

WANTED.

A MANCHESTER WHOLESALE DRY GOODS HOUSE WANTS A FIRST-CLASS Canadian Agent to call on the leading retail merchants in Canada. Apply - H. S. Ashburner, Ann street, Manchester, Eng.

BUSINESS CHANCE.

RARE CHANCE FOR A DRY GOODS STORE - THE STORE LATELY occupied by Wm. Hewson & Co. on Erie Avenue, Niagara Falls, Canada, is now to let. It is in the very centre of business in the town, has always been a well kept Dry Goods stand, is immediately fronting the new Bank of Hamilton carries a low rate of insurance and is probably the most desirable Dry Goods stand in Western Ontario to-day. For particulars, address Wm. Hewson, Niagara Falls, Canada.

AGENCIES WANTED for Toronto and Montreal, for Canadian manufacturers of Woolens, Knitted Goods, Hosiery, Underwear and Gloves. By firm having A-1 connection with Wholesale Trade. Best references given. Address - Box 11, Dry Goods Review

Paul Campbell, Assignee.
Campbell & Campbell, Accountants.
 McKinnon Building, TORONTO.

HAIR NETS are in fashion again. We make them. Greatest variety of leading styles. Quality highest. prices lowest. Orders promptly filled.

JENNINGS LACE WORKS.
 Park Ave., Brooklyn, N.Y.

**TUBULAR BRAID
 COVOURT GIMP
 BRAID GIMPS and SETS**

Barrel Buttons, Cords, Tassels, Fringes,
 all our own manufacture.

MOULTON & CO.

12 St. Peter Street,  MONTREAL

B. & C. Corsets

Peerless Dress Stays
 Rubber Tipped Dress Stays
 Braided Wire Hip Pads
 Bustles and Dress Forms

BRUSH & CO. - TORONTO

A LESSON IN ADVERTISING.

A WHOLESALEMER had one of the brightest and most impressive lectures on advertising read to him by a country merchant last week that he has ever heard in his life, says an exchange. This merchant is not one of the ordinary merchants. He is a character in his way, a Hibernian, and with his full share of the proverbial wit. This merchant lives in a small city in the state, and buys the better part of his goods in this city. He was in on a buying trip, and passing a wholesale house, he observed paper napkins in the windows. He went in to look at them, for he had sale for such things in his store.

"An' do ye have paper napkins to sell?" he asked of the wholesaler. He did have them, he said. "An' how the divil do I be knowin' that ye have paper napkins to sell, if I don't come down here and happen to see them in the windy? Why don't ye till a man ye have paper napkins? Why don't ye advertise. Thin we'd know what ye had to sell." The wholesaler told him that he did advertise, which was true.

"Ah, yis," said the merchant, "an, how do ye advertise? Ye put a cut of yer buildin' in the paper. Now, what the divil do I be wantin' to see the cut o' yer building for? I don't care for yer old buildin'. It's what's in yer buildin' that interests me. If ye have paper napkins, say ye have paper napkins, and don't be a showin' us a picture of your big shoth. That's the way I'm a goin' to sell these paper napkins I am buyin' of ye. I put an advertisement in me paper at home to till the people of me town that I have paper napkins to sell and the price they have to pay for them, and be the powers they come and buy them." This wholesaler told me that he had more good advertising sense rubbed into him in ten minutes by this merchant than he had found in books in the past ten years.

A FIRM DOING WELL.

On March 1, the firm of Smith & Power, dry goods merchants, of Halifax, N.S., dissolved partnership. Mr. Geo. T. Smith, having purchased Mr. Power's interest in the business, became the proprietor from that date. The old firm did a successful business for over nine years. Mr. Smith informed THE REVIEW that the spring trade opened up so rapidly he was forced to increase his staff, and he already finds that doing two men's work will be too confining, and as soon as he can find the right man capable of filling the position of manager in his absence, and assist in buying, etc., he will secure his services. What he wants is a young, unmarried man, willing to devote his energies to, and take an active part in, the business.

CUSHIONS RETAILING AT 50c.

The Toronto Feather & Down Co., Limited, are making a specialty of fancy covered cushions for the spring trade, and are showing four lines, all of different material, and which can be retailed at 50c. The coverings are really handsome, and every retailer should stock these goods.

THE DUTY WILL MAKE A DIFFERENCE.

Importers would do well to remember the 25 per cent. reduction from duty, on all English goods, after July 31 next. Wreyford & Co., manufacturers agents, of McKinnon Landing, report that this fact promises to largely increase this season's trade.

THE OLD CHINTZ PATTERN.

The Canada Fibre Co. are making a line of cushions specially adapted for boating, etc. The covering is of good, strong H. and chintz, and colors fast, so that wetting and rough usage will not harm it.