

the following, being interrupted frequently by cheering and applause:

For president:

G. L. Cairns, 1,121.

L. Wilson, 602.

Majority for Cairns, 450.

For Vice President:

J. H. Morin, 1,077.

George Forbes, 640.

Majority for Morin, 437.

Treasurer—F. Birks, acclamation.

Directors elected—D. Watson, 844

votes; James Armstrong, 819; Max

Murdock, 674; F. X. De Grandpre, 614;

M. E. Davies, 562.

The chairman in retiring referred in grateful terms to the honor done him in the various positions he had held in the Association, and, in concluding, thanked his friends for the fact that mark was the occasion of quite a little mark was the occasion of quite a lively little battle after the incoming President, Mr. G. L. Cairns, had taken the chair and fingered the official gavel.

Mr. Cairns in doing so thanked the Association for the honor done him in a few appropriate words, and expressed the hope that now the battle was over everyone would bury the hatchet. Unfortunately, as subsequent developments proved, this advice was not accepted.

When the new President concluded Mr. Galbraith jumped to his feet and took exception to the remark of the retiring President that he had never suffered defeat. With fire in his eye and every hair of his patriarchal whiskers bristling with aggressiveness, he demanded if Mr. Hughes intended to cast any reflection on those members who had suffered defeat. If so he would have Mr. Hughes to know that just as good men as he had stood and suffered defeat. This defiance was greeted with disapprobation by the meeting, especially as Mr. Hughes in strong terms disclaimed any such intention. He regretted that his remarks had been construed that way, for he meant only to express his gratitude to his friends for what they had done for him.

Mr. Galbraith had a little more to say, and, to cries of "sit down," he persisted, amid a regular pandemonium in saying it. He repeated that if he was a defeated candidate he would consider Mr. Hughes' words a reflection on himself, and it was just as well that it was explained.

The excitement subsided for a spell after this exhibition, and Mr. T. H. Morin, the Vice-President thanked the Association for the honor conferred upon him.

Then Mr. David Watson proceeded to light the torch of wrath in earnest, and the proceedings became decidedly interesting. After some general remarks expressing his thanks, and conveying the assurance that he would ever have the interests of the Association at heart, Mr. Watson went on to refer to some circulars that had been sent out during the recent contest. There was no outburst until he had characterized this action as disgraceful and then it was easy to see that there was music in the air. Mr. Watson regretted that the contest for president had this year taken that form; but he hoped and trusted that every member of the Association would put his foot down upon the system of canvassing for votes, and sending out private dodgers. He thought that, above all things, they ought to be honorable.

He had looked upon it as an honor to belong to that Association, and he looked upon it still as an honor. The members ought to be very guarded that they did nothing which would stain in any way the character which that Association had borne for years. The merchants of the city would not come forward for positions, as in the past, if the tactics of late years continued to be followed out. He hoped from that time forward every member of the Association would act straightforwardly and honorably in connection with the election.

He had no sooner concluded than Mr. Callahan rose to his feet and denounced Mr. Watson's remarks as uncalled for, amid marks of disapproval and dissent from the different parties. Unless Mr. Watson would take them back and show that there had been a slur cast upon the Association in the late contest, he had better apologize for what he had said. Mr. Watson said that he had never asked for a vote, but was he cognizant of the fact that there were an army of men working for him.

Mr. Watson—I was not cognizant of any such thing. I say again, I authorized no one, I asked no one, and I neither authorized nor gave any right to anyone to do anything of the kind on my behalf. I hope that is satisfactory.

Here the new President, who was evidently nervous at the difficult initial task that had been imposed upon him, got in a plea for the funeral of that hatchet. The obsequies, however, were deferred until Mr. Wood, Mr. Harris, Mr. Gormley, and others had given their opinions.

Mr. Allan arose again and remarked that he had one of the circulars in his pocket, and was proceeding to speak at length when the President ruled all discussion out of order until there was something before the chair. Mr. Allan replied to this by a motion, seconded by Mr. Freeman, that the circular be produced and read. This made everyone look anxious, and there was a painful lull until Mr. W. Percival, seconded by Mr. Hughes, proposed a motion which carried out the funeral recommended by the President in approved style. It was a motion in amendment that the circulars be tabled, and they were by an overwhelming majority. It is needless to remark that there were few mourners, and that the combined sigh of relief was audible.

The report of the trustees of the educational fund was read. It showed that there were now three children at school, one at the high school, Montreal; one in Newfoundland, and one in Liverpool, Eng. This left five vacancies at the disposal of the board. The treasurer's statement showed that the receipts had been \$201.44, and the expenditure \$78.14, leaving a balance in hand of \$213.30.

With the exception of Mr. Fred. Hughes, who took the place of Mr. David Watson, who retired, the old board of trustees was renominated.

In accordance with notice, Mr. S. Woods moved "That no investment of the Association's funds be made except in first mortgages on real estate or its equivalent."

This was seconded by Mr. George Forbes, and agreed to.

In accordance with notice, Mr. W. Percival moved "To annul section of clause 3, article IV., reading as fol-

lows: 'The nomination of candidates shall be made in writing, with the signatures of at least six qualified members of the Association, and the names of six proposers shall appear as such on the voting paper.'"

After a brief discussion the motion was voted upon and lost.

A vote of thanks was then accorded the ex-president for his services whilst in office, and the business portion of the meeting was at an end.

The papers for the coming year were then disposed of to the highest bidder, Mr. J. H. Morin acting as auctioneer.

## STUDY CUSTOMERS' WANTS.

Some of our subscribers say that the best trade of their town or section is diverted from them by large city retailers, who send catalogues to customers, and thus secure a patronage which should come to them." Others, who live near large cities, say that "their finest trade goes to the city retailer."

While it is impossible to stop city merchants from catering to the country trade as they may see fit, yet, if they can send out their catalogues to reach the trade you speak of, you have a like opportunity of mailing to your trade samples of such goods as they send for to the city. In the first place, familiarize yourself with the wants of your best trade, their peculiarities, tastes, and their purchasing capacity.

Every lady expends a certain amount on dress every season, and the class you speak of want the best. By catering to this class, and there are many in every community, you will secure some of it. Endeavor to get in touch with them, learn their wants, and then aim to supply them. When you buy your stock, always keep in mind what styles and grades of goods are used by the best, medium, and general trade of your town and section. When you come to the city to select your spring or fall stock, before doing so, drop into the leading city retail stores, just the class who send out catalogues, and see what they are selling. Many of our near-by and state trade do this.

It is necessary to make your store as attractive as possible, and so do everything you can to contribute to the comfort and pleasure of your lady customers. This goes a great way. Every courtesy and attention tell. Women rule the world of trade, especially in dry goods.

The out-of-town merchant has the same stock to select from that the city retailer has. The only difference is, when he can use one hundred pieces of certain lines of dress goods you may only be able to sell one or two. You can buy a pattern of different lines. You must be able to gauge the quantity by your knowledge of your trade. The means of ordering goods are such that you can quickly replenish your stock, in any and all lines. You have to keep a well-assorted stock in order to hold trade. When you come to the city go to the jobber or importer who has the largest and best-assorted lines to select from. If you don't keep the class of goods your trade demands, your customers will go elsewhere and purchase their supplies.—Chronicle.