



The celluloid novelties are still "in design," but there are some surprises for the trade in this direction.

In leather goods the most noticeable were fine solid leather travelling cases which reminded one of trips in England where the storekeepers always push forward their English sole leather.

The display of horn goods is extensive and interesting. The beautiful polish obtained and variety of grains in the horns are quite a study, and for wall or table ornaments they are very appropriate.

In toilet cases the polished wood boxes excite admiration. They are both handsome and serviceable, and being made in Canada they will stand the climate without warping. When combined with engraved silver ornaments and sides they are truly handsome. They are also becoming popular as presents for wooden weddings. Unique chamois covered cases meet with a constantly increasing sale, but the plush goods still hold their own against all innovations and will continue to do so, so long as the best quality of materials is used and proper care exercised in finishing the goods. The ornamentations both in and outside the cases are very pretty and the brushes, combs, mirrors and little manure pieces are wonderfully ornamental. Perhaps the greatest novelties were a number of photo boxes gotten up in different shapes and styles for holding loose photos. The ingenious contrivances of some of these were very pleasing, and seemingly the album has at last met with a worthy rival.

A SKIN GAME IN SOCKS.

Customer "Give me a dozen shirts."

Shopkeeper "Here you are, sir, the best quality."

Customer "How much?"

Shopkeeper "One dollar and fifty cents each."

Customer "All right, wrap them up. Now how much are these socks?"

Shopkeeper "Fifty cents a pair."

Customer "Well, I'll take three dozen pairs instead of the shirts."

The socks are done up and the customer starts for the door with the bundle.

Shopkeeper "Hold on, there; you haven't paid for those socks."

Customer "Certainly not, I took them in exchange for the shirts."

Shopkeeper "Yes, but you didn't pay for the shirts."

Customer "Certainly not, because I didn't take them."

Shopkeeper "That's a fact. And he spends the next half hour trying to make his cash balance." New York Herald.

"MUSTARD AND CRESS."

Tales told by travellers

WHAT! MORE!

Last week two old travellers sat down to dinner at a village hotel on the Northern railway. It happened that the landlord and his wife were away. The girl, who waited on table, had only arrived the day before from off "a back fifty lot", it was the first time she had been away from home. Everything went agreeably until she came to change the plates. She said "apple pie or rice pudding." "I'll take a little of each, please," said Robert. "No you won't, you can't have both. Ma wouldn't allow us to have pie and pudding, at home, and you can't have both. Which will you have?" This was a poser; but when Mr. Heron also said he would take a little of each she exclaimed. "Did you ever? If you had been raised where I was you wouldn't dare ask for both pudding and pie, not much you wouldn't; you would have got a good spanking if you did." The two travellers haven't enjoyed such a hearty laugh at the dinner table for a long time. They have both received letters of apology from the landlady since.

AN OLD MAN'S BLESSING.

Old squire Dudgeon was about the first white settler in the wild and unorganized district of Nipissing. He acted as doctor, lawyer, magistrate, preacher, and judge, and gave advice on matters temporal and matters scriptural. On one occasion after joining together a young English couple in the holy bonds of matrimony he felt like saying a few words of cheer and congratulation, which he did as follows: "My dear young friends, I now pronounce you man and wife according to the laws of this district and may the Lord have mercy on your souls."

SOMETHING LIKE AN APPETISER.

There were about fifteen commercial men on the first boat up to Parry Sound last season. The boat is conducted on strict temperance principles. As it was a cold stormy day several of them expressed a wish for something to "give 'em an appetite" before dinner. As the bell was about to ring a grocery traveller called each one of his friends into the wash room and handed them a flask, requesting them at the same time to keep it quiet as that one bottle was all he had. About half a dozen assorted travellers sat down to dinner coughing and sneezing with tears in their eyes, each one crying out for cold water. That bottle contained cold tea and cayenne pepper.

QUITE A DIFFERENCE.

A short time ago Mr. Gamon, who is proprietor and editor of The Morning Glory Banner, wrote the following item for the local column. M's. Murchison has by all odds the largest, prettiest and most brilliant array of plants in the village. The boy in setting up the item left the letter "l" out of the word plants. The whole village was in an uproar. Mrs. Murchison took after the editor with a gun but he got out the back way and skipped. The Banner is now in the market.

TOM SWALWELL.

CLIPPINGS.

The first "ad" is good, but the one hundredth is worth more than five hundred times as much as the first.

Time and tide wait for no man; neither does the public wait for the "ad" which is to appear next year.

Quitting advertising in dull times is like tearing out a dam because the water is low.

As it is known that the most successful business men are the greatest advertisers, so it is a fact that all successful advertisers are firm believers in the newspaper—believers not only in its effectiveness but its cheapness.

The man who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to back up to him, was the eldest brother of the man who kept store and did not advertise, because he reasoned that the purchasing public would back up to his place when it wanted something.

The man who for a year lives in one community and leads a reputable life, even though he be of moderate ability, will grow in the confidence and esteem of his fellows. On the same principle a newspaper advertisement becomes familiar, and its presence in the columns of a paper inspires confidence in the stability of his enterprise.

COLORS OF STUFFS THAT ARE SUITABLE TO THE COMPLEXION.

An artist's rule as to color is: Choose carefully only those tints of which a duplicate may be found in the hair, the eyes, or the complexion. A woman with blue-gray eyes and a thin, neutral tinted complexion is never more becomingly dressed than in the blue shades in which gray is mixed, for in these complexions there is a certain delicate blueness. A brunette is never so exquisite as in cream color, for she has reproduced the tinting of her skin in her dress. Put the same dress on a colorless blonde and she will be far from charming, while in gray she would be quite the reverse. The reason is plain—in the blonde's sallowness there are tints of gray, and in the dark woman's pallor there are always yellowish tones, the same as predominate in the cream-colored dress. Women who have rather florid complexions look well in various shades of plum and heliotrope, also in certain shades of dove-gray, for to a trained eye this color has a tinge of pink which harmonizes with the flesh of the face. Blondes look fairer and younger in dead black like that of wool goods or velvet, while brunettes require the sheen of satin or gloss of silk in order to wear black to advantage—Fancy Goods Graphic.

DRY GOODS STORE FOR SALE.

I desire to sell my one-half interest in a Dry Goods Store, in live and growing country seat of 10,000 population. One of the cleanest stocks in Northern Ohio. Nothing but legitimate competition. Invoices \$32,500. Gross business \$60,000 annually. Net business \$16,000. Wish to retire on account of age. Address, MERCHANT, P. O. Box 351, Toledo, O.

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