

CARPETS AND CURTAINS—Continued.

in the South endeavoring to limit the acreage to be devoted to the coming season's crop, thereby aiming to keep up the price of raw cotton. They are trying to make it an object to the planter to keep from planting a large crop, under the inspiration of the present high prices. How far they will succeed in this is, of course, problematical, but it is certain that the prices of cotton yarns and cotton fabrics will remain high, with a tendency to go still higher during the next six months.

"In white lead, benzine, oils and other ingredients the advance in prices has kept pace with that in cotton muslins, the prices in some instances being from 50 to 80 per cent. higher than a year ago. Hence there is in our mind every reason to expect higher rather than lower prices in all window shade goods, for it needs but little calculation to show that the window shade manufacturer has not kept a relative pace in advancing the manufactured goods compared with the advanced cost of materials."

TRADE IN THE UNITED STATES.

The mills are still busy on orders placed for the Spring retail trade, and between these and the preparations of line for the coming season, manufacturers have their time very fully occupied.

Retail business is not expected to show much activity in March, but our advices indicate that trade in most parts of the country is better than is usual at this time. Goods are being cut up freely, and the demand for the better grades is especially marked.

The straw matting trade is active,

and manufacturers of linoleum and floor oilcloth are also well satisfied with the present conditions and outlook.—N.Y. Carpet Trade Review.

ALWAYS SOMETHING NEW.

Hardly a month passes but new and beautiful productions come from the looms of the new upholstery plant of Messrs. Geo. H. Hees, Son & Co. New designs in tapestry furniture coverings, portieres, curtains, draperies, table spreads, etc., are now produced by this firm, and are eagerly bought by the dealers who wish to keep abreast of the times.

THE VALUE OF A CARPET BRAND.

Since the Royal Carpet Co., of Guelph, began to brand their different makes of carpet, their trade has increased right along. They make 10 different brands, commencing with the cheapest union, the "Leader," to the highest grade of three-ply, the "Monarch."

Each brand designates a certain quality and weight. Their special brand, the "Canadian," is confidently considered the best wool carpet in the world without contradiction. Carpet dealers are invited to watch their ad. for pointers.

A ONCE-A-WEEK SALE.

JOHN MACDONALD & CO., who are ever on the alert to introduce new ideas into the Canadian wholesale trade, as well as new goods that tend toward the general success of the retail merchant, are holding a weekly sale every Wednesday during the months of April and May. At certain seasons of the year weekly and monthly sales are held in the city of New York by wholesalers, and we suppose that John Macdonald & Co. conclude that if such sales can be made a success there, why not be made a success in the city of Toronto? They have entered into this once a-week sale systematically, and with determination to make it a success. At present, they have new goods arriving daily in every department, suitable for the assorting and Summer seasons, so that merchants visiting these weekly sales will see the latest productions of manufacturers, as well as the special lines mentioned in their advertisements. We think the five-corner idea that they have put into operation a first class one. They have set aside a space on each floor where all specialties in the department are shown every Wednesday. Passing through their different departments, just before going to press, our attention was directed to the departmental corners. On the first floor they have the "Snap Corner," in which is a line of plain colored flannelettes

**NEW PATRIOTIC RUG.**

at 5¼c., another of fancy flannelettes at 5¼c., and a line of grey cottons at 5¼c. per yard. On the second floor we saw the "Job Corner." Some of the items pointed out to us there were: 300 yards 54-inch fancy tweeds, 50c.; 200 yards 56 inch black and blue serges, at 55, 60 and 75c. per yard; 400 yards 54 inch mixture costume suitings, at 37½c.; 50 yards 54 inch black costume suitings; 400 yards 27 inch Canadian tweeds, at 19c. per yard; 450 yards 27-inch Canadian tweeds, at 25c. per yard; and a lot of short ends too numerous to mention. On the third floor is the "Cut-price Corner," and, judging from the figures quoted to us for colored, black and colored mercerized dress goods, colored swiss spot muslins, skirts, blouses, wrappers, laces, ladies' cotton hose, ladies' and children's vests, we at once saw that the name of this corner was significant. Standing out with vivid prominence on the fourth floor is the "Bargain Corner," containing men's underwear, men's shirts and men's half-hose. We were informed on entering upon the fifth floor, it was not because the corner or the men were odd on this floor that we found located here the "Odd Corner," nor had they any corner on any great quantity of carpets and housefurnishings, but that they had lines specially kept in the "Odd Corner" for their once-a-week Wednesday sales.