

**COTTON AND WOOLLEN MARKETS—Continued.**

Queensland a very severe drought is raging, and sheep are dying in thousands, a factor which will assist in curtailing the quantities of wool available for sale in London in July and September."

The Manchester cotton market is steady. Cloths and yarns are quiet, with a moderate inquiry. The Liverpool cable report of April 27 says: "Cotton—Spot—Moderate demand; prices higher; American middling 5 15-32d. The sales of the day are estimated at 7,000 bales, including 500 for speculation and export. Receipts, 1,000 bales, including 700 American. Futures steady at the advance. The tenders for delivery at to-day's clearings were 500 bales new docket.

**IMPROVEMENTS AT HAMILTON.**

R. McKay & Co., successors to McKay Bros., Hamilton, are to have a fine new store. The plans call for a new front, with a large entrance in the centre and two large show windows. The interior walls are to be pulled down and replaced by iron pillars on both first and second floors, and the building is to be extended in the rear the full depth of the lots, thus giving two very large floors. Both flats will be fitted up with low fixtures, and the rear will be largely of glass, so as to make the store light and bright. The windows are to be fitted with prism lights, and plate-glass mirrors will be largely used. The floors will be of hardwood and the ceilings of metal. It is expected that the work will be completed in two months. The new business will be run by the new firm of R. McKay & Co., who will open out with a fine new stock as soon as the improvements will allow.

**MUST KEEP AT IT.**

In the opinion of a magazine writer the man who aims to sell to people whom he cannot reach personally is the man whose advertising must be most carefully planned and the most thoroughly executed. He must have a perfect system of following up inquiries. He must never let a man forget him after that man has once shown an interest in his proposition. Orders rarely come with the introduction. They are the result of frequent visits. The more frequent, the more likelihood of the reception of an order. It works in the same way in advertising as it works in selling through salesmen. A very good advertisement may catch at once; same way with a salesman; but more often the frequent visit of an advertisement, a little different each time, like the persistent salesman, gains the permanent trade.

**THE LOCAL CLEARING HOUSE.**

In the average community there is a sort of clearing house of experiences, and every inhabitant knows from his neighbor's tales of troubles just the manner of the conducting of every store. These exchanges of views are a mighty power in the making or unmaking of a business, and just so much as the people find against a store and the salesmen connected with it that much greater is the fight for trade to be made by that store, and just that much more difficult is the drawing of new customers who are always asking of the reputation of a store before they begin their trading there.

Look out for the spirit of exaggeration among your salesmen, warn them against making any statements which can be taken wrong end first by your customers and don't allow your place of business to get the rogue's stamp attached to it.

**NOVEL BRACELETS.**

The arm of the fashionable woman will undoubtedly twinkle with one of the very new butterfly bracelets this season. Just a perfectly plain tight-fitting band of flexible gold it must be, clasping the arm above the elbow and set with a gold, jewel-besprinkled butterfly. The long, lovely and large wings of the glorious insect are so poised that at every movement of the arm the gleaming pinions tremble, open and shut.

Another equally curious and beautiful armlet has a mere gold thread to fasten above the elbow. Across it is fixed a thin enameled lizard, which, at a short distance, appears to have climbed so high on the white round member that gives it support. Not one of these new bracelets is clasped at the wrist or below the elbow.

**BOTH ORNAMENTAL AND USEFUL.**

The Spring fashion plate, gotten up by the D. McCall Co., Limited, this season, has won for that firm many letters of praise from their customers, as it is undoubtedly one of the finest plates ever offered to the Canadian trade. In point of utility it is fully up to the former plates, for it contains designs of all the correct shapes of the season, and as it is a veritable work of art, it will not fail to prove a fit ornament as well as a useful work of reference in any millinery establishment. The McCall Co. offer to send one of these plates to any of the trade who have not yet secured one.

F. A. Crowell, of Sydney, N.S., has formed a copartnership with Prowse Bros., of Charlottetown, P.E.I. They expect to be open for business on or about August 15. Their new departmental store, corner Prince and Charlotte streets, has a floor space of 16,800 square feet.

**CONDENSED OR "WANT" ADVERTISEMENTS.**

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

TWO BROTHERS, RESIDENT IN BELFAST, NORTH OF IRELAND, with a practical knowledge of all classes of Linen, Cotton and Woollen Goods, gained by long experience as buyers of these departments for a large wholesale firm in Ireland, are now free to buy on commission for a good wholesale store. Splendid connection amongst all the leading makers of above classes of goods in England and Ireland. For further information and particulars apply to S. STEWART WARD, 11 Waring Street, Belfast. (5)



**If you Want to Learn Anything About Advertising.**  
 If you are a business man and get or want to get business by any kind of advertising, and want to know how to advertise and make money; or if you are an employer and expect to go into business for yourself; or if you want to get into a new and profitable profession—we furnish the foundation—the accumulated knowledge on the subject. Investigation costs you nothing. Invaluable information will be sent Free. Address Advertising World Publicity Club, Columbus, O.

**ADVERTISING IN WESTERN CANADA** will be...  
 CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by  
**THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.**

**THE MERCHANTS MERCANTILE CO.**

260 St. James St., Montreal.

**MERCANTILE REPORTS AND COLLECTIONS.**

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims  
 Tel. Main 1985.