be on a scale of similar magnificence. The trade demands are entered in the exact order in which they are received. The knowing ones are already booking their orders.

The Rose Publishing Co. has made arrangements with Goupil & Co., Paris, for the reproduction of Patterson's portrait of Sir John A. Macdonald. They intend to issue only 250 copies, each of which shall bear his autograph. It is printed in photo-gravure, which art Goupil has brought to perfection. It will be 30 x 18 inches. It is not known when it will be ready or what the price will be.

ANDERSON & KRUM, 667 Broadway, New York. Catalogue of stationery and stationery supplies. 256 pages, illustrated. Should be in the hands of every stationer.

J. B. LIPPINCOTT COMPANY, 715 and 717 Market Street, Philadelphia. Bulletin of new publications.

# THE Hemming Bros Co.

(LIMITED.)

Wish their many friends in the Trade

A BUSY AND PROSPEROUS  
NEW YEAR.



By making GOOD Goods at BOTTOM prices.

By selling only to the LEGITIMATE TRADE.

By promptly and carefully attending to all orders entrusted to their care.

They hope to merit even a larger share of the trade than in the past, notwithstanding the fact that their output is far in excess of any previous year.

They would also wish to acknowledge with thanks the many kind enquiries about their recent fire.

THE HEMMING BROS. COMPANY,

59 ADELAIDE STREET EAST - TORONTO.