

NOVELTIES IN CELLULOID.

FEW in the trade have any conception of the endless variety of articles that are now made in celluloid. This material is a compound of camphor and some other ingredients. It was used originally to cover linen collars and cuffs, making them waterproof. These have steadily improved until to-day the original makers and the people who first used this name—the Celluloid Co., New York—are turning out an article that is a perfect imitation of real linen.

The manufacture of collars and cuffs is now only one of many departments of their business, of which the factories cover 1.4 city lots in Newark. They make an enormous range of combs, brushes, mirrors, toilet articles and fancy goods in the most beautiful patterns, and in every conceivable color and shade. Novelties in fancy goods and stationery are coming out all the time. Their sample room alone occupies a floor space of 75x85 feet in their fine seven-storey stone building at the corner of Washington Place, N.Y., just overlooking the park of that name. Buyers going to New York should look in, ask for Mr. Laferts and mention that they are readers of *THE DRY GOODS REVIEW*. No doubt they would only be too glad to send a copy of their illustrated catalogue and price list in answer to any of our readers who may send them a postal card.

A FINE NEW STORE.

Northway & Anderson, St. Thomas, are having their store thoroughly remodelled. The building, when completed, will be 42 x 120 feet, three storeys high, finished in natural wood, provided with waiting rooms, and equipped with electric cash and parcel carriers, and an electric elevator. A novel feature of the building will be two large plate glass windows, which will be placed in the second storey. It is expected by the architect that when completed the store will be one of the finest and most commodious west of Toronto.

LESS SEALSKINS THIS YEAR.

The Ottawa Fisheries Department has received returns of the spring catch of seals by Canadian schooners taken off the coast of Washington and British Columbia. The returns show a falling off of nearly 1,000 skins, the figures being 8,928 this year, as against 9,853 last spring. The schooner Favorite is the top-liner of the fleet, with a catch of 844, the nearest approach to her being the Dolphin and Libby, each with 502. The present is the holiday season for the sealers, as from May 1 to July 31 they are debarred from entering Behring Sea. The returns for vessels which wintered in Japan and have been following the coast seals up the coast to Behring Sea have not yet been received. It is not a little singular that two schooners owned by Indians failed to secure a single skin the whole season. An important feature of the return this year is the number of seals killed according to sex, showing that females are greatly in the minority.

THE HUDSON BAY KNITTING CO.

The Hudson Bay Knitting Co., of Montreal, report good prospects for fall trade in their lines, orders being larger and more numerous than ever before at this season. This firm deserves much credit for the energy and attention which have placed it among the foremost of enterprising and progressive manufacturing houses in Canada. They have built up a large trade in leather clothing, clothing specialties and knit goods, and are

now winning for themselves an enviable position in the mitt and glove trade. Their advertisement in this issue is business talk, and is strengthened by endorsement of one of the largest retailers in Canada. A visit to their factory at 178 Inspector street impresses one with the wholesome business air that means progress with every opportunity. Buyers visiting Montreal would do well to give them a call.

SPOILING A GOOD IMPRESSION.

Did it ever occur to you that goods sent from your store may be delivered in a way which will spoil the good impression which the customer gained while she was doing her shopping? If you employ young men or men or boys to deliver goods who are rude and disobliging, they will offend many of your customers and you will never know it, unless the customer complains to you.

EXCLUSIVELY THEIR OWN.

Brophy, Cains & Co., in addition to their magnificent range of dress goods, have exclusive control of metallic moire silks for the new fancy waists and skirts. They are black ground with designs in gold, silver, copper, moss and helio, also 38-inch black watered moreen skirting, metallic printed, handsome designs in the same colorings as the moire silks.

THE FALL OF EVE.

She mounted her wheel at even,
As proud as the haughtiest queen,
And flew like a feathered arrow
Astride of her swift machine.
A gully! A shriek of terror!
A dull and discouraging "thud!"
And the bulge of her beautiful bloomers
Left its print in the plastic mud.

Mr. Fussy—"I don't see why you wear those ridiculous big sleeves when you have nothing to fill them." Mrs. Fussy—"Do you fill your silk hat?"



NEW ENGLISH BLOUSE.