

TRADE JOURNAL

Published in the Interest of Retail Cash Buyers.

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This Journal is published in the interests and for the protection of cash buyers; as we believe there is fully 20 to 30 per cent saved by purchasing from strictly cash houses. Persons who pay cash for their clothing, should take advantage of cash prices and give the long-winded credit houses the "go by." We solicit your perusal of our prices and an inspection of our stock.

With great pleasure we hand you a copy of the winter edition of our Trade Journal and Review, and on the several pages will be found well-established facts relating to our long-established business and many useful suggestions regarding the correct styles and shapes for winter wear.

We claim unqualified workmanship and low prices, and to these facts mainly attribute our ever increasing trade. Many of our styles are originated far in advance of what is supposed to be the leaders of fashions, viz., the fashion plates. But with us 'tis like the old saying, "we follow in advance," and a further proof that our styles are correct, is the appreciation shown by our customers, who are never slow in discerning a new and natty style and showing their esteem for it.

In our custom department our perfect-fitting garments have also added greatly to our popularity, and too much cannot be said of our corps of artists, whose whole attention is devoted to this branch of our business.

The maintenance of a strictly one price system in all of our departments has been a pleasing success to us, and undoubtedly a great satisfaction to our patrons. By following this method we can, and, as our customers testify, do sell goods at a less price than any other house in Canada.

—Of the times and seasons for marrying, says an exchange, it is necessary to choose not only the man, but the hour; not alone the season, but the day. Here is the rule:

MONDAY for wealth,
TUESDAY for health,
WEDNESDAY the best day of all,
THURSDAY for crosses,
FRIDAY for losses,
SATURDAY no luck at all,

—The unluckiest man in Georgia lives in White county. In attempting to cross the river in a batteau it capsized and threw him into the water. Trying to reach the boat

again, his foot caught in a snag and wrenched it, losing at the same time a \$20 watch, his hat, a shoe, and was hobbling across a field when a large ferocious bull started for him. Reaching a tree, he climbed it lively enough to escape the bull, but also lively enough to get into a hornet's nest. The hornets objected, and he sprang to another limb, which broke, letting him fall to the ground fracturing his wrist. With the broken branch he kept the bull at bay and managed to escape. All this happened on a Friday.

If you want good value combined with stylish goods, you must buy your clothing at the Wholesale Manufacturers; viz., The Boston One Price Clothing House, 41 and 43 St. Joseph St.

Our strongest line is the Clothes Line. On that line we hang our reputation and make our strongest fight, because we put our brains, experience and money into the production of that stock, and it's a matter of honest pride to excel in whatever we undertake. With us the clothing business is not a speculative "flyer" upon a margin furnished wholly by creditors, but our operations rest on a substantial foundation, and our steadily increasing sales prove that the long pull and strong pull has brought us to the front. We shall stay there only while we give the people honest value for every dollar received. We intend to do more. If a man thinks he'd rather have his money than our goods it's ready for him; without any grumbling either.

If you've overhauled last winter's clothes and found out the weak spots in your Boy's Wardrobe why not drop in and see us, rain or no rain? We'll stay here until 10 o'clock to-night if you say you'll come to The Boston Clothing House, Manufacturers of Clothing Wholesale, 41 and 43 St. Joseph St.

"Uneasy lies the head that wears a crown." But that man's slumbers are light and peaceful and his head is level who invests in one of our new and stylish Business Suits and handsome Overcoats we are selling so low just now.

For ease, comfort, durability and fine workmanship, we guarantee to give satisfaction in every instance, or no sale.

She Smiled on his Singular Suit.

He had called on her often, but never elicited any evidence of reciprocal affection to justify his supposing she could have any regard for one whose clothes fit so poorly, but whose intentions were declared nevertheless. "Might I hope," he remarked, as one evening they sat on the well-curb together, "that my intentions have impressed you favourably enough to lead me to the conviction that you would smile on my suit?"—"I should say so!" she replied; "I haven't done anything else but smile on it since I have seen you with it on, and I've been thinking all along that the sooner you go to The Boston and leave your order for a first-class suit the better, as I have made up my mind that I'll never marry a man that wears badly fitting clothing."

We expect opposition but are prepared to meet it fair and square. We buy our goods in large quantities and pay cash, and consequently get lower figures and sell at a smaller margin than those who buy only a few suit-at a time. We keep all sizes and all shapes and can fit everybody. Our stock will be kept complete as the season advances.

"How do you like my new jersey?" said Mrs. Blim to her husband. "It is quite nice, dear, but when a woman has a head as red as yours—" "Tain't red, you mean thing; it's Auburn." interrupted Mrs. B., savagely. "Well, sweet, when a woman has a head as Auburn as yours, she shouldn't get a jersey of the same color, for if she went out on the roof to hang clothes the neighbors might see her and turn on an alarm of fire, and—" Mr. Blim had occasion just at this time to go into another room.

We can sell Boys' and Children's Clothing for less money than the Parents can buy the Material for the same.

We met by chance the usual way,
One Sunday in the choir;
I liked bynny for his tenor voice,
Which none could help admire
Sue Prano tried to thwart my love;
She acted very boss,
And nearly told him he were wase;
My image to efface
But I was mirrored on his heart,
Indelible and pure;
He said he ne'er could duct,
Solo, I've got him sure.

We shall continue to undersell all other dealers in our line of business.