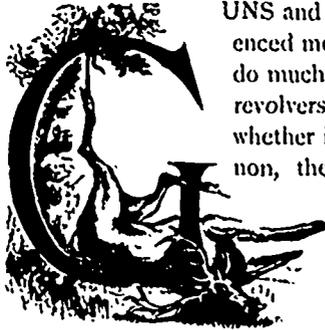


WINDOW CARDS.



UNS and cannons when used by experienced men and in a certain manner will do much more execution in a battle than revolvers or similar small weapons. But whether it be gun or whether it be cannon, the instrument must be properly loaded. In the same way when the merchant dresses a window with which he expects to 'hit' the public, he must see that it is properly loaded.

After he has got the necessary materials in it, he must add a sign-card or his window is like a human being without the power of speech. A pretty, smiling babe would be much less interesting if it could not coo and prattle in its infant language. A window without sign-cards is like the mute but beautiful infant. It is like a clock without the tick, or a watch without the dial.

If window displays are worth anything, the better they are the greater their value. Sign-cards add point to the window.

DO you know wool at sight?

Here's an object Lesson.

23c. YARD.

They clinch the argument which the display lays before the possible customer. A display may show the goods to advantage, but the sign sells the goods.

An energetic clerk can design these for every new line of goods that come into the store. They must be keen and catchy. Brilliance is an indispensable requisite. The signs scattered

SOMETHING fascinating about

these goods.

May be the price.

29c. YARD.

through the store need not be so large nor contain as much. They should not be put on old oft-seen goods, except to show that they are being cleared at bargain prices. On new goods they are always useful. They are silent, truthful and potent salesmen.

The Dry Goods Chronicle in talking of window signs says: "One little 12x24 inch card board can be made a silent but effective salesman, provided it is treated properly. The conver-

sion of card board into persuasive signs is a study which requires close application with the one object in view of employing as few

NO fault of ours if you refuse to be enlightened.

These Hose cost more to make.

19c.

words as possible to convey a concise statement of facts. Don't misrepresent on a sign-card; there might be among your customers one who knows a thing or two."

NO FUN losing money.

We offer these without

a smile.

Look at the price.

65c.

FOREIGN NEWS.

THE jute sections in the Dundee market are dull and not encouraging. Buyers are simply supplying their more immediate requirements. The linen branches are very quiet at the moment, and the outlook is unsatisfactory.

In consequence of the depressed state of the jute trade, Messrs. Gilroy, Sons & Co., Limited, Dundee, have decided to close their factory. A fortnight ago they dismissed 250 hands, and on Tuesday evening an equal number were paid off.--Drapers' Record.

The hats and bonnets, says a Paris despatch, are growing somewhat smaller. The cabriolet, 1830, or coal scuttle bonnet, with its flat crown, enormous brim and bow, is not as yet generally adopted, though it is beginning to show itself at Trouville, Dieppe, and other fashionable seaside places. However, it is only becoming to the few. A new theatre capote is of gold, with pink and blue poppies, having black centres. Poppies are much in vogue. A new shaped hat, in Panama straw, falls on the chignon at the back, and goes up in front. It is enhanced with a large bow in white satin on the side, above which rises an aigrette of roses and buds in variegated colors, and white fluffy ball.

It may be interesting to state that Queen Victoria's favorite tartans are the Royal and Hunting Stuarts, and the Balmoral. The last named was designed by the Prince Consort. The tartan worn by the Prince of Wales is that known as the Lord of the Isles, which is one of his titles.

An English correspondent, in speaking of the new costume cloths for the forthcoming fall and winter seasons, says that, contrary to all predictions, the more elaborate styles are by far the most successful. Many rich shades in matelasse and ombre effects are being shown.