

KNOX, MORGAN & CO.

WHOLESALE DRY GOODS IMPORTERS

See Domestic and Imported Samples for Spring
in our Travellers' Hands

Hamilton, Ont.

Following are the numbers of Bengal greys which have advanced, and the jobbers prices:

No.	45	Old Price,	5 1/2	New Price,	6
50	..	"	6	..	6 1/2
60	..	"	6 3/4	..	7 1/4
70	..	"	7 1/4	..	7 3/4
A.D.	..	"	7 1/2	..	7 7/8
80	..	"	7 3/4	..	8 1/4

It is probable that there will be other slight advances in the near future, but of these nothing can be said.

With regard to the complaints mentioned above concerning a deterioration in the quality, it is hard to judge as to its justness. The Bengal greys now turned out run fair weights. The number 45 when estimated by the pound is sold at the mills, under the advanced prices at about 25 3/8c. per pound. This seems high enough but not too high when the high price of raw cotton is considered and also the fineness of the thread required to make these goods.

Some dealers are complaining that the company is slow in delivery some lines of colored cottons such as cottonades, and there is no doubt that some of the houses have been put to a great deal of inconvenience. But everything considered, there seems to be a feeling that the cotton trade is being well managed by the persons who control the bulk of it. Nevertheless they are being watched with close attention.

COTTONS IN MONTREAL.

Cottons and their possibilities have been interesting the trade exceedingly during the month. Everyone has been expecting further advances and talking that way, but although the tone of values is remarkably strong, no change is to note on the position now last month. It looks though from the better orders that are coming in that buyers now realize that it is useless to hold back in the expectation of better terms, manufacturers reporting

a good demand for grey and white cottons. The jobbers report a good sorting trade also in prints, cottonades, grey cottons and gingham. They also anticipate a good business in Oxford sheetings, and there are some handsome patterns in checks now being received. An interesting feature in connection with cotton goods also is the fact that some English lines can be brought in and laid down here inside the limit on which the domestic articles are sold since prices on the latter have advanced. The fact, no doubt, will lead to larger imports owing to this: in fact, we saw quite a stock of them during a tour around the ware houses.

PROPER FIXTURES.

The expense attached to fitting up the window with proper fixtures comes up so often in the discussion of store management and facilities, that a question or two may be helpful. This subject, like all others, must be argued on its merits, which, of course, boil down to this: What will it accomplish?

What is the difference between the usefulness of the window as a general salesman and those of the stock salesman?

What salary are you willing to pay the window?

Every cent you expend on the window you can call salary, and be sure that the public gets a service fully in accord with said salary.

What can be more useful in assisting general results than first impressions of your store and stock?

Is there any difference between what is gained by the use of proper fixtures and present results without them?

There is a chance to use all your experience to good advantage in having fixtures made.

The side of street your store is on, the nature of your store, the size and shape of your windows, must all be well considered before deciding finally on what to have made for fixtures. Don't neglect this subject, as it is of vital importance. Economist.