

FASHION'S FANCIES.

Steel trimming is taking the place of jet in millinery.

Eccentricity is the rule rather than the exception in the newest hats.

Jewelled aigrettes in evening shades are one of the expensive novelties.

The coming popularity for black and white combinations in the spring grows more and more apparent.

Colored felt hats are much to the fore. They may be had in almost every shade to match dresses.

Bonnets are small and very fanciful, and strings may be used or omitted as deemed most becoming.

Dotted and plain *peau de soie* and *moire* are announced for wedding gowns, as well as rich, creamy satin.

Bands of sealskin with arabesque patterns done in Persian lamb are among the extravagant fancies of the season.

Louis is a peculiar shade between red and pink. Brick red is called carnation and is liked by both milliner and modiste.

Fur is seen on very many of the winter hats and, strange as it may seem, it is used in conjunction with flowers and lace.

Elbow-length suede gloves in white with white or colored stitching and in colors to match the gowns with which they are to be worn are popular.

A favorite fad of the great Paris dress-makers just now is to make a corsage of velvet in color to accompany a black skirt. Amethyst and old rose velvets are used for this purpose.

Corduroy is again a favorite—for riding habits—and recommends itself as a rich looking and durable material. Silk, beaver and derby hats are worn with or without small black net veils.

Trimness and simplicity are the most conspicuous elements of the current modes. Small sleeves are reported as being made in Paris, but it will be some time before the fancy sleeves are out of fashion, as they are not generally becoming to all figures.

ADVERTISING TO REACH CONSUMERS.

Some manufacturers make just that mistake. They will tell you that they don't care to reach the retail trade—they propose to create a demand from consumers and then the retailers will be compelled to sell the goods. That is a conclusion based upon a false premise. The retail grocer is a power in the land and his influence over the consumer is sufficient to damn any goods he is compelled to handle. A knowing shake of the head, a statement that if the customer insists he can have the much advertised goods, but—and the emphasis on that word but is almost enough in itself to hold the consumer to the old goods. All the advertising in the daily papers will not count for much against the influence of the retail grocer. In the country town the grocer is often the village seer—people consult him upon all matters, for with the minister and family doctor he shares their confidence and their secrets. We grant that it is well to advertise to the consumer—it is a help to the retailer—but the two must go

hand in hand. Many a fortune has been wasted by advertising unduly to the consumer and neglecting all the while the men who must handle the goods so advertised. Don't forget, Messrs. Manufacturers, that the retailer is a potential factor in the business world and that without his co-operation your goods will not find a ready sale.

LOSSES FROM THE ENGLISH COAL STRIKE.

The statistics of losses by the sixteen weeks' coal strike in England are reported to have been as follows, stated in American money: To mine owners, ironmasters, and railroads, 61½ millions; to consumers (in increased prices), 8½ millions; to miners and other artisans, 8½ millions. Total loss in money more than 161 million dollars. The normal output of 61 million tons of coal dropped to 30 millions, and the domestic consumption fell off nearly one half. The workers rendered idle numbered 1,003,250, which meant that 3,511,425 persons were reduced to a destitute condition besides the many others who suffered, but less severely. Truly the labor strike is a costly thing even to those who are victors in the struggle.

BUSINESS HONOR.

A merchant should be an honorable man in every detail of business and social life. Although a man cannot be honorable without honesty, yet he may be strictly honest without being honorable. Honesty refers to pecuniary affairs, honor to the principles and feelings. You may pay your debts punctually, you may defraud no man, and yet you may act dishonorably. It is dishonorable when you give your correspondents a worse opinion of your rivals in trade than they deserve. It is dishonorable when you sell your commodities for less than their real value to get away your neighbor's customers. It is dishonorable when you purchase at more than the market price for the purpose of raising the market upon another buyer. It is dishonorable to draw accommodation bills and pass them to your banker for discount as if they arose out of real transactions. In every case wherein your external conduct is at variance with your real opinions you act dishonorably. If when carrying on a prosperous trade you do not allow your servants and assistants, through whose exertions you have obtained your success, to in some measure participate in your prosperity, you are dishonorable. You act dishonorably if, after you become rich, you are unmindful of the favors you received when you were poor. There may be no intentional fraud in any of these cases. The conduct governed by them is simply dishonorable.—*Producer Reporter*.

The Venezuela Government has promulgated a decree prohibiting the import of silver coin even though it bears the stamp of the Venezuela mint. All foreign silver has been contrabanded since 1886, but until now Venezuela silver coin has always had free entry. The prohibition has been put in force as a result of the decrease in the price of silver producing counterfeiting on a large scale.

THE SUN CAUSES LIGHTNING.

Prof. Elihu Thompson, the expert electrician, in the course of a recent lecture on the nature and characteristics of lightning and electric currents of high potentiality, said that in his opinion lightning is caused by the action of the sun on the clouds through the ether, arguing that if the sun can produce the aurora borealis in the light, thin air, which he reproduced by electrical apparatus, there is reason to think that in the dense air nearer the earth it can produce a current of high pressure that will strike through with brilliant discharges. He showed a completely safe protection from thunderbolts in the shape of a cake of brass wires and declared that an umbrella held open over the head with brass chains hanging from the ends of the ribs makes a complete protection.

LONDON WHEAT TRADE.

The London *Mark Lane Express* says: Despite low prices, the high quality of this year's wheat will prevent any material feeding of it to stock. It is estimated that 1,300,000 quarters of new wheat have now been sold, and after deducting seed wants it is doubtful if more than four million quarters remain to sell. This would only permit of 103,000 quarters a week being sold during the next forty weeks, against sales of about 120,000 quarters during the recent weeks. The average price at the country markets has been very stationary, and there is no pressure of home grown grain on sale. At the same time foreign wheat finds its way nowadays to the remotest local markets, and value is consequently affected by trade at Mark Lane and Liverpool, and at the great port markets to an extent which does much to rob the purely agricultural centres of their independence. The American flour which finds its way in handy-sized bags into small rural towns is also an important, as it is an unwelcome factor in the situation.

The C. P. R. is seeking to encourage Scandinavian immigration to Manitoba and the Northwest, by sending to Norway, per the Company's agent at Christiania, several hundred six pound sample bags of Manitoba wheat.

The Paris Exposition of 1900 will be held on both sides of the Seine, the site including the Champ de Mars, grounds of Palais du Trocadero, the Quai d'Orsay, Esplanade des Invalides, the Quai de la Conference, the Cours la Reine and the Palace de l'Industrie.

Kamloop's assessment is, exclusive of the railway property, and subject to appeal, estimated for 1894 at \$235,476. This probably means an ultimate net assessment, including railway property, of about \$225,000. The city rate of taxation for 1894 will be 1 per cent net.

Complaints are made by settlers that the trail between Grand Prairie and Salmon Lake is so narrow as to be dangerous. The Provincial Government is accordingly urged to widen it without delay, and thus permit horses and cattle to pass over it in safety during winter.