

## HOW CIVILITY PAYS.

IT ALWAYS pays to be civil. One of the late illustrations of this is an incident which occurred in a dry goods store on Yonge street, Toronto, quite recently. A lady purchaser accidentally knocked a breakable article off a counter where some ornaments were being shown. The saleswoman reported the mishap to the proprietor, who, seeing that it had been purely accidental, civilly intimated that he did not expect the damage to be made good. The purchaser was a little out of temper, perhaps at her own awkwardness, perhaps from the nervous start occasioned by the break. At any rate, she did not respond to the merchant's civility as it deserved. Having left the store, the saleswoman pointed out this omission, but the merchant replied: "Never mind; we have been civil, that's the main point. Our rule is the true one, no matter how a customer behaves." In a day or two the incident was almost forgotten. A week later the lady again entered the store, this time accompanied by her husband. He had heard of the affair from his wife and insisted on paying for the broken ornament, the value of which exceeded \$5. The merchant firmly declined, on the ground that no carelessness had been shown, that the occurrence was purely accidental, and that under the circumstances it was against his rules to ask recompense. The husband said nothing, but asked to be shown some other goods, and pleased with what was shown, and at the courtesy and fair dealing exhibited in the store, proceeded to make quite an extensive purchase. It was a cash sale, and the profit on the transaction left a handsome margin after covering the breakage. When seller and buyer parted, mutually well pleased, the merchant remarked to his assistant: "It just happens that in this case civility quickly brought its own reward, but whether the return is quick or slow, you may be sure it is always the best rule." And he is right.

## FOUR TIMES A YEAR.

The proposal broached in the last issue of THE REVIEW by Brophy, Cains & Co. as to trade excursions to Montreal has been taken up warmly there. After a discussion in the Dry Goods Association of the Board of Trade a meeting of representatives of all the associations connected with the Board was held to consider the matter. Mr. James A. Canlie, president of the Board, was in the chair, and it was decided to address the general managers of the railway and steamboat companies asking them to meet a deputation from the various trades with regard to the establishment of four trade excursions in each year, to enable country merchants to come to the city to purchase goods. The following were agreed upon as the most suitable periods of the year during which to hold these excursions: The first week in March, the third week in May, the first week in September, and the second week in November.

In compliance with this programme the transportation companies were seen. They listened to the representations made, and agreed to the feasibility of the plan, the dates selected being deemed suitable. It is understood, therefore, that the idea will be carried out, and the first of the proposed trade excursions will be held this month if it is not too late to make the necessary arrangements.

The promptness with which the suggestion has been taken up speaks well both for its practical nature and the business-like manner in which it has been brought to a successful issue.

## THE ADVANCE IN WOOLENS.

THE advance in prices for woolen goods, both imported and native, continues a marked feature of the season. The reports from all buyers in Bradford goods are to the same effect, namely, that in mohairs, alpacas and all bright goods the advance is phenomenal, ranging from 10 to 20 per cent. for cheaper grades to 40 to 50 per cent. for the better classes of dress goods. The increase of 2½c. per yard in Canadian tweeds last month, the rise in values of hosiery and underwear, the advance of fully 2c. per pound for blankets, with even more in better qualities, all indicate the situation here in woollens of all kinds. Some Canadian mills are crippled a little from low water, which retards operations and causes delay in getting orders forward. Besides that, most of the mills are loaded down with orders, and are asking April and May for repeats. The demand by the mills of advances of 10 to 20 per cent. is shown to be bona fide by the fact that orders have already been put in, subject to the higher prices. Some classes, notably friezes, have been subject to the advance for some time. Excellent fabrics turned out this year in Canada partly account for the strong demand, especially those for the coming season in three quarter and six-quarter goods. With the improved trade prospects, a call for better grade goods obtains, which the mills appear to be catering for as some departure from the manufacture of very cheap material. The Canadian mills have been particularly successful in worsted serges this season, the native makes having largely superseded the importations. Orders for these are being placed very freely by buyers throughout the country.

## SEND THEM A GEOGRAPHY.

The efforts made by Sir Charles Tupper, our Commissioner in London, to instruct the children in the British schools in Canadian geography, should be encouraged. Many of our friends at home are woefully ignorant.

The Alaska Feather and Down Co., Montreal, had a letter a few days ago from a prominent Manchester house properly addressed, but apparently as an after-thought the writer wrote on the corner of the envelope "via San Francisco," evidently to be sure that it would go by the quickest route. The handwriting is not that of an office boy, but apparently of a departmental head or one of some importance. From Manchester to Montreal via San Francisco is good. Mr. Boissevain is sending him a map.

## WHO ARE THEY?

McCurdy & Co., wholesale and retail dry goods, Antigonish, N.S., ask THE DRY GOODS REVIEW to inform them who are the manufacturers of Hygiene underwear. We have enquired from two or three manufacturers, but they are not familiar with that brand. We are under the impression it is made by an American firm, but have looked over two or three American dry goods papers in which there are a great many advertisements of underwear manufacturers, but cannot find it mentioned. Possibly it is an European product, or it may be a private brand of some wholesale house. If any of our readers can enlighten us further, or will write direct to McCurdy & Co., we would like them very much to do so.