

THE FURNISHING TRADE.



HEVIOTS and cassimeres are the leading suitings for May with the fashionable men of New York. These may be made in three ways—a three-button cutaway sack suit, a double-breasted sack, or a full length three-button cutaway. These of course are business suits. For a man 5 ft. 8 in height the length of each coat would be 31½, 31, and 36 inches. Close single stitch marks the edges, and all the pockets have flaps to go in or out.

PANTS, FOR TROUSERS, IS NOT AN ENGLISH WORD.

There is nothing a merchant tailor can do that is more incongruous than to dub himself on his signs, letter paper and circulars an artist, and then whenever he speaks of or about trousers to call them pants. "Pants" is a noun in the plural number, and means, according to Webster, "a quick breathing, a catching of the breath, a gasp," and is no more correct as applied to the garment properly known as trousers than it would be if applied to a flash of lightning. It should be used, in a sartorial sense, by clothiers only, for it advertises one as ill-informed, it being in this sense a corruption of the French pantalon, and entirely un-English. But to designate hand-me-downs for leg wear, pants is good enough and in perfect harmony with the wholesale manufacture of clothing and the sweating system. Merchant tailors should never use it; it is as bad as gents.—The Sartorial Art Journal.

IN NEW YORK.

The ingenuities of the scarf designers have resulted in a very tasty display of neckwear for spring and summer wear. The swellest thing is a Four-in-hand with small knot and loose ends which when tied gives the appearance of a De Joinville, only it is much more convenient. Another scarf that carries the impression it has been tied by hand is a Teck with a small soft knot, half lined apron and wide ends. To meet the new style of negligee shirt, which is cut with moderate banded collars and very deep points, a bow has been devised that harmonizes well with the shirt. It measures eight inches from tip to tip and is nearly three inches wide.—New York Hat Review.

ADVERTISE ONE THING AT A TIME.

Just a word about newspaper advertising. It is not a good plan to try to tell the man you want to become your customer too many things at once. Do not seek to burden his mind with so many matters that he will forget them all. One thing at a time is a good plan. Do not dilate on the merits and low price of more than one line of goods in an issue. But what you do, do well. Write your advertisement in such a bright, strong, attractive manner that the man who reads it can't think of anything else all day but those magnificent 50-cent ties that are hanging up in your windows or those excellent dollar shirts, or that suit of clothes or stylish new hat.

Make that advertisement so potent, so delicately urgent, that the thought of those excellent goods will haunt him at breakfast, on his way to business, and continue to do so until he finds himself at your counter with the coveted treasure in his possession and paid for. It is possible to do this. If it is, you can do it. Try it. Exercise your ingenuity. Slaughter your rival, but do it in a legitimate and honorable way.

Advertise your novelties. Remember that it takes brains and pains to write a bright, original, trade-inducing "ad." Some

well-known editorial writers say they are not above getting an "idea" from the advertising columns of their paper occasionally. —Chicago Apparel Gazette.

MISCELLANEOUS NOTES.

The range of black and colored half hose shown by Gordon, Mackay & Co. is one of the best in the trade in point of quality and value. This firm is also showing unsurpassed value in Balbriggan and natural wool underwear.

A shipment of flannelette shirts is to hand with W. R. Brock & Co., being a repeat of their leading line, F. 20, which can be retailed at 40 cents. This line seems to be extra value, as they report having received orders for as high as 50 dozen from one customer.

Previous to stock-taking John Macdonald & Co. are offering clearance drives in summer underwear, braces and top shirts. These are all this season's goods.

W. R. Brock & Co. are showing some very handsome novelties in domestic tweeds for summer suitings. A complete range of shades in Halifax tweeds is also shown, including the new and fashionable blues. Another shipment of hard-make black and blue worsted serges has just been passed into stock. These goods are very active at present, and half the shipment was sold before entry.

Samson, Kennedy & Co. are making a special of ladies' sale and men's rubber goods. They carry McIntosh goods exclusively, and this will be an opportunity to secure genuine bargains in staple goods.

W. R. Brock & Co. have just received a large shipment of French and German Balbriggan underwear. One line has been purchased under special circumstances and can be retailed in all sizes at 50 cents each.

Colored front shirts with colored cuffs and white bodies have been secured in large range by Samson, Kennedy & Co. These goods promise to be very popular for the summer trade. They are just opening several cases of summer neckwear. These comprise all the latest English and American novelties in four-in-hands, knots and puffs. They are also showing a large range of bow ties.

LIVE RETAILERS.

THIS journal has been favored with samples of circulars issued by two live retailers. The Hodgens' Estate, Clinton, Ont., seems to be a live concern and their spring circular is an extremely large blanket sheet folder. The printing is good, and the matter well interspersed with advertising cuts. Considerable pains have been taken to make it exhaustive, but in many places it lacks point. The matter seems to be too general, although the effect is imposing. A smaller circular issued by the same firm is much more pointed, as prices are quoted, and being shorter, the reader can grasp and be impressed with what is read. The other circular is issued by W. Flint Jones, Belleville, Ont. This circular is a clever adaptation of an advertisement which appeared in the Spring Issue of THE DRY GOODS REVIEW. It is entitled "The Silent Salesman" and contains very few but very salient points. Two samples of two special lines of fabrics are fastened in two spaces reserved for them, and a direct return from the circular must thus have been obtained. The only fault in it was that inferior red ink was used, black or blue would have been much more effective.