



The fancy goods trade is fairly good, although not so active as some would seem to wish. The travellers are sending in orders which are very fair, but the import orders are not so bulky with most houses as they were last season.

Silver photograph frames which represent a wreath of flowers tied with a bow of delicately cut ribbon are among the latest novelties.

Handsome black satin shopping bags or reticules, hand painted, and well finished, are finding a ready sale. Copp, Clark & Co. are handling them.

Dealers requiring fans should try the Hemming Bros. Co. They have a splendid assortment and claim to be making a specialty of fans from all countries.

The Methodist Book Room expect the sale of their art calendars to run over twenty thousand. They sell some very beautiful lines, and as a souvenir they are superior to almost anything in point of price and usefulness.

Celluloid Novelties are going to be the rage this year. They deserve a degree of popularity, for they are decorative as well as useful. They are taking the place of the more expensive lines of Christmas cards which used to sell so largely.

Horn goods are also holding their own. Samples we have seen lately are better put together than last year's goods, and the polish is quite creditable. Comparing the horns in the rough with the polished ornaments one wonders how much an evolution can take place.

Fancy plush box-cards for the Christmas season are still abundant, but their sale this year will not be very extensive, despite the strenuous efforts put forth by the manufacturers and wholesalers, to keep them in fashion. Many new varieties are seen, different novelties being introduced to help their attractiveness. The flat cards are having a greater sale and they seem likely to hold their old position in public favor.

Last year Copp, Clark & Co. placed a new line of handkerchief and glove sachets on the market. These were their own manufacture. This year they have improved these and introduced some new features and are now offering several very attractive lines which are meeting with the ready appreciation of the retail trade. They are mostly satin, hand-painted and perfumed, but their attractiveness is much strengthened by the variety of beautiful shapes introduced.

A reputation for truthfulness is indispensable to permanent and satisfying success.

Credit is often too cheap and overbuying far too common. Don't be guilty of the one, and don't abuse the other.

ADVERTISING AS IT IS.

A person who picks up any Canadian local weekly will find in it a variety of methods of advertising. The man who begins his advertisement with "The Great Railroad Strike is now over, but this has not prevented us getting in two more carloads of that sugar," has not ceased to exist. He still lives. He changes his advertisement regularly twice a year, once in the Christmas season and once during some other season when he seems to have a new idea. When he sits down to write an advertisement he must first have some words about something that is happening or has happened, but which has no connection with his trade. War is a favorite topic with him. He is in the same weary class as the man who is always "selling below cost," or "at slaughter prices." The firm that always claims to be "the cheapest house on earth" still survives. Such talk must cause a loss of confidence in traders among their customers. In a certain local weekly in Western Ontario may be seen an advertisement of a photographing firm, which was dissolved some five or six years ago, but the advertisement still remains like an Egyptian obelisk as a memento of the past. Truly the editor must not read his own paper. Editors who would allow such a state of affairs in their paper cannot realize the duty they owe to their readers and their advertisers to always have all their advertisements fresh and crisp. In the issue of an Ontario weekly, dated May 27, the most conspicuous advertisement on the local page was that of a grocer whose carelessness in changing his advertisement was well marked by his latest production bearing the date February 25th.

But these are only relics of the barbarous past. Advertising has been making real advancement in the points of variety and excellence. Display advertisements are still predominant, and much ingenuity and taste are displayed both by printers and advertisers. But another kind of advertising is rapidly winning its way into favor among merchants. This is an advertisement one column wide, one-third or one-half column in length, the body of which is set up in pica type, with an appropriate display heading and firm-name. The wording for such an advertisement is generally conversational in its character, that is, it talks to the reader in a straightforward, but often natty, conversational way. The dealer speaks through it directly and pointedly to his customers. Very little bombast, very few rash assertions, but sound common sense and solid phrases, which are the opposite of meaningless—these are its characteristics. This kind of advertising was made popular by the Wanamaker firm, and now the leading retail dealers in Toronto and other Canadian cities use it either exclusively or for the greater part of their newspaper advertising. It is slowly percolating to the rural dealers, and it would seem that this is to be the future advertisement. It appeals to a matter-of-fact people, to those people who read advertisements because they are accustomed to get there for information. A great many who adopt this method embellish their advertisements with small artistic cuts, which the saving in space enables them to use without any greater outlay than in using a larger display advertisement.

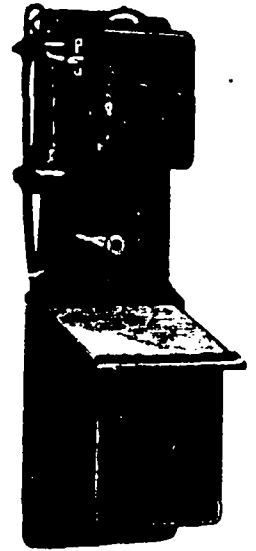
To write a suitable advertisement for this method requires a certain amount of care, thought and brains. A good plan for a retail dealer would be to have a scrap book, and from the leading dailies to clip the best

advertisements each day and paste them into this book, not for imitation, though this would not be wrong in itself, but as models or ideals, and for the purpose of suggesting like or other ideas to the advertiser. Then when an advertisement is to be written in a hurry the book suggests ready-made ideas. Some of the men who write these advertisements for leading houses are men who have long studied advertising, and their writings are worthy of study and imitation. To advertise properly, a man must know his stock thoroughly, and he must be always ready to advertise some article particularly. Advertisements are often too general; they do not speak pointedly to the reader. A good advertisement must be brisk, conversational, thoughtful, pointed and particular.

OFFICE TELEPHONE

For Offices, Warerooms and Factories.

The latest improved and the best system of communication for large places of business yet offered to the Public.



C. A. MARTIN & CO.

Designers and Manufacturers of Electrical Switches, Telephones, Call Bells and all other Electrical apparatus and supplies, 785 Craig street, Montreal.

BEAVER LINE STEAMSHIPS.

SAILING WEEKLY between Montreal and Liverpool Direct. Will be despatched as follows.

From Liverpool	Steamships.	From Montreal.
Sat'y. April 16	Lake Huron	Wed'y. May 4
" " 23	Lake Superior..	" " 11
" " 30	Lake Winnipeg	" " 18
" May 7	Lake Ontario...	" " 25
" " 14	Lake Nipigon..	" June 1
" " 21	Lake Huron	" " 8

Superior accommodation for Saloon, Intermediate and Steerage Passengers.

The Saloon Staterooms are Roomy and all outside, admitting of perfect ventilation.

Each steamer carries a duly qualified surgeon and experienced stewardess.

Rates of Passage, Montreal to Liverpool. SALOON, \$40 and \$50 } According to Accommodation. ROUND TRIP, \$80 and \$90 } The \$40 and \$80 rates are per Lake Nipigon only.

INTERMEDIATE, \$30. STEERAGE, \$20.

Passages and Berths can be secured on Application to the Montreal Office or any local Agent.

For further information apply to

H. E. MURRAY, Gen. Manager,
4 Custom House Square,
Montreal.

DRY GOODS STORE FOR SALE.

I desire to sell my one-half interest in a Dry Goods Store, in live and growing county seat of 10,000 population. One of the cleanest stocks in Northern Ohio. Nothing but legitimate competition. Invoices \$32,500. Gross business \$60,000 annually. Net business \$16,000. Wish to retire on account of age. Address, MERCHANT, P. O. Box 351, Toledo, O.