

DESCRIPTION OF MILLINERY ILLUSTRATIONS.

Fig. 1 illustrates a bonnet of velvet having a soft crown, spangled knot in front and a soft plaiting around the head, with darker upright feathers



FIG. 1.

ers in front. Ties of satin ribbon, knotted carelessly on the left side.

Fig. 2 represents a capote of beige-colored felt trimmed with a border. Alsatian bow and soft ties of emerald-colored velvet, with a bird's head



FIG. 2.

and tall algettes in a lighter beige shade.

Fig. 3 represents a misses' hat of gray felt, trimmed with a band and wide bow of lighter satin ribbon and



FIG. 3.

two broad quills, flocked with black near the top.

Fig. 4 shows a child's hat of pearl

gray felt, having a full crown, similar to a pastry cook's cap, of velvet a shade darker, with band and bow on the side and two erect ostrich tips



FIG. 4.

in front. This soft flat is allowed to droop in any way it naturally falls.

Fig. 5 illustrates a tan-colored felt, having a furry beaver border, with a large bow at the left of the front



FIG. 5.

of fancy plaid ribbon, having two brown quills thrust in it, and a band of brown velvet around the crown.

PUSH AND PLUCK.

The successful merchant to-day must be intelligent, energetic, and push himself and his wares to the front. The business world is now filled with active, alert and progressive workers. Onward and upward is their motto. The world seems to have grown tired of old things, old ideas and old ways. The pulse of trade has been quickened by the progress of science in utilizing steam and electric force, and now wants new ideas and new things. The merchant who cannot keep pace with the times is succeeded by those who can. No matter what the business is, it requires push. Push rightly and intelligently directed accomplishes more than talent or money. Those possessing this irrepressible energy, or whatever else it may be termed, find that the greater the effort made the easier of accomplishment plans become. Constant push to do a certain thing increases the will power and suggests through continued thought new ways and means of doing it. The better matured plans are, the easier their fulfillment. The man who says, "I will do so and so," and is noted for his push and pluck, impresses those around him with the idea that he will do what he says, and that is half the battle gained. Keep up the stroke and you will not only succeed, but have others rely upon you.

What push can accomplish was told to the writer by an old Philadelphia merchant some years ago. He said that when he stepped ashore from a foreign vessel on the wharf at Philadelphia he was told by the captain that to succeed in this country he

must have a "motto." He said he did not know what a motto meant. It was explained to him and he started out to find work. As he walked along he saw the sign "Push" on a door. Well, he said, that is a good motto, and pushed and walked into an office for real estate conveyances. He was asked what he wanted. He replied, "Work; the sign 'push' on your door is my motto, and I want work." The agent after talking to him a few minutes was pleased with the boy and his motto and hired him. Success followed. He made a fortune and attributes it to push and pluck. How many merchants can say the same thing?—Ex.

A LIVE CONCERN.

The special advertisement of R. Parker & Co. in this issue is worthy of the attention of all the merchants of the Dominion. It contains information which is of inestimable value to every dealer in dry goods, and moreover, this information is reliable. Every dealer knows to his sorrow the loss he sustains annually on account of the low prices received for goods which are not in the fashionable swim. If this loss can be prevented, it will be a grand boon for the dry goods trade of Canada. Messrs. Parker & Co. confidently assert that this loss can be remedied or prevented, and the testimony of merchants who are regular customers of the company fully bear out the assertions here presented. The illustration of the dye works, situated on Yonge street, in this city, show how an extensive establishment is required to do the delicate work which the company undertake. With the new and improved machinery now in operation, the company is prepared to do all the trade that comes in their way.

SPECIAL ISSUES.

We omitted to mention in our October number the excellent issues of the Dry Goods Economist of September 10th, and also that of the Drapers' Record of the 17th of that month.

Our English exchange, the Drapers' Record, is always welcome to our desk and we are pleased to receive its autumn special number. The paper is remarkably well edited, always contains the latest and best news, and this issue surpassed all its previous attempts.

The Dry Goods Economist issued a Columbian edition as its fall special number, and an extremely handsome issue it was. The cover was handsomely lithographed and suitably designed, while the advertisements were numerous and striking and the reading matter just what one would expect from this live journal, with twenty-five per cent. of the unexpected added.

The American Hatter also issued a Columbian Edition for October. The front page of the cover showed the Columbus Exhibition of 1492 and also that of 1892. The issue is artistic throughout, and its reputation for hat news will be fully sustained by its efforts on this occasion.

The Hat Review has issued an extra edition for October. The reading matter is pleasing and very valuable, while the general make-up of the paper is really creditable.