

## REGULAR HALIFAX LETTER.

HALIFAX, April 26.

There is no cause for complaint among our retail dry goods dealers this spring. Trade is particularly good, and the leading stores are looking handsome, especially those by W. & C. Silver, Wood Bros. & Co., John Silver & Co., Kane & Flett, G. M. Smith & Co., Mahon Bros., Smith & Power, the Granite House, Barnstead & Sutherland, and McPherson & Freeman. The clothing houses of Clayton & Sons and Scovil & Page also have handsome window displays.

At our civic elections, recently held, Mr. Charles S. Lane, our leading hatter and furrier, was elected as alderman for Ward Three, one of the most influential wards in the city, by the largest majority ever polled for an alderman here. He was formerly a member of the Council, but retired three years ago.

And now we have a Dry Goods Association. A few evenings ago a number of men in the dry goods, millinery, tailoring, gents' furnishing, and hat and cap trades, met at the Halifax Hotel, and, after a general discussion, it was decided to organize. The officers elected are: President, E. T. Mahon; vice-president, C. S. Lane, secretary treasurer, W. L. Kane.

An executive committee was appointed as follows: W. L. Barnstead, W. B. Freeman, F. A. Marr and James Halliday.

Another meeting is to be held shortly, when a code of by-laws will be submitted.

The Council of the Board of Trade has instructed the secretary to invite the new society to hold its meetings in their rooms.

Mr. E. Clayton, of Clayton & Sons, whose arrival at Toronto was noticed in the last issue of this journal, has extended his trip to the Pacific Coast. It is a good sign to see a Halifax house extending its business across the continent.

Mr. C. H. Query, representing the Belgian house of Peltzer & Fils, was in the city a few days ago. He reports a good demand for Belgian tweeds throughout the province. Mr. Query is a very popular traveler, and that fact doubtless adds to the popularity of this foreign house in Canada. F. L. Matheys, 191 Commissioners street, Montreal, is the general agent for the house in Canada.

TAUNTON.

## A PANACEA FOR DEADBEATS.

A Toronto evening paper preaches this doctrine. "Make all sums under \$100 non collectable by process of law, and the best possible means will be taken of enforcing the general introduction of the cash system."

Such a policy will be favored by people who want to escape paying their debts, but by no one else. No doubt our Toronto contemporary has plenty of readers whom the proposal will suit very well. Abolishing the collection of small debts by law would not hasten the introduction of the cash system; it would chiefly benefit the persons who won't pay and who would study to get into the confidence of merchants so as to run up bills which could not be collected. That would be too heavy a price to pay for the cash system.

Dealing for cash can best be promoted by mutual confidence and co-operation amongst merchants, by commercial organizations persistently pointing out its benefits, and by purchasers

themselves realizing that cash payments mean cheaper goods, and that every deadbeat who lives on credit is a tax on the man who pays.

## TELEPHONE COMPETITION.

There is telephone opposition in Montreal now which is rapidly developing, says The Canadian Grocer. The company known as the Merchants' Exchange had a good many subscribers among merchants in the east end, who complain of the \$50 rate for a telephone as too high. Each subscriber in this new concern becomes a stockholder by paying \$100, and gets the telephone for \$35.

The Bell Company gives Montreal a prompt and efficient service, and the rate is the only thing complained of. In Toronto the Bell Company has a monopoly, obtained by guaranteeing a fixed rate and by paying a percentage of the profits to the municipality. This latter feature is good, but does the monopoly clause account for the fact that Toronto does not enjoy as satisfactory a service as Montreal?

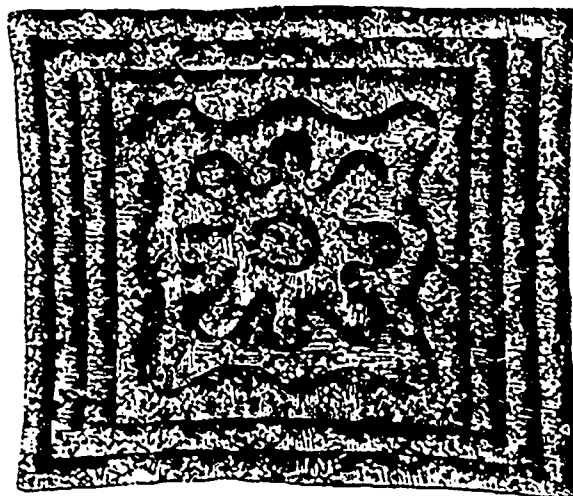
There is much to be said, on grounds of convenience, for a telephone monopoly, and if the new Montreal concern should ever get absorbed, as the old Federal was by the larger company, the city might find it advantageous to make an arrangement like Toronto's, only better.

## ENCOURAGE THE YOUNG FELLOWS.

Thirty dollars in cash is offered for the three best dressed windows, to be photographed and sent in by August 1st. Encourage your window dresser to put in good windows by getting him to enter this competition. See full particulars on page 2.

# THE Puritas COMFORTABLE

(Trade Mark registered by the Alaska Feather and Down Co.)



## A FEW POINTS TO NOTE:

1. Fancy Stitching. 2. High-class Finish. 3. Tag, carrying the manufacturers' guarantee, sewed into each quilt. 4. The filling is one, two, three or four layers of "Crescent Hattling," specially prepared for this quilt and guaranteed to be absolutely pure. 5. Tasty covering in best American Saten, also Saten back. 6. Low Price. This comfort can be retailed for \$2.75.

Ask your Jobber for the Puritas.