



During the past month travellers for the wholesale houses have been pushing for fall orders with, it is said, satisfactory results. The demand for supplies has been fairly good although in some sections buyers were cautious and preferred to limit their orders to the lowest possible extent. If, between now and harvest, nothing intervenes to minimize the crop prospects sorting orders will be liberal, so it is expected. Retailers report a good demand for summer clothing, more particularly in large cities. For custom-made clothing there has also been a big demand. It is a gratifying sign that orders have been given for superior grade goods, people evidently recognising the fact that nothing is to be gained by buying the cheap trashy articles which have done so much recently to injure the trade.

The announcement during the month that a demand for assignment had been made upon the wholesale clothing house of G. F. Burnett & Co., Montreal, by A. T. Gault, was received with surprise and sympathy by the trade. The firm had a disastrous fire on their premises some weeks ago, and the stoppage to their business thereby, caused the present embarrassment. The liabilities are about \$100,000, direct and indirect, and assets \$35,000. The firm has made an offer of 40 cents on the dollar and the demand for assignment has been suspended pending the consideration of the offer by the creditors.

GOOD TASTE VALUABLE TO SALESMEN.

It is a fundamental law of nature, says the Chicago Apparel Gazette, that every human being as well as every form of animal life must eat and drink in order to live. In tropical countries this comprises the essential wants for a mere existence, but in all temperate and colder zones clothing is fully as essential as food. To be properly clothed in a sanitary sense is one thing, but a man may have taken every precaution as regards his health in the selection of his clothing and at the same time violated good taste in every point, thus obeying the sanitary while violating all the aesthetic laws.

An existence devoted to mere utility would be a barren one, indeed. Almost every pleasure in life is derived from something that it would be possible to do without and still exist. But what a barren existence it would be, a life not worth living. It is only the non-utilitarian, the non-essential to our bodily functions that gives life its pleasures, and one of the chief pleasures is being, and seeing others well dressed. To be badly dressed, especially if not from pecuniary necessity, denotes a lack of personal pride and a disregard of others. Even the poorest can be neat, clean and tidy, and while a gentleman may spend a large sum upon his clothing it is from personal taste or the exigencies of his position and not because, at the present time, it is necessary for a man to spend a large sum to appear well dressed, and it is a fact that some men who spend the most for their clothing are among those noticeable for bad taste and poor personal appearance.

To be well dressed requires the exercise of taste either by the buyer or seller in the selection of clothing and a little care in keeping it properly. When a man is deficient in personal taste he should be willing to let some one select for him and many a tailor of reputation has gained his standing not so much by the workman-

ship and good material of his product as by the taste with which he has selected colors and shaped his clothing to suit the individuality of his customers.

If this ability is of value to the tailor it should also be of service to the retail clothing salesman who under similar circumstances will sell many more suits of clothing during the year. This taste is usually possessed by every man in a greater or less degree, and if the salesman will only observe the effect of different suits as they are tried on by buyers he will soon be able to pick out the proper colors and best appearing shapes for his customers and quietly lead them, perhaps against their will, to try on and finally to purchase clothing that is best adapted to their figure and complexion.

The same is true of the furnishing goods salesman. Certain shapes of collars can only be worn to good effect with certain forms of neck and face. Colors of neckwear can be made to look twice as well if chosen to harmonize with the complexion and the coat and vest.

The acquirement of this taste is not a trifling affair. It is a necessary possession of the first class retail salesman and is of fully as much value to himself and his employer as the tact, good temper and visible desire to please each and every customer which marks each and every successful salesman whether in the wholesale or retail line.

AN EYE TO BUSINESS.

A gentleman at the risk of his own life has saved a clothes dealer whose boat had been upset. As they stand dripping on the shore at last, the latter addresses him in these words: "I thank you a thousand times for saving my life. I see that you have spoiled your clothes in this happy event. May I take this opportunity to hand you my business card? I have 10,000 of the finest summer suits at the low price of only 48 marks."—*Fliegende Blätter*.

USE OF FLANNEL.

Flannel should always play an important part in every adult man's clothing as a protection for the stomach. The eminent desirability of always having a thickness of flannel around the bowels should be impressed upon every man. A mere band will do—a cholera band it is often called.

On the subject of chest protectors, one physician who was interviewed said that he did not like them, but that since some need a great deal of extra covering for their chests he was in the habit of recommending the wearing of a simple piece of flannel. This has, at least, the one advantage over a chest protector that it can be frequently changed and washed.

Waistcoats should have cloth backs. Hence we are giving our readers the straight tip when we say that it is hygienically absurd that a man's dress should be so voluminous in front and so thin behind. The least protection is that which is given to the spine and the centre of the back, underneath which lie the roots of the lungs. Every man who is interested in properly caring for himself should see to it that the backs of his waistcoats be made of cloth or flannel. A good thickness of either material will at least give the back as much covering as the front gets, though no harm would be done if it had more.—*Ex.*