

GORDON, MACKAY & CO.,

WHOLESALE DRY GOODS,
Corner Bay and Front Sts., Toronto.

The Trade is invited to inspect our stock. Leading lines in all departments. Close prices on staples. No better values to be had in the trade. Clean, fresh, well-assorted stock to select from.

GORDON, MACKAY & CO.

CASCADE ROLL BRAID



Saves Boarding, Saves Remnants, Saves Tangled Bunches, Saves Measuring, Saves Time and Saves Money.

Put up in boxes of One Dozen Rolls, each Roll containing just what is required for the bottom of a dress. If your jobber does not keep CASCADE ROLL BRAID send us a postal and we will send you a list of leading wholesale houses that do.

A beautiful cabinet presented free to the retail trade.

CASCADE NARROW FABRIC CO.,

COATICOOK, P.Q.

SELLING GOODS BELOW COST.

Selling goods below cost to attract trade should not be resorted to unless to get rid of out-of-date or shop-worn remnants, says Mixed Stocks. Purchasers are learning to steer clear of concerns who are always advertising to do so. The merchant who does business on a legitimate basis, and is honest enough to admit that he expects a profit on his goods, is the man worthy of confidence.

DIFFERENCE BETWEEN WORSTEDS AND WOOLLENS.

A prominent English authority defines woollen and worsted yarn as follows; "A worsted yarn may be defined as a thread spun from wool, in which the fibres are arranged so as to lie smoothly in the direction of the length of the thread and parallel to each other. A woollen yarn, on the other hand, is a thread spun from wool in which the fibres are arranged so as to lie in every direction, and cross and overlap each other, that they may present their serrated surfaces in the greatest variety of directions." This crossing and overlapping is the characteristic of woollen yarn, while the object of the worsted spinner is to have a smooth and level thread. It may be further explained that manufactured woollens comprise all descriptions of cloths, such as coatings, etc.; while worsteds include various kinds of stuffs which are used for ladies' dresses. There is a much greater combination of raw material in worsteds than in woollens.

GOOD HUMORED SALESMEN.

Good humor is an excellent quality for salesmen to cultivate. A frown, an impertinent expression, or exhibition of incivility has sent many a customer away from the store and has created a prejudice against the establishment that the proprietor has subsequently found it hard to overcome. If we were asked what should constitute the

most important quality of a salesman, we would say patience, for in no occupation is that virtue more necessary than in selling goods to customers, who are hard to please and who often do not know what they want when they go into a store. The salesman should not lose his interest in a customer from the time he makes his appearance until he goes away. He should not lose his temper if the customer argues with him as to the merits of the goods and wares shown. He should wait upon him as politely as possible and never be disagreeably persistent in pushing the sale of goods. A careful observance of these points are vital to the success of a salesman, and merchants cannot be too careful in calling attention of their clerks and employees to the points we have above enumerated.

DRESS GOODS NOVELTIES FOR NEXT SPRING.

We were shown during the week, says the Dry Goods Chronicle, a letter from Paris under date of August 28th last, addressed to a leading importing dry goods house of this city and written by an authority on the subject, which gives some very interesting points concerning the styles in dress goods for the coming spring season of 1892.

Says the writer: "The styles for the next season will run largely to fancy weaves in dyed goods, and also to the various crepes. Crocodile cloth suitings and other classic styles will take the lead.

"Broadcloths and Bedford cords will also be much used. Extreme novelties and striking fancy weaves will be produced, but in much more limited quantities than heretofore."

We quote the above believing it will be of interest to our readers, as indicating the tendency of style in this special line of goods for the next season, and especially as the information comes from the French capital, the acknowledged headquarters for everything in ladies' wear and from which the manufacturing world derives its ideas.