

manner tend to bring the nap in a different position from that required should be just as carefully avoided. The position required on chinchillas is "erect"—nothing short of it will answer our purpose, and it will therefore be readily seen that another whipping just previous to the goods going into the dryer will be of inestimable benefit. Of course it is not always that machinery is so placed as to enable the finisher to run his goods from the whipper directly on to the shear, but if at all possible the whipper should be so arranged that the goods may run directly on to the dryer from the whipper without any further handling or folding of the goods. To any one at all familiar with the peculiarities of this finish, an arrangement of this nature will readily commend itself. The dryer itself should be of a different construction from the ordinary run of dryers, and I have not seen anything yet that will beat the old-fashioned lawn machine such as we find in bleacheries where they finish lawn goods for ladies' dresses. This machine is in the nature of a chain dryer in a horizontal position. The lawn dryer is arranged with a contrivance for racking the goods, which may be taken off and the machine adjusted wide enough, and we have the best dryer for chinchillas imaginable. A hot blast, readily arranged to force hot air through the goods, will quickly dry them before they can come in contact with anything which would interfere with the erectness of the nap. The goods thus dried are in a fit condition for the shear, and in this operation we again note a radical departure from the finishing, or rather shearing, of ordinary woolsens. Having frequently called attention to the necessity of keeping the nap in an erect position, we are here compelled, says the *Boston Journal of Commerce*, to resort to something stronger than the common raising brush to accomplish our end, and we therefore put in a wire brush. Also it will be noted that the laying brush is not required, and it is best, therefore, to take it out. As this brush is generally on the main shaft it is found to be quite a job to get this off. The shearing process depends entirely upon the size of the nub wanted, for if a large nub is desired the nap is left longer, and if the web is to be fine and close the goods are sheared closer. Uniform work at this stage is a very desirable item, and great care should be used to obtain it. The wire brush will work into the nap and bring it to the desired position better than any other kind of a brush, and is therefore indispensable. The shearing should be closely watched, to the end that a perfectly smooth and uniform surface may be brought to the chinchilla machine. This machine, although differing sometimes in point of shape, is practically the same as regards the principles of construction. The frame of the machine is somewhat after the pattern of a loom frame, usually about twenty-four inches wide and from sixty to sixty-four inches high. About three feet from the floor is placed an oblong surface of the dimensions given above, and which is securely fastened to the frame. This surface is covered with a good grade of brussels carpet. On each side of this bed, as it is termed, is

found a roll covered usually with some card clothing or some stuff to which the goods will adhere, for these rolls are practically the delivery and take-up rolls of the machine. Above this bed is found another of similar shape and proportions, but made of cast-iron, whereas the bed is usually made of a solid piece of plank. This upper surface is called the follower, and on the under side of it a plate of solid rubber is securely cemented. This follower is movable by means of a handle; that is, it can be raised or lowered according to needs. An upright shaft passes through each end of the follower, which shaft is supplied with a mechanism to produce a rotary motion to the same. This can also be changed to a reciprocal motion, either forward or backward, or from side to side, or diagonally, thus securing quite a variety of styles in this particular line of finish. The necessary motion to produce the nubs is obtained from the main shaft, which passes through the lower part of the machinery, and to which the upright shafts are geared, the main shaft of machine in turn receiving power from main or counter-shaft by means of a belt. The mechanism above referred to is capable again of being arranged in different positions, so as to increase or decrease the amount of the motion usually termed the "sweep." To sum up, then, we find the chinchilla machine to consist of a frame containing a bed over which the goods are to pass, a follower which is lowered on the cloth, this follower containing the necessary mechanism that, with the addition of motions, it will twist and twirl the erect nap into the required nubs.

DOES ADVERTISING PAY?

Does advertising pay? asks an exchange. That is no longer a question. Of course it does. That goes without saying. As to the superficial views expressed by some advertisers, to the effect that they had discontinued patronage because they could not observe that they had ever obtained a solitary result from their advertising, I will dismiss the subject by quoting the remarks akin to it made by an old dry goods merchant.—"As I look at it, a man might just as well remark at the end of the year that he could not see that he had received a single order on account of the sign over his door, and consequently that he would take it down and save the wear and tear; or that he could not trace business to his printed letter head and envelope, and consequently would hereafter use blank stationery."

What is good advertising? I will speak only for the trade journals. There the story should be short and truthful, pointed and plain, illustrated with cuts, and with prominence given to the trade-mark. Tell it upon a half page or a whole page, and this continuously: desultory advertising *does not pay*! Changes now and then renew the interest. Small cards are not stimulants to attention. Pamphlets gotten up by trade journals that understand the ways of their business as to illustrations, cover adornments, and clever reading matter, are good advertising: they are *not* thrown into the waste basket—plain circulars *are*. A last word as to continuous advertising. Most leading houses keep their half pages and pages of advertisements going the year round, yet their reputations were "established" years ago. Our great collar and shirt houses, our big manufacturers of neckwear, the great cotton mills, the wholesale clothing men, the dress goods men—all well known and "established" for a generation—are the most liberal patrons of our trade papers in the way of space and unbroken continuance.