

GOOD ADVERTISING—Continued.

department store man is gradually getting the piano business of his town. Presently, he begins to think that perhaps he does not keep his store open late enough at night. May be if he keeps open till late instead of closing at 6 o'clock, he will steal a march on his hated department store competitor, who always closes at 6 o'clock, if not earlier. So he sends an advertisement something like this of Gourlay, Winter & Leeming's to the newspapers.

The department store man, however, keeps right on in the even tenor of his way. When he has something to say about pianos he says it somewhat in this fashion:

Pianos

at low price have been hard to get—not because there are not plenty of them, but because we are particular what we buy and sell—good tone, good looks, good wear.

We can give you all three for \$155 to \$265—no, not the best at these prices, there is almost as much difference between good and best as there is between good and bad. You can't have best without paying the price—no matter what you may be told.

Pay for your piano all at once, or pay \$8 to \$10 a month with interest at 4 per cent.

Low-priced pianos are so good nowadays that it is better to buy such than second-hand high-price ones.

Note the great difference between this advertisement I clip from a whole page advertisement of Wanamaker's and the Gourlay advertisement. The former is a solid mass of information and interesting information, too, about pianos. The latter has probably not the least value as a business announcement. Two-thirds of it is taken up with the name of the firm and the address, and the balance is almost as useless from an advertising standpoint. How absurd such advertising is! Messrs. Gourlay, Winter & Leeming, however, pay their good money for newspaper space and keep on deluding themselves with the idea that they are advertising.

No wonder the big department and other stores keep on getting bigger and bigger and the specialty stores keep on getting out of business. Does the specialty man know what ails him? Mostly he doesn't. Instead of waking up to a free and proper use of printers' ink, he goes to the Legislature and asks for a law which will prevent the octopus selling pianos, or boots and shoes, or drugs, or what not.

Mr. J. H. Patterson has entered a suit against R. C. Struthers & Co., of London, for \$250, alleged to be due for back salary and expenses as traveler for the firm. The defendants claim that Patterson violated his contract, and was fully paid. The case will be tried in December.

The outlook for a successful closing of the year's business among drygoodsmen of all classes was never more promising. Prices have been up for a long time now, and the man of gloomy temperament is once in a while heard predicting that they must come down shortly; but, note the fact that men who have been in business for a long time—the "old heads," who know the wants of the trade—are picking up goods for next Spring, sure of a rise. Stocks of all kinds, both wholesale and retail, are much lower than for some years past. This is the result of more careful buying, and the consequence will be that wholesale men will have no lines of any importance to be thrown on the market at ruinous prices, as in the past.

BUSINESS CHANGES.

W G. VANCE, merchant tailor, Tara, Ont., has removed to Port Elgin, Ont., where he has bought out A. N. McConnell.

Wm. Murray, dry goods dealer, Kincardine, Ont., has sold out to George H. Malcolm.

Leaoyd Bros., dry goods dealers, Windsor, Ont., have opened a branch in Forest, Ont.

The stock of C. J. Grenier, corset manufacturer, Montreal, is to be sold on November 2.

The Montreal Knitting and Embroidery Co. have started business.

Henry Gleiser, dry goods dealer, etc., Milverton, Ont., has sold out to H. Dierham.

F. French, tailor, Renfrew, Ont. has retired from business.

Thomas C. Kidd and Henry L. Rutherford have registered as proprietors of Kidd, Rutherford & Co., manufacturers of imported jute and linen, Montreal.

W. J. O'Malley & Co., wholesale milliners, Montreal, have dissolved, and W. J. O'Malley has registered as sole proprietor.

The Dominion Clothing Mfg. Co., Montreal, have dissolved, and Solomon Brazier has registered as proprietor.

S. Calvert, dry goods dealer, Treherne, Man., has admitted Fred. Wilson.

May Furlong has opened as milliner in St. John's, Nfld.

J. A. F. Ross has started as merchant tailor and men's furnisher in Sydney, N.S.

A. MacDonald, merchant tailor, Barrie, Ont., has sold out and removed to Windsor, Ont.

E. H. Dever has started as tailor in Dresden, Ont.

Belcher & Sons, tailors, St. Thomas, Ont., have dissolved.

W. S. Davies is opening as dry goods dealer in Montreal.

Henderson & Potter, tailors and men's furnishers, Parrsboro, N.S., have dissolved. Each partner continues on his own account.

Dickenson Bros., dry goods dealers, etc., Perth, Ont., have sold out.

The Misses Hawes, milliners, Alvinston, Ont., have sold to J. L. Brennan.

Wm. Honeyford, of Honeyford Bros. & Co., jobbers, handkerchiefs, Toronto, is dead. Thomas Honeyford continues under unchanged style.

Thomas Stone, of Thomas Stone & Son, dry goods dealers, etc., Chatham, Ont., is dead.

MANAGER WANTED.

WANTED—A General Manager, for a large Western Retail Dry Goods Business, who must be competent to superintend both office and warehouse work. Address, A. B. C., care of Dry Goods Review, Montreal.

Newspaper Information

We can supply you with the comments of the newspapers on any subjects that interest you. Personal items, political articles; in fact, anything that appears in any Canadian publication can be procured from us. We read the newspapers for you better and cheaper than you could do it yourself. Send a post card for particulars.

CANADIAN PRESS CLIPPING BUREAU

Telephone Main 1255.

505 Board of Trade Bldg., MONTREAL, QUE.