

sients, and people don't stay long in a depot if they can help it, and those who do are not generally townspeople.

Stereopticon advertising sometimes is valuable, but is not generally worth as much as is charged for it. It is of too transient a character.

The advertisement in the regular newspaper generally pays.

The advertisement in anything else may or may not pay.

From one-half to three-quarters of the advertising appropriation should go into the regular newspapers, the balance into catalogues and other printed matter.

AMERICAN STYLE SUGGESTIONS.

The present indications all tend towards a very late light weight season, and it is doubtful if any samples will be shown before the first of August.

The uncertainty of the tariff schedule is one of the principal causes of this backward season.

The cold spring has also had a tendency to make the opening later, for retailers are not doing a brisk business in light weights as yet, and the wholesale buyer has to regulate himself accordingly in his purchases.

One of the biggest selling things in fine worsteds, and which will be in demand this season, is a fine hair line; this hair line should be made by weaving the fabrics on a three harness twill; two up and one down. The dressing to be two dark, one light, in both warp and filling. These samples should be woven with light colored lines and dark grounds, principally black.

In worsteds the neat effects in grays and grayish blues will be the best sellers, and some wide stripes, the stripes being formed by the weave, should be introduced in the line, as there will be a call for wider effects in fine trouserings.

Saxony finish goods are coming into extensive use, and in this class of goods the colors should be light and medium; the principal object to be obtained in making these goods is to make a firm well-felted fabric. The styles can be a little more decided, as they will sell in this fabric.

Velvours are coming into style and they will be in demand. The styles should be mainly in dark colors using black and dark blue ground exclusively. These goods can be made in a great variety of styles, and the widest plaid effects will sell, as they will be used for children's suits.

Serges, black and blue, such as those made by the Wauskuck and Washington Mills Co., will sell readily, as there is a place in the market for cheap fabrics of this character, if they are made firm. Weight should be about twelve ounces.—Textile World.

A TIME FOR BARGAINS.

There are times for retailers to lay stress on the offering of bargains, and times for getting the full price for seasonable and salable goods. It only opens up a wrong path to try to impress shoppers with the idea that they can buy goods below their value while there is a healthy demand for them. When the season begins, shoppers must have, or they think they must, new gowns, hats, wraps, etc. Then they will pay a fair price for what they purchase, as the need, real or fancied, is pressing. Then is the time for the retailer to make a profit that will stand as a backer when he sells goods at cost later in the season. When everything is new and fresh and every woman's clothes

appear shabby to her, and before the shoppers have had time to get around the stores and compare prices and values, then is the haymaking season for retailers, and bargains should not be mentioned.

Wait until everything has been seen and shoppers have had the keen edge of their appetite taken off, and then cut prices with a sharp knife and sell short-lived goods at bargain prices. At the close of the season, no matter what time of the year it may be, there is in every store stock that must not be carried over. These goods are better sold at cost than kept, and must be got rid of before new goods for the coming season are opened. It is expecting too much of human nature to think that a shopper will buy summer dress goods in September, while you are calling her attention to the merits of new and novel winter goods. Had you lowered the price of the summer materials in July, probably she would have bought them. There are many shoppers who never have the money to buy ahead, and these can always be caught with bargains at the right time; but do not cut prices when better ones can prevail.—Dry Goods Economist.

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