

PRIZE ESSAYS AWARDS.

The Successful Ones In The Review's
Second Competition.

EVERYBODY cannot win a prize in a competition, but often a poor man wins because he has no strong opposition. This was not the way, however, in THE REVIEW'S Second Competition. The quality of the essays was excellent, and the First Prize Essay is, in our judgment, a better production than any that were tendered in the first competition. The subject was

How to Draw and Keep Trade,

and the best essay on this subject will be found on another page. The examiners were Mr. Paul Campbell, of John Macdonald & Co., a most able financier and careful thinker, and Mr. J. N. McKendry, one of the most broad-minded men in the retail trade of Toronto. They expressed the opinion that the prize essays were hard to distinguish, as all were of an almost equal grade. However, the awards were made thus:

First Prize, \$15—Jas. C. Campbell, Woodstock.

Second Prize, \$10—John J. Mason, Bowmanville.

Third Prize, \$5—W. C. Forman, Ingersoll.

The Prize Essays will be published in order, and in the meantime a new competition is announced under the same regulations as before. The prizes will be awarded for photos of the

Three Best Dressed Windows

shown by any one merchant between October 1st and January 1st. The photographing of these window displays will cost a little, and to meet this expense the First Prize has been

Increased From \$15 to \$20,

while the Second and Third Prizes remain the same as before. This will no doubt be a most interesting competition, and

merchants with ambitious clerks will be directly benefited by inciting them to produce windows worthy of being entered in the competition. The competition will close on

January 15th, 1895.

One point worthy of special notice is that the photos of these windows need not be highly finished, although it is better that they should be. In making cuts from the photos the highest grade of retouching to the negatives is preferable. Photographers should be warned not to make the photos too dark or they will not reproduce well. It is to be hoped that a sufficient number of merchants and window-dressers will enter this competition heart and soul and make it a grand success.

FOOTBALL.

The wholesale dry goods clerks of Toronto still indulge in the invigorating exercise of football. Strong teams are out representing S. F. McKinnon & Co., D. McColl & Co., Caldecott, Burton & Spence and Gordon McKay & Co. The contest for THE DRY GOODS REVIEW shield will undoubtedly be between the two latter teams. If Caldecott's wins it this year it will be their property exclusively, as it will be their third win. Gordon McKay's team knowing this are redoubling their efforts to put a strong team in the field.

A friendly game between teams from S. F. McKinnon & Co.'s and D. McColl & Co.'s played a match at Island Park a couple of weeks ago. The former won by four goals to nothing.

In a practice match a week ago Saturday between a team from McKinnon's and one from Caldecott's, one of the former team, a Mr. McQuillan, had the misfortune to have a small bone in his leg broken by a kick from an opponent. The mishap was unfortunate, but purely accidental.

Dress Goods

*Sales have increased lately, and Prospects
are Brighter all round.*

OUR SELECTIONS FOR FALL

Have been such as to sustain our reputation for Dress Novelties.

Let Merchants who handle but a moderate stock of Dress Goods make their selections now, as the studious buyers for large houses are already picking up the best lines, knowing that the early trade is the most profitable.

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The latest fashion reports say that the demand for Velveteens is increasing, and sales promise to be much larger than last year. We have special values in Blacks, and Colored in all shades to match Dress Goods.

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