

stock of drapery, millinery, haberdashery, etc., etc., is the best we have ever had, and the best in the town.

"It is better to be brief than tedious," said the immortal Bard of Avon, so we will just inform our numerous friends that our new summer goods are now on show. Our address is—

Where none admire, 'tis useless to excel,
Where none are beaux, 'tis vain to be a belle.

But as everybody admires our winter show, we always strive to excel, and have excelled ourselves this season. So let beaux and belles pay our store an early visit, before the best lines are sold.

Quality, not quantity, is what we aim at. We want the best trade. If your aim is similar, try the quality of our merchandise, and we shall be pleased to have your appreciations.

Age cannot wither us, nor custom stale
Our infinite variety.
Shakespeare (improved.)

We are still alive, very much alive in fact, to our customers, interests, and their patronage has induced us to increase our infinite variety of goods for this season's trade. Call and inspect our stock. We shall be pleased to see you.

A thing of beauty is a joy for ever :
Its loveliness increases ; it will never pass into nothingness.

So sang the poet Keats, and so sing all those who see our new designs in dress materials for summer wear. They are veritable things of beauty, and their loveliness increases when they adorn the figures of our charming lady customers.

"There's small choice in rotten apples," says the homely old proverb, but there's large choice in stylish fabrics now on show at Thomson's store.

An enterprising New York firm, which issues a trade circular monthly for the

benefit of its customers, both in the city and surrounding towns, heads a recent circular with the following poetry :

If you wish in this world to advance,
Your merit your bound to enhance ;
You must stir it and stump it,
And blow your own trumpet,
Or you haven't a ghost of a chance.

This is both rhyme and reason, and we commend the lines to the notice of our readers.

KEEP UP THE DISPLAY.

WE notice that many retail dealers, whose windows were especially attractive during the recent holiday season, allowed them to relapse into the common place again.

Why ?

If a good showing behind plate glass in the front of any store will draw dollars in the month of December, it will do so in January, February and all the other months of the year.

It will not cost a great deal to have show windows things of beauty and joys forever all the time ; and what little expenditure there is will be far more than balanced by the additional trade done.

Put yourself in a customer's place.

Suppose you wanted to buy a pair of shoes. You would probably look into the windows of the first store you came to. If the goods and prices pleased you, you would very likely walk in and buy ; and whether you were pleased or not would depend in a very large measure upon the appearance of the stock in the window.

Wouldn't it ?

We don't mean that you should stuff your windows up with isinglass and cotton, or anything of the sort ; but try to devise some novel arrangement of your goods—something that will appeal to the great mass of men and women, who are largely guided by such matters, either by its originality or artistic arrangement.

Keep up the display !—