

THE THREE BUSY B'S.

THE Boyd, Bower & Brumell Co. have a trade mark which contains three bees to represent the three initials of the names of the members of the company. They are busy and industrious bees who stray far from home to gather the sweet orders which they carry back to the "Beehive."



JOHN BOYD.

A short history of this company and its members may not be out of place. The company was formed and obtained a charter in 1892. Since then it has been doing a modest but increasing business at 3 Wellington street west, in this city. This season they have probably the finest line of fancy goods to be seen in Canada, their novelties being exclusive.

Mr. John Boyd, whose portrait appears here, is the hustling head of the company, although he is only about 33 years of age. He has had a deal of dry goods experience, a thing more desirable than age. He put in his apprenticeship with James Newcombe in this his native city. For ten years he bought for the smallwares and fancy goods department for the old firm of Boyd Bros. & Co. Here he gained the experience which to-day is helping to make the "Three B's" well-known throughout Canada.

Mr. J. W. Bower is the genial financier of the company, and has had abundance of experience both in office management and in the various phases of a dry goods business to enable him to successfully and skilfully manage the office department of the company's business. He gives close attention to his business, and this is one of the essentials of mercantile success. Mr. Bower came from the management of a large store in Eastern Ontario to take up his present duties.

Mr. W. B. Brumell had charge of the smallwares and fancy goods department of the firm of Boyd Bros. & Co. for six years, and knows his business thoroughly. He is a Toronto boy, and is scarcely 25 years of age, but a man whose experience and carefulness is the passport to his customers' confidence. At one time he was in the wholesale house of Samson, Kennedy & Co. He now represents his company in Western Ontario, where he is continually hustling.



WALTER B. BRUMELL.

Two of the company's travelers are well-known, C. H. Watson, who represents them in the east, and Mr. Wm. Watson, who travels in Southern Ontario.

The aim of this company is to have some new novelty, or rather line of novelties, every week, and to carry always the best range of fancy goods in the market.

FANCY GOODS.

HAVING cases, vases and toilet bottles with filigree silver coverings are seasonable novelties and quick sellers. They are not new, still they are not common.

A new egg cosie is made of white felt to represent a chicken or perhaps a setting hen. The eyes and comb are good and

when this little cover is put over a small wicker basket which contains the eggs for breakfast, the effect is charming. The felt shape is stamped for working.

A new thing in a footstool is an enamelled mushroom shaped stool. When decorated with bows of ribbons, it is tasty.

An adjustable window blind or splasher whose length can be, varied from 18 inches to 2 yards is decidedly new. It is made of fancy muslins, rods and elastic.

Stamped denim goods promise well for this season. Cushion covers, table covers, laundry bags, and curtains are made from this fabric in blue, red or yellow.

A toilet set with an angel form stamped thereon, part of which is to be worked, is an elegant ornament. The face is exceedingly striking.

Handsome centre pieces for tablecloths are made from beige rep with pattern cut out and spaces filled with a brown brussels net. Then a pattern is embroidered in gold. Other classes of articles are made from this superior class of goods.

Turquoise silk will be much used in the manufacture of the best fancy articles for the coming season. It will be used in glove cases, handkerchief folders, cosies and pillows.

All the above novelties were noticed in the stock of the Boyd, Bower & Brumell Company which has made an extra effort in preparing a large line of samples for the fall trade.

Macabe, Robertson & Co. have an elegant line of materials for fancy goods to show the trade this fall. Their line of Christmas novelties also deserves the attention of fancy goods retailers. Camilla canvas work is a big line with them; also paper mould work. Both these lines are quite the rage. Their samples show a slight tendency to return to crochet work, as numerous fancy mats or drapes are wholly or in part crocheted. The numerous designs shown in art cushions, sofa rolls, rocker cushions, and head rests show that these articles are still popular. The most exquisite line of tie, glove and handkerchief cases in hand-painted satin, ever shown to the trade is now carried by this firm. Mr. Jno. McCrae, who represents them in the West, has gone on a three months' trip to the Pacific Coast. He has been over the ground before, and is always successful.

An English dealer has the following to say concerning Berlin Wools. "To sell wools which weigh 14 oz. to the so called pound, is to give 12½ per cent. short weight. Now, how can any man who does this have the slightest claim to be considered honest? The trader who sells short weight wool, would scorn the idea of selling a length of dress material as 8 yards, well knowing it to be 7 yards only, yet the rate per cent. in the difference is exactly the same. Is it because there is less chance of being found out in selling short weight wools, than in selling dress lengths a yard short in measure?"

"Many retailers try and shield themselves by saying the wholesale houses sell their wools in this way, and they have no alternative but to buy them. Now this is all nonsense. There are to-day several wholesale houses who sell full weight, and those who don't ought to have sufficient courage to face this matter, and not assist the retailer to defraud the public. Wools are sold by the pound in the same way that calicoes are sold by the yard, and it would be just as reasonable to say 32 inches made a yard as to call 14 ozs. a pound.

"The trader who sells short weight wool is nothing more or less than dishonest, let him defend his conduct how he may."