

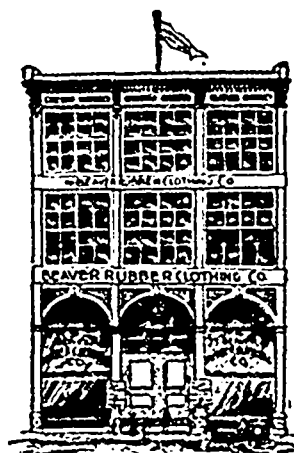
The Merchants Counter Check Book Co., LIMITED

Manufacturers of

COUNTER CHECK BOOKS

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OUR BEAVER BRAND MACKINTOSHES

are the best and cheapest in the market. If your jobber cannot supply you with them, write us for samples and prices.

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The

Beaver Rubber Clothing Co.

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1897 : Winter Sailings : 1898

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Royal Mail

Sailing Weekly between St. John, N.B., and Liverpool.

CALLING AT HALIFAX AND MONROVIE, IRELAND, EACH WAY.

From Liverpool	Steamers	From St. John	From Halifax
Sat., Nov. 20	Gallia	Wed., Dec. 8	Thurs., Dec. 9
" " 27	Lake Winnipeg	" " 15	" " 16
" Dec. 4	Lake Ontario	" " 22	" " 23
" " 11	Lake Huron	" " 29	" " 30
" " 18	Lake Superior	" Jan. 5	" Jan. 6
" " 25	Gallia	" " 12	" " 13
" Jan. 1	Lake Winnipeg	" " 19	" " 20
" " 8	Lake Ontario	" " 26	" " 27

First Cabin, single, \$50 to \$60, return, \$100 to \$114. Second Cabin, single, \$34; prepaid, \$30.25. return, \$66.75. Steerage to Liverpool, London, Glasgow and Belfast, \$22.50, and all other points at lowest rates.

For further particulars apply to—

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World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 4, 6, 8, and 16 ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



COVENTRY RIBBON INDUSTRY DECLINING.

IS the Coventry ribbon industry dying out? According to the annual report of the chief inspector of English factories and workshops it is. It is stated that fashion changes have greatly injured the industry, that many weavers have been for months without employment, and the inspector seldom finds any of the rising generation are trained to weaving. Young persons, he says, are leaving both the watch and ribbon trades and going into the cycle trade. We cannot pretend to be surprised at this statement; it only confirms what we have heard many times before, and are only glad to know that there is an alternative industry to which the residents can turn their attention. We do regret, however, that the watch trade is not prosperous, as we have looked for a large development of the manufacture. It is very curious, however, to find how history "repeats itself." In an old volume, published in 1581, we read as follows: "I have heard say that the chief trade of Couentry was heretofore in making of blew threde, and then the towne was riche even vpon that trade in manner only; and now our thredde comes all from beyond sea. Wherefore that trade of Couentry is decayed, and thereby the towne likewise. So Bristow [Bristol] had a great trade in making of poyntes, and was the chiefe misterie that was exercised in the towne. And albeit these be but two of the lightest faculties that are, yet were these two great townes chysfley maintained by these two faculties above rehearsed." Is there anything new under the sun? From the same volume we learn that the common complaint that people do not shop in their own immediate neighborhood, but go to London, or some of the largest towns, for their purchases, was then as now. "While men were contented with such as were made in the market townes next vnto them then were they of our townes and cities well set a worke; as I knew the time when men were contented with cappes, hattes, and poyntes, and all manner of garmentes made in the townes next adjoining; whereby the townes were then well occupied and set a worke, and yet the money payd for the same stuff remaind in the countrey. Now, the poorest younge man in a countrey cannot be content with a lether gyrdle, or lether poyntes, knives, or daggers made nigh home, and specially no gentleman can be content to have cyther cappe, cote, dublet, hose, or shyrt in his countrey, but they must have this geare come from London; and yet many thinges hereof are not there made, but beyond the sea; whereby the artificers of our good townes are idle, and the occupations in London, and especially of the townes beyond the seas, are well set a worke even vpon our costes." This was in the reign of Queen Elizabeth.—British Warehouseman.

NEW GOODS.

MUSLINS and lawns are the coming thing for next summer. Brophy, Cains & Co. are now showing a special range of Swiss spot and figured muslins in solid white, white on black, black on white, solid black and colored spots, and figures on contrasting grounds, that would make happy the ladies of an eastern harem. They also are showing an immense range of English and Scotch muslins in spots, checks, figures, and some new effects never before shown.

S. F. McKinnon & Co. passed into stock on Tuesday last a large shipment of their popular brand silk velvets, including blacks, hunter's greens, purples, navies and cardinals.

The D. McCall Co., Limited, have had a big chiffon trade this season. They have still full range. They state their popular and special line, "Brilliant," is in great demand. They have also black, white and cream in this brand. No delay experienced in filling letter orders.