

EXTENDING THEIR PREMISES.

THREE of the leading dry goods houses in Canada have become extensive advertisers in THE DRY GOODS REVIEW within the last two or three years. Notwithstanding the dull times and the very unsatisfactory condition of the wholesale dry goods trade, their business has increased so much that they have been compelled to extend their premises.

Can anyone doubt the value of a good advertisement going direct to and read by the very people—and they alone—whom the advertiser wants to reach. It must, of course, be followed up by energetic salesmen—on the road and in the house—intelligently directed. THE REVIEW brings seller and buyer together; they do the rest.

S. Greenshields, Son & Co. have taken the building next door, on Victoria square—as noted some time ago; Gault Bros. Co. have done the same, while Brophy Cains & Co., not able to extend their present premises, have leased a large building on St. Helen street.

Moral—advertise intelligently in the right mediums.

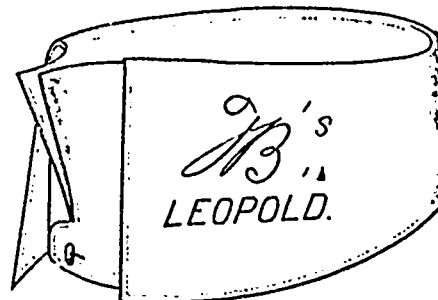
NEW STYLES IN CAPES.

Milliners will see some tasteful things in capes this time. One or two seen at Northway & Son's, Bay street, Toronto, bear inspection as indications of late fashions. Capes, in boxcloths, with inlaid velvet collar, double stitched straps, are button trimmed; another variety is with applica of the same cloth, slashed Stuart collar, ornamented with barrel buttons. Braided capes are ornamented with jet widths, and have Watteau plaits. Much attention is given to collars this season as to shape and finish. Velvet capes

are trimmed with satin ribbons, lined with two-tone silks and ornamented with jet. A striking style is a cape of black surah silk, with fancy applica of black cloth, edged with soutache, and the collar a ruche of very handsome silk.

GONE TO W. R. BROOK AND CO.

Mr. Alex. Hewitt, for a number of years with McMaster & Co., and bought their prints, tailors' linings, linens, etc., has joined the staff of W. R. Brock & Co. Mr. Hewitt was with Mr. W. R. Brock years ago when the latter formed the firm of W. R. Brock & Bro., and continued with them when the firm was under the style of Wyld, Brock & Darling. He left to start in the hat and cap business for himself, and then joined Wm. McMaster. Mr. Hewitt is well known throughout the trade and his old friends will be glad to see him associated with so good a firm.



Tooke Bros.—Leopold.

NEW COLLAR.

Tooke Bros.' "Leopold" is the newest effect in men's collars.

FANCY PARASOLS.

The newest novelties in fancy parasols will be shown by the Irving Umbrella Co. at their warerooms during millinery opening. A visit will repay anyone.



Money Received on Account.



Money Paid Out.



Cash Sales.



Credit Sales.



A Coin or Bill Changed.

Under 5 heads:

Every transaction between a clerk and a customer in a Dry Goods Store can be put under one of the above 5 heads. A Dry Goods Merchant who has a perfect check on these five divisions of his business is on the road to success.

We have furnished such a check to thousands of Dry Goods Merchants, at the same time increasing their sales and their profits. We would like to interest you.

If you will answer the questions below, tear out this slip and mail it to us, we will send you in return, free of charge, a handsomely-illustrated pamphlet describing a system used in stores like yours. The National Cash Register Company, Department T, Dayton, Ohio, U. S. A.

Business _____		3. Are clerks' sales kept separate? _____
Name _____		4. Have you a cashier? _____
Town _____	Province _____	5. What per cent. of sales on credit? _____
Street Address _____		6. Are credit sales entered in a blotter? _____
1. How many clerks? _____		7. Are credit sales entered on duplicating slips? _____
2. How many cash-drawers? _____		8. Are cash sales recorded as soon as made? _____