

Mark Your Orders "FB & Co."

When ordering **Linen Threads**, and you will have the strongest and best thread made.

Agents for Canada
John Gordon & Son
Montreal.

FINLAYSON, BOUSFIELD & Co.
JOHNSTONE, SCOTLAND.

HOW TO SELL UMBRELLAS.

DON'T have the silver or gold trimmings black and tarnished; make somebody responsible for the department and insist upon having the stock in first-class condition at all times. It is not much trouble and you will sell more umbrellas than you imagine, writes T. H. Burchell, in *Dry Goods Economist*.

Don't have umbrellas in your stock with broken buttons or torn cases.

Sticks will break and so will ribs; buttons will come off and so will ties and ferrules.

Keep a drawer for such goods, for if a customer happens to get her hand on an umbrella out of order, and she will if it is in sight, you will find it difficult to make that sale.

The majority of merchants make the mistake of having too many prices. Our experience is that buyers who do not have too many prices generally sell the most goods.

In this way you will find that your sales-people will be better posted and can more easily effect a sale.

We do not mean that you should not have lots to sell at different prices. We are speaking of your regular stock. Keep a lot of good, slightly stuff, say from 25 pieces up to 200, according to the amount of your business.

At the first sign of rain put them on a centre counter near your main entrance, put on a price ticket and you will find that you will make sales that you now lose.

Do this religiously when it begins to rain and you will get better results from that counter than you imagine.

In advertising use cuts. Any cut of one or more umbrellas will answer.

Keep your stock clean in a glass case out of the dust, but not out of sight.

Have a few blocks on the counter with about a dozen in each, with price ticket.

Only one price in a block. Keep a line of school umbrellas and see that they are shown—they must be schools with short handles and tops. Don't think that people will not pay more than 50c. for a child's umbrella. Nothing is too good for the little ones.

In dressing your windows put in a few slick umbrellas. You can put them in with millinery, dress goods, etc. Our best city retailers find that a few nice umbrellas look well with all kinds of dry goods.

Properly bought and managed you will find it one of the most profitable departments in your store.

The sales of umbrellas for November and December are very heavy, and if you do it right you will be pleased with the result.

ALMONTE'S NEW BLOCK.

THE DRY GOODS REVIEW man when in Almonte found The R. C. Wilson Co., successors to Wilson & Wilson, had removed to their fine new two-storey brick store—the White Block—early in August. The building is 75 x 26 feet, with a handsome plate glass front, and gives considerably more floor space than the shop they had vacated. The store presents a fine appearance from the street, and is quite an acquisition to Almonte's mercantile establishments. We trust both its owner and the lessees may be properly rewarded for their enterprise.

BOUGHT BEFORE THE RISE.

Anticipating the recent advance in German cotton hosiery, Caldecott, Burton & Spence have made heavy contracts, and will give the full benefit to their friends and customers.