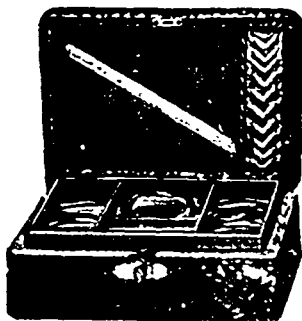


AN EXPLANATION.

It is a mistaken idea amongst buyers of plush goods that the manufacturers do not start to make up their goods until they have received all their orders for them. Were they to work on this principle it will be evident that they could not keep their staff going early in the year, and would require a greatly increased number of operatives in the Fall, a system which would, of course, be attended with very serious drawbacks. The truth of the matter is, that as soon as the



samples are on the road, the manufacturers start to make up whatever quality of each line they consider they can sell during the year, and they then order the fittings they require, which have to be secured early in the season. In most instances the quantity made up is on the careful side, and unless a certain line sells far beyond their expectations they do not attempt to make more of it, as the quantity in excess would be too small to turn out at a profit. For this reason the early buyer has the best choice; and as the season goes on the best lines are gradually being withdrawn,



until, in the Fall, the display is materially decreased. To obtain what are really the most salable lines, therefore, the trade should not neglect to make their choice when the traveller makes his FIRST TRIP. The very same rule applies to imported fancy goods. Twice every week we notify our travellers of the different lines they have to discontinue selling, and it is needless to say that among them are found some of the most desirable lines.

Procrastination is the business man's worst enemy. Order your goods early, and cease buying when you have sufficient of them.

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Aug. 1, 1889.

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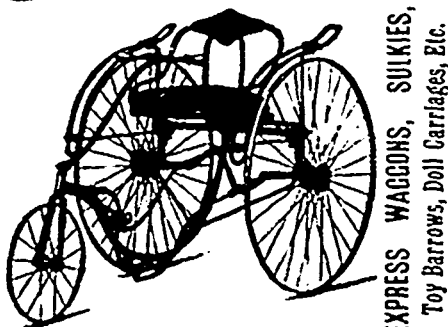
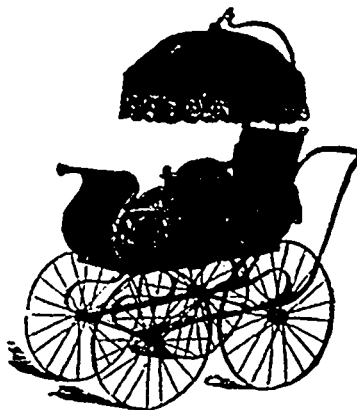
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