

does to the more majestic silks, and should take as much interest in dressing the window with housefurnishing goods, including all the knick-knacks known to the kitchen, as he should if he were called upon to dress a window with the finest of the world's fabrics."

Here is some advice from an experienced window dresser that is pointed, says The Chicago D. G. Reporter: "My first advice to all window dressers is, in entering a new situation never to use their smartest ideas first; dress your first window moderately, and go on improving every week. I have found in my experience, and I am sure many window dressers will say the same, that neither the novice nor expert is seen in his best form if the master is hanging around and worrying him. Many a good window dresser loses his patience and ideas through being called out of a window to serve customers. This interruption should, if possible, be avoided."

A creditable millinery display was seen recently in which but five hats afforded the whole attraction. The window was of medium size, too. The background was a tasty production, consisting of platted Nile green cheese cloth, over which was draped white momie cloth and white cords. The floor was puffed in white.

DRESS GOODS.

Lonsdale, Reid & Co. report a good demand for ladies' fall wheeling blouses. These goods are warm and stylish.

Lonsdale, Reid & Co. have in stock a paddock melton rubber-proofed coat. This is the best coat in the market for the money, and should be seen.

McMaster & Co. report black crepons in fall weights as being in good demand. This applies equally well to boucles and Scotch tweed mixtures. They show some attractive designs in French plaid dress goods, which are being picked up lively.

Lonsdale, Reid & Co. have just placed in stock for excursion and millinery openings some rare lines in French boucle dress goods, from 5c. to \$1.25 per yard.

The exclusive styles in dress fabrics have been much in demand with Caldecott, Burton & Spence. Each retail merchant is wishful to make a fair profit, and this method of getting control of lines for his town enables the storekeeper to get a reasonable return for his labor.

Evidently silks are coming back to favor, if we are to judge by the splendid stock of these goods now being shown by Caldecott, Burton & Spence. Besides a fine range of black staple silks, they show some beautiful designs in Dresden, Lyons and Japanese fancies.

The newest things in dress goods are being shown by Caldecott, Burton & Spence. Their importation of dress materials has been the largest they have yet brought to the notice of Canadian buyers. Buyers cannot do a better thing than inspect this stock, which is full of fresh and interesting goods for the fall and winter trade. Silk and wool boucles, silk and wool brocades, silk and wool broches, silk and wool jacquards are

shown in great variety. They are very fashionable in Paris, London and Berlin.

The Gault Bros. Co. have just opened up a stylish lot of the latest novelties in fancy dress goods, including moires, boucles, curls and Scotch tweed suitings. They have also received an assortment of their celebrated "Dream" velveteen in black and colors, and are offering a line of colored velvets at a special job price.

James Johnston & Co. have their stock complete in this department, and are showing a very great variety in black goods, plain and figured; colored, plain and figured; including shot grenades, shot sicilians, curl cheviots and plain and boucle tartans, etc. In velveteens their own brand cannot be beaten. They are prepared to quote special prices on men's Scotch knit shirts and drawers.

A PLEASANT CUSTOM.

The good feeling which should exist between employer and employe is well illustrated by the following incident chronicled in The Charlottetown Guardian of Sept. 1: "Yesterday morning some dozen carriages gathered in front of Messrs. James Paton & Co.'s store, into which the employes, accompanied by Mr. and Mrs. James Paton and their friend Mrs. McLaren, gathered for a charming drive to Mutch's Hotel, Stanhope. On their arrival there a choice dinner was partaken off, after which a sail was enjoyed in Mr. Devlin's handsome launch, kindly placed at Mr. Paton's disposal by its gentlemanly owner. Each year Mr. Paton gives his employes an outing, and these happy occasions tend to still further cement the bond of good feeling existing between employer and employes, while stimulating all to increased effort in the advancement of the firm's interest. The employes appreciated the outing very much and feel indebted to the firm for the sincere kindness bestowed upon them."

GOLD.

Nowadays, when everyone is talking gold, nothing could be more in line than the determination of the manufacturers of Textile Buckskin and Royal interlining to stamp the name and trade-mark on every yard of their output in gold leaf. The idea is to not only give these interlinings a rich appearance in keeping with their superior quality, but to give them a distinctive appearance, so that they cannot by any possibility be confounded with any other makes. The manufacturers intend to advertise the head of a buck chamois in gold on every yard so thoroughly that it will be a household word throughout Canada.

MANTLE AND DRESS BUTTONS.

Brock's assortment of mantle and dress buttons is unusually attractive in pearl, jet, pearlita, ivory and metal effects. Buyers in search of mantle buttons to match the new green, blue, brown and fawn mixtures in mantle cloths should not fail to inspect the "Yaw," "Albani," "Melba" and "Patti" styles in Brock's button department.

SILK WARP HENRIETTA.

In addition to their regular lines of these goods, Brophy, Cains & Co. this season brought out a few special numbers, to retail at from 80c. to \$1.50.