



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 plaintiffs' 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:—

SWEET TILES.

John Hage, Stodman-street, Newark, invites the attention of those sweet 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, coachmen, 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:—

HUDSON'S BAY CO.'S SALE.

Otter	15 per cent. higher than last spring.
Fisher	10 " " " "
Fox, Silver	45 " " " "
Fox, Cross	20 " " " "
Fox, White	25 " lower " "
Fox, Red	Same as last March.
Mink	25 per cent. higher than last March.
Marten	5 " lower " "
Bear, Black	25 " higher " "
Brown	25 " " " "
Gray	Same as last March.

Lynx	15 per cent. lower than last March.
Wolf	15 " " " "
Wolverine	15 " " " "
Skunk	20 " higher " "
Musquash	15 " lower " January.

C. M. LAMPSON & CO.'S SALE.

Russian Sable:	
Kamschatka	10 per cent. higher than last Autumn.
Iakutsky	10 " " " "
Amoorsky	Same as last Autumn.
Fox, Silver	45 per cent. higher than last March.
Fox, Cross	20 " " " "
Fox, Blue	12½ " higher " "
Fisher	20 " " " "
Otter, Labrador	Old prices.
Otter, other kind	10 per cent. higher than last October.
Sea Otter	40 per cent. higher than last March.
Fox, Red	15 per cent. higher than last October, or same [as last March.]

Fox, White	same as last January.
Beaver	" " " "
Marten	" " " "
Lynx	15 per cent. lower than last January.
Bear, Black	same as at January sale.
Brown	" " " "
Grizzly	" " " "
Fox, Gray	7½ per cent. lower than at January sale.
Wolf	Same as at January sale.
Wolverine	10 per cent. lower than at January sale.
Badger	20 " " " "
Cat, Common	25 " higher " "
House	Same as at January sale.
Chinchilla, Bastard	" last October sale
Japanese Fox	" January "
Dry Hair Seal	10 per cent. lower than at January sale.
Austral'n Opossum	10 " " " "
Skunk	Same as at January sale
Mink	" " " "
Bear, Black	" " " "
Brown	" " " "
Grizzly	" " " "
Raccoon	10 per cent. lower than in January.
Opossum	35 " " " "
Musquash:	
Black	15 " " " "
Salted Fur Seal:	
Copper Island	15 per cent. lower than October.
N. W. Coast	10 " " " January.
Cape Horn	10 " higher " "
Japanese	Stagy—Sold at low prices.