

GOOD ADVERTISING—Continued.

- \$10—112-pc. Dinner Sets—floral decorations in pink and gold traced.
 \$12—113-pc. Dinner Sets—4 designs to choose from; dainty floral decorations, gold trimmed.
 \$14—111-pc. Dinner Sets—the decorations in soft gray rococo design; gold edges and handles.
 \$16—112-pc. Dinner Sets—of Crown Austrian ware—next daintiest to Haviland—5 designs.

WHITE DOMET FLANNELS.

A lot to go cheap, but as the quantity is limited you'd better hurry, 3 widths:

27 INCHES WIDE 8c. A YARD.
 30 INCHES WIDE 15c. A YARD.
 36 INCHES WIDE 18c. A YARD.

JAPANESE RUGS.

Made of jute, instead of the fine wool the Turks and Persians use, but otherwise just like the far-famed Oriental Rugs.

No, there's another difference. The prices are much lower. For example:

18 by 36 in., 50c.	6 by 9 ft., \$6.
24 by 48 in., 85c.	7½ by 10½ ft., \$8.75.
30 by 30 in., 85c.	9 by 9 ft., \$9.
26 by 34 in., \$1.	9 by 12 ft., \$12.
36 by 36 in., \$1.	10 by 14 ft., \$15.75.
36 by 72 in., \$2.	12 by 12 ft., \$16.
5 by 7 ft., \$3.75.	12 by 15 ft., \$20.
4 by 8 ft., \$3.75.	

ORIENTAL RUGS.

Genuine, and therefore as good and otherwise attractive as the best Oriental rug-makers can make them.

They come somewhat high in price, but, quality considered, they are cheap.

Forty-eight Gendje and Hammandan rugs, desirable qualities, regularly \$10.50 and some worth more—for the lot
\$7.50 EACH.

Twenty-seven Monsul hall antique strips, from 3 to 3½ ft. wide, and 6 to 13 ft. long, worth, at present values, \$15 to \$25—while they last,
\$12.50.

SALE OF BOYS' DOUBLE-BREADED SUITS.

It pays to dress boys well. It increases their self-respect and makes better boys of them.

Come to-morrow bright and early if you want to share in a special offering of boys' double-breasted suits.

A new lot, sizes 6 to 16, made from fine all-wool Cheviots, Cassimeres, Homespuns, Serges and Scotch Cheviots, browns, greys and navy, in neat stripes, checks, plaids and mixtures, all silk-sewed, extra buttons and patch pieces, skillfully pressed, all go to-day at
\$5.50 A SUIT.

"PRIDE OF CEYLON" TEA.

We are sole agents in the county for the sale of "Pride of Ceylon" Tea

Sold only in hermetically sealed pound packages, which keep the goodness in and the air and dust out

No better tea for the money in the wide world.

35c. A LB. FULL WEIGHT.

IN REPLY TO "PROGRESSIVE STOREKEEPING."

Editor DRY GOODS REVIEW.

SIR,—In your August number, we notice an article by Chas. F. Jones on "Progressive Storekeeping," especially written for THE DRY GOODS REVIEW. Under the heading of "Handling Men's Furnishings," he advocates the idea of using neckwear strictly as a leader and selling it at cost, to induce men folks to patronize the furnishing goods departments of large dry goods stores. Now, Mr. Editor, the idea may work out all right, but what we wish to point out is this: That we do not think it is in proper form for a trade journal to publish an article advocating an idea which, if carried out, would benefit only a few and demoralize business for the hundreds making a specialty of these lines. It should be your duty to help the many, the weak. The few, the strong, can take care of themselves. Again, we think it a wrong idea for you to

encourage the selling of goods at cost price, whatever the pretext. We think that you particularly should fight for legitimate retailing. Selling goods at cost is not legitimate, no matter how you look at it. If you can advance any ideas that would benefit a particular sect without injuring others, well and good. But you should be careful not to suggest things that would be demoralizing to a large number of your supporters. Your motto should be constructive, not destructive.

Trusting that you will find room in your next publication for this letter, and thanking you in anticipation,

We are respectfully yours,

HOOVER & COMPANY.

Winnipeg, August 19, 1899.

CANADIAN BUYERS IN BRITAIN.

The increasing arrivals of Canadian buyers, says the London, Eng., Drapers' Record, big and little, are calculated to create some anxiety amongst firms on this side selling to the Canadian trade. The larger Canadian houses do not like to see their smaller brethren of the little interior towns working too freely on the European ground, and, in this connection, the old saying about running with the hare and hunting with the hounds, may be usefully brought to mind. It is unfortunate, perhaps, for some of the larger Canadian houses, that the return trip to England is now so low. At the same time, the man who buys in bulk must continue to have the advantage. Houses like Macdonald's or Gault's can buy as well as any of the English wholesale firms if their representatives know their business. With the smaller concerns the case is different.

IN THE MARITIME PROVINCES.

G. R. Joseph, who has for several years been connected with Herman H. Wolfe & Co., Montreal, which firm he has represented in the Maritime Provinces, has severed his connection with that company, and will represent The Cloak Manufacturing Co., of Toronto, Limited, in that district. He will start out about the middle of September, and, during the succeeding four months, will fully cover New Brunswick, Nova Scotia and Prince Edward Island.

Though Mr. Joseph is a comparatively young man, he is one of the veterans of the road, and has in the last 20 years covered every section of Canada from Halifax to Vancouver.

ONCE MORE IN THEIR WAREHOUSE.

McIntyre, Son & Co., the extensive wholesale dry goods firm, have now moved back to their warehouse on Victoria Square, which suffered in the destructive fire in Montreal some months ago. The restored and rebuilt warehouse gives the firm largely increased accommodation, as two storeys have been added to the building. McIntyre, Son & Co. are, as is well known, one of the oldest and most extensive dry goods importing concerns in Canada. The firm have branches in Toronto and Winnipeg, and are noted for carrying a wide range of goods, especially the highest class.

A. Sweet & Co., Winchester, have a large general business, one of the largest in Eastern Ontario outside of Ottawa. It has been built up by Mr. Sweet's energy and adaptability. The establishment, when visited by THE REVIEW recently, impressed itself upon the eye of the beholder as a thoroughly modern and well-planned out store.

Finch, a thriving town in Stormont county, the centre of a good agricultural district—now the junction of the New York and Ottawa and C.P.R.—has a good future before it. Its merchants include Messrs. A. F. Dey, J. J. Shaver, and W. H. Ault, and they report trade as very fair and have good confidence in their rising town.