

HOLIDAY NECKWEAR.

THIS cut is a fac simile of the printing done by E. & S. Currie in aluminum on their individual tie boxes. These boxes are got up with fine enameled cover in assorted light shades, pink, sky, white, etc., and each holds a single scarf.

This is an article for Christmas presents that is having a ready sale to all the leading dry goods houses. Even those who do not



handle men's wear recognize the fact that it will be a good seller to ladies for the holiday trade. The enormous range of handsome new patterns in silks shown by E. & S. Currie for the Christmas season is being appreciated by their friends, the sales being heaviest in graduated derby, string lumbards and their novelty shape in puffs and bows.

ALL NEW IDEAS SHOWN.

There is a fine display of fancy goods at John Macdonald & Co.'s this week. Among the numerous articles were noticed pin cushions, fancy clocks, bronze ornaments, fancy work boxes, trays, mirrors, etc. The latest ideas are all represented.

THE CASE OF THE COUNTRY MERCHANT.

N.Y. Dry Goods Chronicle.

COUNTRY merchants, who are denied the advantages of a city press, must resort to circulars or communications by mail. The customary circular, while it is unquestionably a good thing, becomes after a time an old story; it is apt to grow monotonous and is too often disposed of by the recipient with a perfunctory scanning, cast aside and forgotten.

To create an active interest in the goods offered, one should first of all strive to create an individual interest in the announcement. To this end I suggest that your next issue of this class of advertising take the form of a stereotype letter, printed in script or typewritten form, the communication to be of a friendly, personal character, as of a personal letter coming from an acquaintance or friend. For instance, the supposed letter is written from "Springfield, Ohio," and properly dated, the usual conventionalities being duly observed; the letter goes on to say:

"MY DEAR FRIENDS,—I arrived here in due time and have spent my time since in getting acquainted with the place, visiting points of interest and looking through the principal stores, etc. I spent all day yesterday shopping in Blank's dry goods store. 'The Old Stand' they call it. Yet it is as moderate a store, as promptly up to date, and as good a place to trade as I ever put a foot in. The goods I saw were exceptionally choice and the prices surprisingly low."

After this may follow a description of various articles or departments, together with prices, the story to be told in the same fashion,

the letter form and its confidential character to be continued throughout and closed in the usual style of a personal communication:

"With kind regards, yours very truly,

"EVANGELINE."

The person receiving such an epistle will read it from "Dear Friend," to "Yours truly." Not only that, but will be interested for a time, at least, in trying to recall who "Yours truly" may be. I will not venture the guess that one reading will not end the matter, but that the communication will be gone over again and again in an effort to recall the writer, and the items therein chronicled will fix themselves in the pockets of the reader's cranium, and take root there, and will, I believe, exert an influence in your favor upon that person long after the letter writer has been found out.

Country people love a letter with an appreciation that city people, more actively engaged among throngs of their fellow creatures, scarcely realize. They will pocket a communication of the kind I submit, take it home and make a family affair of it, and after they do uncover the writer—if they do—they will not forget him nor what he wrote.

Again, there is no danger of such a missive miscarrying; it goes straight to its destination, every line, and if there is a trifle more expense attached to it there is no waste of material, as there certainly is in the case of common circulars. Of course it should be gotten up on a good quality of paper, not necessarily linen letter paper, but a fair grade of calendared stock. In no sense should it be a sham in appearance.

BUSINESS CHANCE.

E. A. RAMSAY, 13 YEARS' BUSINESS EXPERIENCE. FOR PAST FOUR years active member of firm Wilcox & Ramsay, General Merchants, Virden, Manitoba is withdrawing from said business. Will soon be open for engagement. Prepared to take interest in, or will buy out, established thriving business. Correspondence solicited. Address, E. A. Ramsay, Virden, Man. (11)

R. FLAWS & SON Dry Goods Commission Agents
Manchester Bldg., Melinda St. **TORONTO**

MARINE INSURANCE.

The Open Policies issued by the **MANNHEIM INSURANCE CO.** (Capital Two Million Dollars) cover goods from the time they are shipped until delivered at your warehouse.

For rates and further particulars apply to

JAS. J. RILEY & SONS, Managers for Canada, **MONTREAL.**

BEAVER LINE STEAMSHIPS

Sailing Weekly Between Liverpool and Montreal.

| STEAMERS | From LIVERPOOL | From MONTREAL |
|---------------|----------------|---------------|
| Lake Superior | Sat., Oct. 21 | Wed., Nov. 11 |
| Lake Ontario | " " 31 | " " 18 |
| Lake Winnipeg | Wed., Nov. 1 | Sat. " 21 |

Steamers sail at daybreak on the advertised date

Excellent accommodation for all classes of passengers.

RATES OF PASSAGE.

FIRST CABIN—\$45, \$50 and \$55 single. Returns, \$90 and \$100.

SECOND CABIN: \$31 to Liverpool or London. Round trips \$66.75.

Steerage at lowest rates.

Special facilities for all kinds of freight. Goods carried to all points on through bills lading at lowest rates.

Weekly winter service between Liverpool and St. John, N.B., in connection with Canadian Pacific Railway short line. Quick despatch at lowest rates.

For further particulars apply to

D. W. CAMPBELL,

Manager,

Or any Local Agent.

MONTREAL.