

GLIMPSSES OF THE MARKET.

S. GREENSHIELDS, SON & CO. will receive next week a special consignment of their \$2.25 taffeta gloves, which will complete their large range of these goods. They have a full stock of misses' and ladies' cotton, lisle, taffeta and silk gloves and mitts, in all shades, including their new line of long gloves and mitts, which they intend to keep up for the summer trade. They are also showing a good line of Swiss spot muslins in white, black, white ground with colored spots, linen spots, etc. These goods are popular and selling rapidly.

S. F. McKinnon & Co. are well provided with cream and butter oriental and cream silk chantilly laces.

The Gault Bros. Co. will have a full range of the newest fall shades in "The Dream" velveteen this month.

P. Garneau, Fils & Cie., of Quebec, have special values in brown and white Turkish towels for the summer season.

Sweaters and bicycle hose, notwithstanding the active demand for these goods in this department of John Macdonald & Co., they are keeping their stock well assorted.

W. R. Brock & Co. say they have the best value in 54-inch black Italians in the trade. It is a special number, Kirk's patent doeskin finish, and cannot be repeated at the price. It is known as No. H.

James Johnston & Co.'s well-known brand "Sunbeam" is a leader in velveteens for brilliancy of color and its silk finish. All shades are now in stock. Also black at 19½, 25, 27½, 30, 35, 37½, 45, 50, 60, 65 and 72½c.

W. R. Brock & Co. have been most fortunate in receiving a choice lot of Organdie muslins, a clearing line of the newest and most desirable patterns and colorings, at a most ridiculous price. They are offering them to the trade at about one-half their regular value.

Caldecott, Burton & Spence have cleared out the surplus stock of two hosiery mills and offer the same at unusual quotations to the trade. The goods are chiefly black cotton hosiery, in women's and children's sizes, and men's underwear in vests and pants. These goods are worth attention, and will soon be sold out.

"It is almost impossible to be always prepared for every emergency, and the sudden demand for all kinds of black ribbons after such a quiet period has left us short in some numbers; however, new stock will be here the first week in June, and our friends can rely on getting all widths in our staple lines of 'Stag's Head' ribbons again." So say Brophy, Cains & Co., whose smallware floors, by-the-bye, are bright and cheerful and full of business.

POINTERS FROM A FLOURISHING FIRM.

THE REVIEW last month called on the old established dry goods firm of Jas. Paton & Co., Charlottetown, P.E.I. The members of the firm are Mr. James Paton and Mr. Jno. A. McLaren. THE REVIEW was shown through by the junior member. This establishment has a frontage of 35 feet, and is 160 feet in length, running through the entire block and extending from street to street. It requires two flats and the basement to display and store the large and carefully selected stock, consisting of dry goods, millinery, carpets, clothing, etc. The millinery and dress-making departments are situated in the rear. The carpet show room is on the second flat and is a very large and well lighted room, capable of displaying to

the best advantage the large stock of carpets and floor oilcloths which are carried.

The European markets are visited twice annually, Mr. Paton usually making the spring and Mr. McLaren the fall trip. Mr. Paton recently completed his 79th voyage across the ocean and he is to-day one of the veteran dry goods men of his province.

The firm are believers in printers' ink. In fact, the junior member is an expert at advertising. They patronize the local city papers largely, and their ads. are always fresh and attractive, and their experience has been in every case satisfactory.

They report that the spring trade has opened up well, and although it was a Monday when THE REVIEW visited Charlottetown the leading dry goods establishments were crowded with customers.

THE CAUSES OF SUCCESS.

THIS is said to be a transition period in the dry goods trade; retailers find that the competition of the big department stores eats into their old profits, and some wholesalers, owing to changes in trade methods or bad times, go out of business. Yet cases are numerous of houses which go on prospering.

Is it not fair to assume that if they prosper, others can? And that the qualities which keep a firm abreast of the times are worth a study. The wholesale trade, during the last few years, have been the subject of much doleful prediction. Yet it seems to THE REVIEW that in every case where a wholesaler has ceased business or failed, a perfectly clear reason can be given. There is no mystery about either failure or success; each condition follows from certain well understood rules of trade, and it is well that merchants, whether they do a wholesale or retail business, should remember that their fate is very materially in their own hands. To illustrate what we mean, take any large firm; W. R. Brock & Co. will do as well as any other. There cannot be what is commonly called luck in the success of a firm of this class. Mr. Brock simply puts steadily into practice, through a long term of years, the principles that yield results: he knows by experience every branch of his business and constantly keeps in touch with each branch; believes that integrity is the right thing and conducts his affairs on that basis; knows exactly what to do when new conditions arise that must be met with courage and promptness; surrounds himself with a vigorous capable staff, and by a kindly temperament and manners draws around the firm a large clientele. Going into detail, of course, one would find that Mr. Brock's policy, when worked out, meant careful buying abroad, a close study of present and future tendencies so that customers may feel confidence in dealing with the house, and a large capital judiciously employed.

What one man or firm has done, another can do. It is well to remember this and to take courage, when gloomy views are floating about, and heedless people talk of department stores killing retail trade entirely and new methods wiping out wholesaling. Nothing of the kind. The survivors are the class of men who are prepared for every emergency and they will always win, whatever comes.

THE BICYCLE TRADE.

In offering bicycles John Macdonald & Co. went in for both the high-grade wheel, "96 Dayton," and, for more moderate requirements, the "Tempest," which has proved very popular. The range of prices also meets the conditions of present trade. A locality often has its own requirements as to grade and price, and the firm solicit correspondence on these points, so that a merchant may get exactly what he wants and can sell.

WAR CRY.

A special drive in 40-in. black wool henriettas, called "The War Cry," is having an immense sale by the Gault Bros. Co.