

BUSINESS CHANGES.

ONTARIO.

P J. WALSH has retired from the dry goods firm of Walsh & Stacey, Kingston, and a new firm has been formed under the style of Stacey & Stacey.

W. C. McArthur, fancy goods dealer, Ridgeway, has assigned to Herbert Long.

Eccleston & Co. and Joseph Patterson, dealers in men's furnishings in this city, have failed, and their stocks have been sold. The goods were mostly bought up by city dealers, among whom were Quinn and the Army and Navy. There has been a large number of failures this year among the Toronto furnishers, and this lessening of the number may put the trade here on a better basis.

Isaac Coolidge, dealer in hats and caps, Brockville, has assigned.

When the creditors of M. W. Read, general merchant, of Bobcaygeon, who failed with liabilities of about \$5,900, met in the office of Campbell & May, assignees recently, Mr. Read had no offer to make, so the creditors instructed the assignees to offer the stock for sale. It will be put up at auction at Suckling's warerooms on Tuesday, Nov. 29. There is merchandise to the value of \$1,000; book debts, \$1,000; horses, \$300; and a house and lot estimated to be worth \$1,500.

QUEBEC.

Clarke & McCubbin, tailors, Montreal, have dissolved partnership.

P. Harkness & Co., dry goods, Montreal, have dissolved partnership, and Hilda Helen Gatehouse registered as proprietress.

The furnishing stock of W. G. Brown & Co., Montreal, is to be sold at auction on the 25th inst.

MARITIME PROVINCES.

Harris & Stewart, wholesale dry goods merchants, Charlottetown, P.E.I., have suspended.

M. M. Bruce, tailor, Campbelltown, N.B., is dead.

L. E. Jost & Co., dry goods merchants, Windsor, N.S., have assigned.

Henry Hermes, Jr., tailor, Halifax, N.S., has assigned.

MANITOBA AND THE WEST.

Hill & Wallace, dry goods, Lethbridge, Man., suffered by a recent fire. Fully insured.

G. W. Watts, millinery, Regina, N. W. T., has sold out to Miss H. A. Crooks.

Cope & Young, dry goods and commission merchants, Vancouver, B.C., have sold out their dry goods stock.

The dry goods stock of A. A. Richardson, Nanaimo, B.C., is advertised for sale by the assignee.

Macauley & Higginbottom, clothing, Victoria, B.C., have assigned.

A. M. McInnes, tailor, Nanaimo, B.C., has assigned to Jas. H. Simpson.

SOMETHING ABOUT FEATHERS.

The man who can understand woman and her vagaries is indeed a wonder, and in no case does she show her peculiarities more than in the constant changes through which she follows the Goddess of Fashion. In this connection your Montreal correspondent had an interview with a leading Montreal feather dealer recently that may prove interesting to the readers of the DRY GOODS REVIEW. "The feather trade," said he, "has been very slack recently;

It has been pretty slow business with me for the last couple of years. They are coming into fashion again, however, and before the fad runs to its legitimate conclusion, I expect to be able to recoup myself for the two dull years that I have had. What are they used for, and what kind of feathers? Oh! everything that fancy can suggest—from the long feather boas that you see blowing in streamers in a gale of wind to a regular aviary of all kinds of birds, from the humming bird to the bird of paradise. It is on ostrich feathers, however, that I hope to make my biggest deal. They are more in vogue now than for two years, and it will take five years at least for the style to run out. This is easily understood. First of all, the society leaders adopt the new idea, and I make a fair thing out of it; then they are followed by the women folk of the middle classes, and lastly the shop and work girls take up the idea. It is out of the latter that feather dealers make the most money. Why? For the very best of reasons. The rich lady has everything, from her storm bonnet to the dazzling creation of the millinery art with which she bewilders her envious female friends at church parade on a fine Sunday. The working girl has not, but wears her finest on all sorts of occasions, and as she is bound to be in the swim in this democratic land of ours, it is the most expensive she can afford. But she cannot have one to suit all occasions like her luckier. The natural result is that her feathers lose their curl, so to speak, and wear out more quickly, and that is where the feather man makes his money. The rich lady's hat and feathers may cost more at first, but the working girl will spend in the aggregate, in keeping her's in condition, by paying small sums from time to time, more than double what the others' cost. Yes, of course I want the rich lady's custom, but in feathers, like everything else in this world, it is out of the poorer classes that we make our biggest profits," and the feather man walked away, and the correspondent was inclined to coincide with him.

HOLIDAY DISPLAYS.

This is the time of year when the fancy goods dealer starts in to harvest the crop which he has not sown—unless he has advertised. But he is going in for a quick crop, and he sows the seed in window displays, and expects prompt returns. He will get it even if the other drill—the advertising—is left in the barn. The crop will only be half the size, but that is to be expected.

One leading point must be borne in mind. You cannot make your windows too showy. This is true because the coloring of nature has gone. Like the bobolink, she has cast off her many hued garment with all its brilliancy, and now has donned her sombre garments of white and grey. Then man kind looks to other sources for brilliancy, and find it they must whether it's in the gay ball-room, the brilliant theatre, the pleasant home fireside, or the trader's window. Coloring in all its richness will please, by contrast with nature's dullness.

If you are going to make a series of displays during the next two months, make a short survey of your store and jot down your leading and most attractive lines, not forgetting

the lines that you have a dangerously large stock of. Write the latter lines down twice. Then you have your list of window displays for the season, subject to one or two alterations later on, when you get something new.

When having decided what goods should be shown, all that remains to be done is to show them. If you have marked dolls as one line, fill your window with dolls, big and little, black and white, dressed and undressed. In the centre should be your largest, with a pretty bouquet of flowers, or in some other charming attitude. If you handle dolls' carriages, put one in and exhibit dolls in it. Do the same with dolls' cradles, beds, houses, etc. Arrange a doll tea party, showing your finest range of children's dishes. In fact a hundred different ways exist for showing dolls. If the dealer will take time to think of them. Dolls on swings, dolls at home, dolls on the street, dolls at work, dolls awake, dolls asleep, mother dolls, baby dolls, comic dolls, and various other kinds, ought to be represented. If you care to show plush goods, show plush goods. Do not do it in a mean, stingy way. Be generous, for it is the season of generosity. Don't do things in a half-hearted way, or your customers will be the half-hearted people. So with other lines. Fill your window full with a certain line and make huge displays. But do not get too general in your window dressing. Do not advertise your stock; advertise some particular line, by showing every possible variety of it that you possess. This is the advice; the application is more important, and it is the test of the ability of the dealer and his clerks.

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