

tainly quite clever and, so far as I know, novel. But it strikes me as being more clever than effective as a "puller" of business. However, as Mr. Christman writes me that it did him a good deal of good, that settles it with me. I don't feel like quarreling with a success. I can't help feeling, however, that the same amount of enterprise and intelligence, if directed towards getting out straight advertising, would have done Mr. Christman more good.

The straight kind of advertising might not have created so much talk, but I will wager a dollar against a doughnut that it would have sold more goods.

Six Candidates Four to be Elected

**SCHULTZ, RAMSAY, PARKS,
PROUD, KREIG, and GIBSON**
in the field.

READ THEIR PLATFORMS, THEN TAKE YOUR CHOICE

SCHULTZ If again elected I will do all I can to further the interests of the village. My highest ambition is to please and give the satisfaction that Christman's blankets do. Christman's blankets are good value, and he has them at a dollar a pair up to five dollars a pair. If elected I promise not to sleep under any blankets but Christman's blankets.

RAMSAY Says he has no axes to grind in presenting himself municipal honors. If elected he desires to give satisfaction that Christman's linoleums do, which will wear thirty years in any dining-room. Christman has it four yards wide, and can cover a room without a seam. If elected Christman will go on laying it free of charge.

PARKS If elected I will try to make the taxes as cheap and low in price as Christman's carpets and curtains. If my majority is over one thousand I promise to give every voter a new parlor carpet purchased from Christman on the corner. If my votes are as large as Christman's values in carpets I will sleep well on election night.

PROUD I realize that I was a new man last year, and had a deal to learn in the Council, but I always did my best for the village. I would like to see Hespeler grow and prosper. A good sign is that in nearly every house in town you see one of Christman's fur caperines and those who have them are delighted with them. As a councillor I am proud of Mr. Christman's store and hope that he will continue giving the values he does.

KREIG I appear before you the first time for election, and promise, if elected, to guard Hespeler's interests. I have dealt a good deal with Christman on the corner, and if elected I promise to do so again. If I please the electors of Hespeler as well as Christman pleases his customers, my election is sure. Like Mr. Schultz I like to sleep under Christman's blankets.

GIBSON I have pleased you in the past and I can do so again. I would like to see a sidewalk to the cemetery, and would just like to say that I have always endeavored to do my best for the village. Christman's values in ordered suits are good, and no one can do better. Christman pays the tailor, and you pay Christman. The taxes might be lower, as low in fact as Christman's profits on his overcoats.

**Vote early, and often.
Vote for four, and no more.
After voting go down and see
Christman's values in grey flannels.**

G. B. Hardy, buyer for the smallwares department of S. Green-shields, Son & Co., who left for England immediately after their fire, has made extensive purchases for his department, and goods will commence to arrive shortly.

A REGINA MEROHANT HERE.

Mr. E. McCarthy, of E. McCarthy & Co., Regina, N.W.T., has been visiting Montreal and Toronto, on a business trip. Mr. McCarthy has one of the largest and most thriving stores in the west. It is in size 75 feet by 68 feet, and is divided into three, one portion devoted to groceries, one to boots and shoes, the other to dry goods (including furnishings and clothing). The establishment is lighted with acetylene gas, and the cash system, which works well, prevails.

"Regina," said Mr. McCarthy to THE REVIEW, "is building up well, having made great progress this past year. October was a quiet month, but November and December more than made up for it, and a good Fall and holiday trade resulted." Mr. McCarthy said the vacant lands around western towns, held mostly for a rise in value, constituted a problem which ought to be dealt with. "All we want in the west," he said emphatically, "is population."

WELL DONE, BATTERSEA!

The women of Battersea evidently mean business (in proper hours). We copy an item which recently appeared in one of the London dailies:

"CLOSE EARLY OR WE WON'T BUY."

The almost invariable retort of the tradesman, when he is asked to close earlier in order to give his employees more leisure, is: "We can't close early, because women won't shop early."

To this, Battersea women have practically replied: "If you don't close your shops early we won't shop with you," for about 534 of them have signed a petition asking that each trader shall furnish the local Women's Early-Closing League with his hours of closing, so that a list may be "prepared for circulation, of shops worthy of patronage."

Every tradesman in the district has been served with a copy of this demand. The result will be somewhat interesting.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

SITUATION WANTED.

EXPERIENCED DRY GOODS SALESMAN, OF GOOD HABITS, open for engagement 1st April. As window dresser, expert ticket and show-card writer. Address R. C. S., care DRY GOODS REVIEW. (2)

The MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

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all kinds of White
and Grey.

BLANKETS BOLTON, ONTARIO.