

trade fancies, especially a new cadet blue and myrtle are certain to be successful. Blacks have been more in demand than usual. This possibly is due to the plan adopted by this house of cutting a slightly higher grade of skins than the standard grade used in colors.

Enquiry at the glove department of Thoutet, Fitzgibbon & Co., by THE REVIEW's correspondent, elicited the fact that very little mail business was being done, fabric gloves, owing to recent hot weather, taking the place of kid as is usual at this season of the year. However small orders to sort up country stocks continue to be received, but most of their customers, having placed larger orders than usual for "Jammet" make of French gloves, owing to their excellent quantity, are allowing their stocks to run down and wait till new goods arrive 1st September.

Our correspondent was informed by Messrs. Thoutet, Fitzgibbon & Co., that Suedes are not in demand, in fact the leading line both here and in the American market continues to be a laced glace. On the whole they report that a good import business has been done, and owing to the small stocks throughout the country and the fact that jobbers are unwilling to carry a large surplus, it is evident that there will be a shortage in November of even staple lines, and buyers are advised by them not to wait until quite out of a size to re-order.

THE VALUE OF SOMETHING NEW.

It is a great thing for any dry goods store to get the reputation of always having something new on hand in the way of new styles, new fabrics, etc. It is advantageous, if possible, to be always receiving something new and different from what you have in stock, even if the goods are received in small quantities.

We once knew of a store which made its entire reputation (and finally grew to be quite a success), from the fact that every Wednesday morning some new line of goods was shown. The proprietor of the store made it a business to order something fresh and nice every week in first one line and then another; possibly each week only receiving one or two different things at the most. He made it a point that every week there should be something new to show the customers, even if he had to keep some of the goods received the week before, done up in the original packages, until the following Wednesday, when he wished to open and display them. The people in the city in which this store was located grew to looking for this as a regular feature. Every week they expected that there would be something new at this store, and they always came in crowds to see the new thing, whatever it was, and to buy.

As the dry goods stores of to-day handle so many different lines of goods, this is a much easier thing to do than in a store where only one or two kinds of merchandise are carried. For instance, one week you may open up a fresh shipment of fans, the next week a fresh shipment of dress goods, etc., taking in each stock, one at a time. Let these things, which you display as new goods, really be new. The store which we mentioned above paid a man in New York city a small sum weekly to look around among the large wholesale dry goods houses, and select one new thing each week. The expense incurred in having this man in the market was very small, as he was only required to make one small purchase each week, and the profit on this new purchase, however small, would more than pay his salary, and the gain which the store received from it was the reputation for being always on the look-out for new things, and always showing the latest goods.—Chronicle.

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