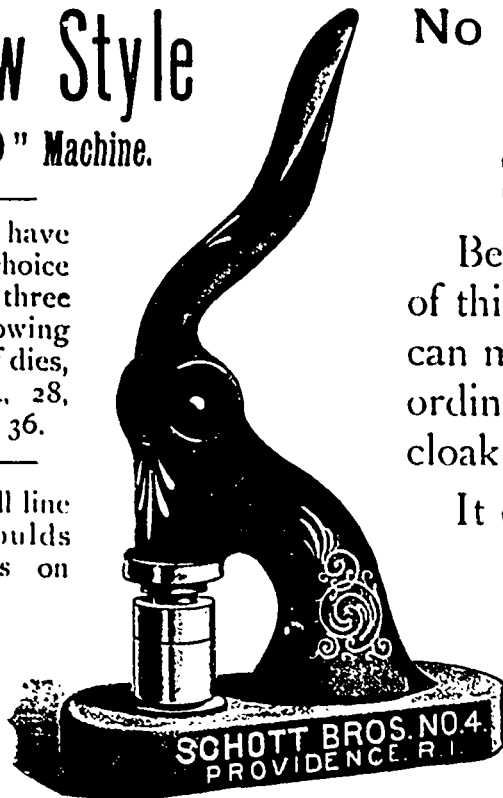


New Style

"D" Machine.

You have your choice of any three of following sizes of dies, 22, 24, 28, 30 and 36.

A full line of Moulds always on hand.



No Dry Goods Store or Tailor can do without it.

Schott Bros. "D" Button Making Machine.

Before buying covered buttons see the products of this machine, a machine by which a merchant can make a first-class button, to order, of any ordinary size, out of same material as costume, cloak, coat or jacket is made.

It cuts the cloth blanks and makes the button perfectly.

There are over 2,000 of the No. 4 Schott Machine in use in Canada.

Price of Machine complete for making three sizes of buttons, \$10.00 net Cash.

The St. Lawrence Steel and Wire Co., Ltd., Gananoque, Ont.

GENERAL AGENTS FOR THE DOMINION.

the goods in the various departments is as completely attractive and convenient as good taste and long experience can provide. Besides this building they occupy the whole of the adjoining store and the upper hall of the store adjoining that, their business having expanded and prospered to such an extent as to render these additions necessary. The record of the firm has been as honorable as it has been successful. They have kept pace with the city's advancement, and every effort to promote the city's trade, increase her facilities and improve the means of communication with the world's markets or sources of supply has had their approval and influential aid. They are therefore thoroughly representative of what is most progressive as well as reputable and substantial in the trade of Montreal and have always held a leading position in the dry goods trade of the Dominion.

ROBERT'S FIRST LESSON.

Robert Pringle to-day is a prosperous merchant in a western town. Thirty years ago Robert was apprenticed to an eccentric old-fashioned draper in Yorkshire, England. One day soon after Robert began his apprenticeship he was sent to deliver a parcel. Robert stopped so long to linger and look in every shop window as he went along that, fifteen minutes after he started, he was gazing in a toy shop window half a dozen doors up the street.

The governor happened to see his new apprentice and called him back. Robert was gently shown "on to the carpet" The governor sat down beside him at the desk and said. "Robert, I take a deep interest in you, as I do in all my apprentices. I look upon you all as my own sons. I want to have a serious talk with you, Robert. You are aware I am getting to be an old man and life is uncertain. Now, Robert, try and be a good boy; always speak the truth, try at all times to be polite and obliging, keep yourself neat and clean, don't neglect your Sunday school, attend church regularly." He continued in a very touching, pathetic voice "This may be the last time I may ever have the opportunity to speak with you.

I couldn't let it pass without giving you my parting advice. God bless you, Robert; remember what I have said. I may be dead and gone before you return, as life is very uncertain." The old man looked very sad and solemn as he shook the boy by the hand and bade him good-bye.

Robert was so deeply touched that the tears ran down his cheeks and he sobbed out. "If you feel very ill, sir, I'll run for the doctor. Do let me go, sir; I won't be long."

"No, Robert, I am not feeling any worse to-day than usual, in fact I am feeling very well indeed, but if it takes you as long to go the rest of the way with the parcel, as it did to get to Mrs. Barnes' toy shop, I don't think I will live to see you again. But be a good boy."

When it began to dawn on Robert that the old man had been giving him a gentle lecture, he grabbed the parcel and made the fastest time on record. During Robert's five years' apprenticeship, the lecture was never repeated.

TOM SWALWELL.

PRICES UP OR DOWN.

Shall a merchant advance or reduce prices on goods in stock as their market value may change? asks an exchange. This is an interesting question, particularly for merchants in the smaller towns, where they have one or more competitors. Jobbers advance or reduce prices on goods as the market changes. Manufacturers advance or reduce prices as the condition of the market or the price of raw material changes. Jobbers and manufacturers as a class are successful in business, so the rule would appear to be a good one for retailers to follow. The fact that a merchant often has to follow the downward tendency of the market is an argument in favor of his taking advantage of an upward tendency and realizing large profits. If he is obliged to drop his price to meet competition let it be done quickly, and to all customers alike. Do not fear your competitors but if there is money to be lost lose it in a week rather than in ten weeks. Prompt action on your part will show that you intend to meet an, price that is necessary to hold your trade, and it may be that one lesson of this kind will be all that will be required.