

wouldn't come down, so I want nothing more to do with such trash. You can give me the old ones what works with a cord, like all the fools up at Thompsonville use; they are good enough for me."

"The clerk, after unrolling and examining the shade roller, replied: 'Why, you have not followed the directions on the roller. You used large tacks on the spring end, and the spring cannot move.' And he then explained that no key was required."

"But his explanation was of no use."

"She 'must have the old ones, as she and the old man could not read—and what did she know about directions? She only got them when she was sick, and then the doctor gave them."

"The next and last place we went to was the calico and summer dress goods counter. It was a bargain sale to close out the stock and to make room for winter stock; and then I wished I had never gone shopping. My wife was there about two hours, and I think she had every piece of goods down from the shelves."

"The clerk looked at me several times with disgust, while I was pacing up and down the floor with the baby fast asleep. Finally my wife concluded there was nothing to suit her, and I came to the conclusion that the life of a salesman or saleslady could not be an enviable one, and the next time my wife went shopping I decided to remain at home with the baby."

AVOID MISTATEMENTS IN ADVERTISEMENTS.

It is quite the *fad* now-a-days with some editors to devote a considerable portion of their space to the publication of instruction in the art of writing advertisements. The idea is a good one, although it must be almost as difficult a task to adapt some of the forms published to the wants of the country stores as for the merchant to write his own advertisements. There is one idea that should, however, be kept very prominent before dealers, and that is that an advertisement should be strictly honest in its representations. There is no more reason for and possibly more reasons against lying advertisements than against misrepresentations by clerks or salesmen.

Too many advertisement writers follow the example set by the country circus manager who adapts to his use the show bills and posters of the great circuses and makes what is only a moderate lie in the case of the latter a positive "whopper" when applied to his own concern.

He apparently forgets that the circus comes but once or twice a season and appeals to a new and curious public each day or week, while his customers are the same year in and year out. The visitors to the tents of the country caravan may grumble or even occasionally make some more violent demonstrations, but it is a long time before the fraud is repeated, and he forgets more or less the objections to the last visit and goes again to the circus. Even at the worst, the circus affords him a day's pleasure. But with the country merchant the conditions are so varied that he must pursue a different course. His store does not move away from the reach of patrons who consider themselves

cheated. He stays right where he was; so do they, ready to treasure up any unfair treatment and to make him suffer the consequence. The goods that he has sold and which failed to give satisfaction are also present as a constant reminder, so that a merchant who desires to prosper cannot be too careful that all of his representations shall be honest and fully and freely carried out. —Chicago Apparel Gazette.

BUSINESS CHANGES.

ONTARIO.

Jameson & Crone, Watford, have dissolved.

Mary Ostrander, millinery, Rodney, is burned out.

William Miller, merchant tailor, Ormeau, has sold out.

Geo. Wood & Co., London, are removing to Brandon, Man.

McKelvie & Rife, woollen mill, Walkerton, have dissolved.

T. K. Rodgers, clothing, Toronto, has removed to Hamilton.

Burgoyne & Co., Fenelon Falls, is now Burgoyne & Ryan.

Mary H. Griffin, dry goods, Niagara Falls South, has assigned.

J. W. Judge, tailor, Berlin, has assigned, and the stock sold.

Thos. J. Sherman, Ironquils, has assigned to J. W. McCullough.

QUEBEC.

O. Bouchard, dry goods, Quebec, has assigned.

L. Bernard, tailor, St. Hyacinthe, has assigned.

A. Jacobs, Montreal, has sold his stock of woollens.

Hamilton & Phillips, dry goods, Montreal, have dissolved.

F. N. Martin, dry goods, Hull, is asking an extension.

The stock of H. Prevost & Co., Montreal, has been sold at auction.

Mathieu & Frere, tailors, St. Hyacinthe, are offering to compromise.

MARITIME PROVINCES.

R. Cabot & Son, dry goods, Halifax, N. S., have dissolved.

S. O. Steele, dry goods, St. Johns, Nfld., has been declared insolvent.

Henry S. Cook, tailor, Bridgewater, N. S., has assigned.

Patrick Kennedy, tailor, St. Johns, Nfld., has been succeeded by Kennedy & Malone.

MANITOBA AND THE WEST.

Alex. Ross, tailor, Winnipeg, has assigned.

J. Robertson, tailor, Minnedosa, has sold out to J. Winning.

J. M. Campbell, dry goods, Morden, has been succeeded by Campbell & Robinson.

D. White, Jr., dry goods, Calgary, has sold out to J. H. Cavanagh, Lethbridge.

HOW TO CLEAN STORE WINDOWS

Strange as it may seem, there is a right and wrong way to wash windows; and as this operation is usually dreaded, the following method will doubtless be appreciated, as it saves both time and labor: Choose a dull day, or at least a time when the sun is not shining on the window; for when the sun shines on the window it causes it to be dry streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork inside before touching the glass. The latter must be washed simply in warm water diluted with ammonia. Do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with a soft piece of cotton cloth. Do not use linen, as it makes the glass hazy when dry. Polish with tissue paper or old newspaper. You will find this can be done in half the time taken where soap is used, and the result will be brighter windows. —Chicago Apparel Gazette.

A petition for judgment for three or four thousand dollars against the estate of Mrs. Pattinson, Dundas street, in favor of Samson, Kennedy & Co., was allowed Friday afternoon by Chief Justice Galt; H. T. Kelly, for the defendant, consenting. Mrs. Pattinson keeps a dry goods house on Dundas street, and when her husband died over a year ago Samson, Kennedy & Co. were the largest creditors, and held a mortgage, which is now foreclosed. Mrs. Pattinson disputes the amount, and there will be an account taken.

CANADIANS!

MILES & CO. TAILORS

Have removed from 21 Old Bond St. to
4 Sackville St., London
Best Scotch Tweed
and Angola Suits
FROM £3 15s.

THE CELEBRATED
GUINEA TROUSERS, Etc.

—WOOLLENS AND TAILORS' TRIMMINGS— JOHN FISHER, SON & CO.,

Balmoral Buildings,

Montreal,

Canada.



Huddersfield,

England.