

THE DRY GOODS LEAGUE.

THE Toronto Dry Goods Football League was organized last fall with six clubs as follows. Samson, Kennedy & Co., Wyld, Grasett & Darling, W. R. Brock & Co., McMaster & Co., Caldecott, Burton & Spence, and Jno. Macdonald & Co. The championship was won by Caldecott, Burton & Spence, with W. R. Brock & Co. second.

Great interest was added to the matches by the fact that the Dry Goods Review offered a handsome silver shield as a trophy. The terms were that it should be won three times by one club before becoming their property. It was won for the first time by Caldecott, Burton & Spence's team, and has been on exhibition in their warehouse ever since.

At the second annual meeting of the League, held at the Palmer House, in September, all of last year's clubs excepting McMaster & Co., were represented, as also were Gordon, McKay & Co., who were elected to fill the gap caused by the withdrawal of the McMasters.

The following officers were elected for the season.—

Honorary Pres., Mr. W. R. Brock,
President, Mr. Henderson,
Vice-Pres., Mr. Holton;
Secy.-Treas., Mr. Robt. Cooper,
Committee, Mr. Irving and Mr. McTaggart.

The schedule was drawn up and a rule was made whereby any player taking part in a championship match must be employed sixty days previous to said match. This was done to prevent "ringers" being played.

The season commenced October 1st, and since then the following games have been played:—

Oct. 1st.—	{ Caldecott, B. & S.	0
"	{ Wyld, G. & D.	0
"	{ W. R. Brock & Co.	0
"	{ Jno. Macdonald & Co.	0
Oct. 8th.—	{ Brock & Co.	1
"	{ Gordon, McKay & Co.	1
"	{ Samson, Kennedy	1
"	{ Wyld, G. & D.	0
Oct. 15th.—	{ Caldecott, B. & S.	2
"	{ Samson, Kennedy	0
"	{ Jno. Macdonald	2
"	{ Gordon, McKay & Co.	1

The game of October 8th, Samson v. Wyld's, was played under protest. Wyld's claiming that Samson were playing a ringer in the person of Shanklin, who played with Caldecott's last season. Wyld's claim was that he had not been employed by Samson's sixty days prior to the match, and they were right, for at a meeting of the League Committee held October 13th, the match was awarded to Wyld's. The Samson v. Caldecott game was a clean knockout for Samson's, as they again played Shanklin, but from start to finish Caldecott's having the best of the play.

Just now it is pretty hard to pick the win-

ners, but the chances are in favor of Caldecott's, with Wyld's and Brocks close up for second place.

Caldecott's team is more evenly balanced than any team in the league. Geo. Irving is about the best goal keeper in the league. Alex. Rodger and Masson are a good pair of backs, Passmore is the best of the three half backs, while Fauld, Glass and Periston are the pick of the forwards.

Brock's team is the lightest in the league and they have a good defence with Dick Crawford in goal, Rogers and Gilmour, backs, Jackson and the Cooper brothers half backs. It will keep any of the teams hustling to get past them, although their forward line is very weak. Fairbairn and Fox are the best of the lot.

Wyld's have about the heaviest defence in the league. Prentice and Foster are a good pair of backs and the two Smith's and Lye as half backs make a very strong defence. Jones and McBrien are the pick of the forwards.

Samson's have also a very heavy team, their strongest point is their backs. Jim Kennedy and Wright are pretty big men to run against, Herb Kennedy is the best of the three halves, while Shanklin, Arnott and Doherty are the best forwards.

Macdonald's team is pretty well balanced, Mitchell and McFarlane backs, Boxall and Boyd half backs, Duquid, Armstrong and Jack forwards are all good men.

This is Gordon McKay's first season at the game, but they have some good players, and with a little more experience combined with a little team play now and again they will make any of the clubs hustle to beat them. In Ewing they have one of the best payers in the league, while Pete Knowles, Palin, Douglas, Cross and Harvard are all good men and will improve with experience.

Every team in the league were the customary White Duck Knickers, but the Jerseys are all different. Samson's are Red and White Stripe. Macdonald's are Light Blue and White Stripe. Gordon McK are Black and White Stripe. Brock's are Red, Yellow and Black Stripe. Caldecott's are Black and Yellow Stripe. Wyld's are Maroon.

POINTED ADVERTISING.

A PROMINENT Toronto dry goods merchant remarked to the writer a few days ago that he had done some advertising which had taught him a lesson. On being asked what it was, he said that he had a certain line of goods that he wanted to clear, and he advertised them and them only, and obtained direct results. "This," he said, "firmly convinces me that it is best to advertise only one line at a time." This is an idea which has been laid before the readers of the REVIEW several times, but it is doubtful if many have fully realized the importance of the rule.

In practise it would be something like this: If a man wishes to advertise dress

goods, he should pick out some particular line at some particular price, and make his advertisement tell all it can about that one particular line. If he wished to advertise hosiery, he would mention a certain line at a certain price, say 40 or 50 cents, and lay great emphasis on the value of this one line. If he desired to show that he carried umbrellas, he would advertise fully and pointedly a dollar line of rain-casters, setting forth fully and cheerfully all the merits of this particular line.

It is utter foolishness for a merchant to have an advertisement which simply enumerates a few of the various lines he carries, and tells nothing pointed about them, except perhaps a few phrases which have been worn threadbare by the use of several generations. If he has a leading line, he must advertise it, and if possible state the price, showing why this particular line at this particular price, should be preferred to other goods at the same price. An advertisement like a lesson or a story must have one leading idea, to which all other ideas in the advertisement are subordinate and explanatory.

The advertisement must be written to convey to the reader thereof, some particular information. Take for example the leading editorial in the same paper. It is on one certain subject, and it aims to inform the reader with all that is new on that subject. It does not usually consist of old news rehashed; but it is full of new ideas, thoughts, circumstances, and proofs. So with the advertisement, it must tell something about something; and must leave some new knowledge in the mind of the reader.

The rule that only one line should be advertised at a time must be modified according to circumstances. Two or three lines may be mentioned in a large advertisement, but the information concerning each must be separate and distinct, as well as pointed.

CURIOUS vs. USEFUL.

SOME window dressers confound the eccentric with the effective in their work. They think that if by any means, no matter how sensational, they can stop the passer-by, their object is gained. This is an entirely wrong and mischievous idea. Windows should inform rather than astonish or amuse. They are failures if the passer-by, after a glance, proceed on her way, commenting on the originality or simplicity of the design, but saying nothing and thinking nothing about the merit of the goods displayed or the attractiveness of their prices. Occasionally it is well to exhibit an eccentric window as a sort of spice to the regular wands, but this should be the exception. As a rule, windows should be "strictly business." They should impress upon the beholder novelties and bargains to the selling point. The "first prize window" is not the one which contains the most elaborate structure or shows the greatest ingenuity, but is the one which draws the most money through the street door.—Chronicle.