

prices upon staple goods, in which you are not overstocked, simply because you do not happen to have had customers for them, but so soon as you have reason to believe that certain articles are likely to become unpopular or to depreciate in value, then lose no time in "marking them down"—not in dribbles, but all at once and to such a figure as will ensure a rapid sale. This will give you the name of being cheap, and thereby help to sell the new goods bought with the proceeds of the dead stock. The new goods in turn will give you the reputation of being enterprising, and will at the same time yield handsome profits. Remember, delay is fatal. The work must be done sooner or later. Why not do it at once and make it profitable?

—00—

Don't neglect to dress your window—regularly and completely. A radical change in your street show, if attractive, is worth columns of advertising. This, like all other sound business principles, applies equally in small and large communities.

—00—

Buy the right article at reasonable figures rather than the wrong article at cheap figures. Fresh goods bring a better profit than job goods and sell more readily, and in "jobs" you invariably get "what you don't want," and that "is dear at any price."

—00—

Nothing could be more encouraging than the prompt manner in which fancy goods dealers all over Canada met their obligations on the 4th of April. There is only one assignment to chronicle this month, that of Miss M. C. Lovis, of Montreal.

—00—

Mrs. A. L. Weir, of Stratford, has sold out her fancy goods business to W. H. Roberts, of that town. We wish the new man every success. He has a good stand, and with careful management should work up a profitable trade.

—00—

It is whispered that Atkinson Bros., the card dealers of Hamilton, are going into some lines of plush goods. We wish them success.

—00—

Importers are anxiously awaiting the announcement of the budget speech. It is probable that not a few fancy lines will be affected by the changes in the tariff.

—00—

Storekeepers had better be careful how they order photograph albums. There are large job lots of these goods floating around Toronto, which must before long get into the country—probably in the hands of "Agents." This peddling of albums, bibles, books, silverware, etc., is becoming a serious evil, and one which our Government must remedy somehow. We will refer to this matter at a future date and would meanwhile be pleased to have the view of any of our readers who are interested.

—00—

A neat little novelty is a puff and powder box in the shape of a small watch. It is handy, compact, and presentable. Druggists should look out for it.

—00—

Solid leather travelling cases are all the rage in the States, fitted with the best American brushes, etc. A serviceable case with reliable fittings should be a salable article after all the German trash that has been forced upon our market.

One Hundred Per Cent. Increase on Orders THIS YEAR.

This is the record of our Travellers, now on the road, and meeting with extraordinary success with samples of the

CHRISTMAS & NEW YEAR CARDS

for next season, published by

WIRTHS BROS., OF LONDON & NEW YORK,

for whom

WE ARE THE SOLE AGENTS FOR CANADA.

These cards are beautiful, appropriate and irresistibly attractive, and, so far, are

Taking the Lead in Public Favour.

Being in advance in CULTURED TASTE, REFINED ELEGANCE, CHOICE MATERIAL and ARTISTIC DESIGN they are the best adapted to the progressive requirements of the people.

Special attention is requested to our line of
NOVEL PRIVATE CARDS

Which are suited to a select class of trade, are a charming new feature, and everywhere they were shown have met with UNPRECEDENTED ACCEPTANCE.

Among the various other beautiful lines are :

EXQUISITE SATIN ART PRINTS in rich Plush and Chenille,
STRIKING AND CHARMING ODDITIES, noted for singular beauty,
A NOVEL SERIES OF ART PANELS with Frosted Flowers,
STRICTLY EMBLEMATICAL CARDS, Gold Edges, bevelled,
ARTISTIC NOVELTIES in choice, rich material.

Dealers who have been visited by our representatives have DOUBLED THEIR ORDERS this year. Those who are yet to be waited upon are requested to act wisely and examine our samples before placing their orders.

WARWICK & SONS,
8 and 10 Wellington Street East,
TORONTO.