

LATEST JOTTINGS.

THE GREAT ATTRACTION.

MR. WILSON, of Wilson & Bucham, Toronto, the Canadian representatives of A. Walsh & Co., Bradford, Eng., is in that country, and will be married before his return.

The wool market is quiet, and the excitement consequent upon the upward tendency of prices at the sales in London has subsided. Business was checked for the moment, as most of our manufacturers had good stocks of wool and were looking for a decline instead of an advance. The mills are running day and night. Prices in all tweed, flannel and blanket wools are well maintained. Fleece wool is nominal at 17 to 19c., clothing 25 to 26c., Canada South Down 27 to 28c.; white Indian, suitable for blankets, 17 to 19c., gray East Indian 11 to 13c., B. A's white clothing 32 to 34c., cross breeds 26 to 28c., Canada extra 25 to 27c. Canada super is scarce and good selections would readily fetch 23c.

Mr. McClung, who has been running off bankrupt stocks in Brighton and Kingston, is now running in Toronto and Collingwood.

The Commercial and Financial Chronicle, on April 21st, thus speaks of raw cotton:—"The above figures indicate a decrease in the cotton in sight to-night of 441,021 bales as compared with the same date of 1892, an increase of 633,745 bales as compared with the corresponding date of 1891, and an increase of 1,350,169 bales as compared with 1890."

A good story is told at the expense of J. Fraser Macdonald, of John Macdonald & Co. Mr. Pease, who looks after the firm's advertising, was away and Mr. Macdonald did his work. He had a line of carpets which was selling well and he knew they would soon be all closed out. He advertised the line ending the ad. with the words "They won't last long."

Fralick & Co. is a Hamilton firm, and a local paper speaks thus of their spring opening: "The firm had gone to great expense and trouble to make the occasion a memorable one, and that they succeeded even beyond their most sanguine expectations is a gratifying proof that Fralick's is the popular place for clothing. At the doorway on James street, outside of which hung a large Union Jack, was a handsome arch of evergreens and cut flowers. A beautiful festoon of roses of all shades added to the appearance of the arch, and the effect was in harmony with the decorations within the store. There were three nicely built arches inside the store, and besides having many rich roses attached to the green boughs, there were lovely potted plants and flowers on top of the arches."

Mr. William Sullivan, a traveller for an English carpet warehouse, was visited by an awful affliction in Hamilton on the 9th, being suddenly struck blind. Mr. Sullivan lost the use of one eye some years ago, as a result of a severe attack of typhoid fever, and the remaining eye had not been strong for some time. Mr. Sullivan complained to the clerk at the Royal Hotel that his eyesight was failing him, and was advised to see an oculist. He accordingly consulted Dr. Osborne, who found the eyesight to be in a very precarious condition, and warned his patient that blindness might set in at any moment. Mr. Sullivan then left to go back to the Royal Hotel, but before he could get there the blow had fallen, and he became suddenly and hopelessly blind. The firm was notified by cablegram of Mr. Sullivan's affliction.

Mr. Blackey, buyer for John Macdonald & Co.'s haberdashery department, has returned from an extended trip among the foreign markets. Mr. Blackey is an experienced buyer.

THE greatest attraction that a dry goods merchant can offer to secure the favor of the public is low prices. This fact is potent to all and is the origin of such phrases as "Prices talk," "Low prices do business," and many other common commercial expressions.

But observe that it is low prices, not cheap goods, that are so effective, says the Chicago Dry Goods Reporter. Poor, worthless trash may be cheap in price, but it is trash at any figure put on it. The attraction is not the smallness of the sum asked for the article offered for sale, but the relatively low price and high merit of the goods.

To give good value at the lowest possible price should be the aim of every merchant who wishes to do a large and steady business. This object is not to be attained by reckless cutting of prices. Quite the contrary; price cutting is not conducive to average low prices.

Every merchant is in business to sell goods at a profit. Some do not succeed, but no one starts to sell dry goods for the purpose of giving his services to, and distributing his capital among his customers by selling goods below cost. That would be philanthropy perhaps, but it is certainly not business.

What every merchant should strive to do is to sell as low as possible while making a fair percentage of profit. To do this he must buy at the lowest market price, he must run his business so that every dollar paid out shall bring adequate return. The more he spends in his business, provided that his expenditures all bring good returns, the more money he will make. He must constantly strive to increase his business to the full extent that his capital will allow of, for the larger the business the cheaper it can be run proportionately.

If every dealer would take as a motto to give the best value possible and work constantly with that idea, he would find his business prosperous, for it is low prices that draw trade. To try to make as much money out of your customers as possible is not the way to build up a big business. Give them the best possible service you can and they will show their appreciation by thronging to your store.

VELVETS WITH A TRADE-MARK.

VELVETS with a trade mark on every yard are made by the firm of Lister & Co., of Manningham, England. This celebrated firm has at its head Lord Masham, who was formerly Samuel Lister. They make a great line of goods and are not afraid to let everybody know that they make the goods they sell. A new thing they are now pushing is costume velvets. These have been out for a few years and are now coming in again both for mantles and dresses. Costumes of these have already been worn on the streets of Toronto. The mantle makers are also using 32-inch velvets for mantles.

Black and colored velvets, from 18 to 32 inch are selling well, so is 32-inch antique velvets and 32 inch Velour du Nord. All these are made by Lister & Co. They also make a large range of sealettes, silk furniture plushes and mohair furniture plushes. They have not advanced prices except in the very cheapest lines.

Lister & Co. are fortunate in having a live Canadian firm to represent them. H. L. Smyth & Co., 56 Bay St., Toronto, are the selling agents for Canada, and further information can be procured from them by those desiring it.