

THE HAT TRADE.

Retailers have done a good trade during and since Easter in spring hats. The few fine days this month led to a big demand, and now that the weather seems settled the demand will continue. Wholesalers are busy with orders for straws and sorting orders for felts. They have no reason to complain of trade so far and manufacturers are equally well pleased.

ERECTING A NEW FACTORY.

Mr. E. J. Fawcett, hat manufacturer, Toronto, found his business increasing so rapidly this year that he had to look out for larger premises. He decided upon erecting a new factory at West Toronto Junction, and work has just been commenced. Mr. Fawcett expects to occupy his new quarters about July 1st. The factory will be of three storeys, with a frontage of 60 feet on Albany Road and a depth of 40 feet. There will also be a shop in the rear of 20x60 feet for coloring and sizing. Mr. Fawcett is a thorough believer in the benefits of advertising, and attributes his increasing business this year in a large measure to his advertisement in THE REVIEW.

SOMETHING IN A NAME.

A case in which local hatters were much interested came up at the Toronto Civil Assizes last month. The plaintiffs were Lincoln, Bennett & Co., the well known hat manufacturers of London, England, and the defendant, Joseph Rogers, a leading retailer in Toronto. It appears that some years ago the then Dominion Hat Company, of Hamilton, manufactured hats which were stamped with the plaintiffs' name and trade mark, and had underneath the words "manufactured expressly for Joseph Rogers." In November, 1889, a member of a local legal firm, representing the plaintiffs, purchased one of these hats from defendant, and shortly afterwards an injunction was asked for and obtained restricting the defendant from exhibiting or selling any hats stamped with the name of the plaintuffs' firm. The trial last month was for a continuance of the injunction and for a claim of \$1,000 damages. After hearing the arguments of counsel the Judge decided to continue the injunction with costs, no damages being allowed.

FIFTY YEARS AGO.

Following is a copy of an English hatter's advertisement of fifty years ago. What the public would think if hatters now made their announcements in language similar to this is not difficult to conceive. The advertisement is as follows:—

SWELL TILES.

John Hage, Stodman-street, Newark, invites the attention of those swell coves who are desirous of supplying themselves with a knowing castor of out-and-out quality and slapup shape, warranted to keep out a deluge of rain, and protect the knowledge box against all accidents. Travellers, coachinen, and others exposed to inclement weather will find them unrivalled in substance, shape, and durability. The above kiddy toppers are forwarded to order to all parts of the country on receipt of the blunt from 10 to 23 bob.

J. H. likes opposition, invites comparison, defies competition, and hates imposition.

THE MARCH FUR SALES.

In our last issue we gave the result of the London fur sales up to the time of going to press, and we now give the complete returns received by cable as follows:—

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11	UDSON	s Ba	y Co.'s S	ALE	
			higher th		t shrinu
Fisher	10	"		"	
Fox, Silver		46	**	"	66
For Cross	45	44		*6	"
Fox, Cross Fox, White	20		_	"	"
Fox, White	25		lower		**
Fox, Red	Same	as las	st March.		
Mink	25 per	cent	higher tl	ian las	t March.
Marten	ξ'	**	lower	46	**
Bear, Black	2	44	higher	44	44
Dearm		**	mgnet	44	•4
Brown	->			••	••
Gray		as la	st March.		
Lynx	**		**		
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15 per cent, lower than October.

Stagy-Sold at low prices.

Salted Fur Seal:

Copper Island

10

N. W. Coast

Cape Horn .

Japanese