

# TRADE JOURNAL

Published in the Interest of Retail Cash Buyers.

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Subscription Free.

This Journal is published in the interests and for the protection of cash buyers; as we believe there is fully 20 to 30 per cent saved by purchasing from strictly cash houses. Persons who pay cash for their clothing, should take advantage of cash prices and give the long-winded credit houses the "go by." We solicit your perusal of our prices and an inspection of our stock.

With great pleasure we hand you a copy of the winter edition of our Trade Journal and Review, and on the several pages will be found well-established facts relating to our long-established business and many useful suggestions regarding the correct styles and shapes for winter wear.

We claim unqualified workmanship and low prices, and to these facts mainly attribute our ever increasing trade. Many of our styles are originated far in advance of what is supposed to be the leaders of fashions, viz., the fashion plates. But with us 'tis like the old saying, "we follow in advance," and a further proof that our styles are correct, is the appreciation shown by our customers, who are never slow in discerning a new and natty style and showing their esteem for it.

In our custom department our perfect-fitting garments have also added greatly to our popularity, and too much cannot be said of our corps of artists, whose whole attention is devoted to this branch of our business.

The maintenance of a strictly one price system in all of our departments has been a pleasing success to us, and undoubtedly a great satisfaction to our patrons. By following this method we can, and, as our customers testify, do sell goods at a less price than any other house in Canada.

—Of the times and seasons for marrying, says an exchange, it is necessary to choose not only the man, but the hour; not alone the season, but the day. Here is the rule:

MONDAY for wealth,  
TUESDAY for health,  
WEDNESDAY the best day of all,  
THURSDAY for crosses,  
FRIDAY for losses,  
SATURDAY no luck at all,

—The unluckiest man in Georgia lives in White county. In attempting to cross the river in a batteau it capsized and threw him into the water. Trying to reach the boat

again, his foot caught in a snag and wrenched it, losing at the same time a \$20 watch, his hat, a shoe, and was hobbling across a field when a large ferocious bull started for him. Reaching a tree, he climbed it lively enough to escape the bull, but also lively enough to get into a hornet's nest. The hornets objected, and he sprang to another limb, which broke, letting him fall to the ground fracturing his wrist. With the broken branch he kept the bull at bay and managed to escape. All this happened on a Friday.

**If you want good value combined with stylish goods, you must buy your clothing at the Wholesale Manufacturers; viz., The Boston One Price Clothing House, 41 and 43 St. Joseph St.**

Our strongest line is the Clothes Line. On that line we hang our reputation and make our strongest fight, because we put our brains, experience and money into the production of that stock, and it's a matter of honest pride to excel in whatever we undertake. With us the clothing business is not a speculative "flyer" upon a margin furnished wholly by creditors, but our operations rest on a substantial foundation, and our steadily increasing sales prove that the long pull and strong pull has brought us to the front. We shall stay there only while we give the people honest value for every dollar received. We intend to do more. If a man thinks he'd rather have his money than our goods it's ready for him; without any grumbling either.

If you've overhauled last winter's clothes and found out the weak spots in your Boy's Wardrobe why not drop in and see us, rain or no rain? We'll stay here until 10 o'clock to-night if you say you'll come to The Boston Clothing House, Manufacturers of Clothing Wholesale, 41 and 43 St. Joseph St.

"Uneasy lies the head that wears a crown." But that man's slumbers are light and peaceful and his head is level who invests in one of our new and stylish Business Suits and handsome Overcoats we are selling so low just now.

For ease, comfort, durability and fine workmanship, we guarantee to give satisfaction in every instance, or no sale.

## She Smiled on his Singular Suit.

He had called on her often, but never elicited any evidence of reciprocal affection to justify his supposing she could have any regard for one whose clothes fit so poorly, but whose intentions were declared nevertheless. "Might I hope," he remarked, as one evening they sat on the well-curb together, "that my intentions have impressed you favourably enough to lead me to the conviction that you would smile on my suit?"—"I should say so!" she replied; "I haven't done anything else but smile on it since I have seen you with it on, and I've been thinking all along that the sooner you go to The Boston and leave your order for a first-class suit the better, as I have made up my mind that I'll never marry a man that wears badly fitting clothing."

We expect opposition but are prepared to meet it fair and square. We buy our goods in large quantities and pay cash, and consequently get lower figures and sell at a smaller margin than those who buy only a few suit-at a time. We keep all sizes and all shapes and can fit everybody. Our stock will be kept complete as the season advances.

"How do you like my new jersey?" said Mrs. Blim to her husband. "It is quite nice, dear, but when a woman has a head as red as yours—" "Tain't red, you mean thing; it's Auburn." interrupted Mrs. B., savagely. "Well, sweet, when a woman has a head as Auburn as yours, she shouldn't get a jersey of the same color, for if she went out on the roof to hang clothes the neighbors might see her and turn on an alarm of fire, and—" Mr. Blim had occasion just at this time to go into another room.

**We can sell Boys' and Children's Clothing for less money than the Parents can buy the Material for the same.**

We met by chance the usual way,  
One Sunday in the choir;  
I liked by him for his tenor voice,  
Which none could help admire  
Sue Prano tried to thwart my love;  
She acted very base,  
And nearly told him he were wise;  
My image to efface  
But I was mirrored on his heart,  
Indelible and pure;  
He said he ne'er could duct,  
Solo, I've got him sure.

**We shall continue to undersell all other dealers in our line of business.**

**A MISTAKE.**

"I understand you sell a pair of hoos for a nickel," said a countryman to one of our merchants yesterday.

"Ye, sir, we will sell you a pair of hoos for five cents," said the merchant. "Well, give me a couple. My cotton is powerfully in the grass, but when hoos get down to five cents a pair I can afford to put all the children in the field."

The man was mad when the mistake was explained to him. *Log Cabin.*

**A COLD DAY!**

Yes, it is a very cold day when we cannot produce for the satisfaction of our customers articles as good and as cheap as the Clothing World can create, at the

**Boston Clothing House, 41 & 43 St. Joseph St.**

"Lay off your overcoat or you won't feel it when you go out," said the landlord of a Western inn to a guest who was sitting by the fire. "That's what I'm afraid of," returned the man. "The last time I was here I laid off my overcoat. I did not feel it when I went out and have not felt it since."

**We show Styles you cannot find elsewhere.**

Too thick underclothing is said to cause an natural redness of the face and nose, but this, says an exchange, will never induce some men to substitute a real flannel shirt for a whiskey punch.

The winter shades for Business Suits are very attractive and durable and in material and make up the suits leave nothing to be desired. They are stylish in shape, handsome in fabric and extremely reasonable in price. Don't buy your "every-day suit" until you have seen our Winter Business Suit.

Friend.—"Hello, Jim, you ain't out of work again are you?" Unfaithful employe.—"Well yes; fact is, I'm not able to work; been injured by a premature discharge."—of my barrel, and was dismissed from the ranks by the Captain of the "Boston Clothing House" barrel brigade.

**EVERY CUSTOMER AN ADVERTISER.**

All goods manufactured for this seasons wear and out in latest styles unsatisfactory purchases cheerfully exchanged or money returned.

With a clothing display so attractive and extensive as ours and prices reduced 25 to 50 per cent. in our several departments, custom department included, no wonder we are securing so large a share of the fine and medium trade of the city and vicinity.

**The Boston Clothing House, 41 & 43 St. Joseph Street.**

The Sultan of Morocco has only 364 wives. This gives him one day in the year to sit down and reflect without having a wet mop strike his toes.

**If you trade with us once you will do so again.**

**For Carnival Week**

W E H A V E

**A magnificent assortment of SNOWSHOE SUITS!**

In the leading Colors viz.,

Cardinal Red, Lansdowne Blue and White for Ladies and Gentlemen, Misses', Youths', and Boys' Snowshoe Suits made to order.

Snowshoe Coats for Boys' from \$2.65 up. An inspection solicited, at the

**Boston Clothing House**

41 & 43 ST. JOSEPH ST.

Our Fall Stock of Clothing far exceeds that of any other dealer. Our styles are the latest and of the best manufacture, and our prices so far below those of all competitors that we are sure of taking the trade every time.

The window-dresser of a leading mercantile establishment is sick from overwork. He watched the thermometer closely, and keeping the windows nicely arranged with furs and blankets one day and straw hats and fans the next, proved to much for him.

"How do you know when a cyclone is coming?" asked a stranger of a western man. "Oh, we got wind of them," was the answer.

**EXTRA FINE LINE**  
**WINTER CLOTHING**  
 Winter Overcoats! Winter Suits!  
**ALL GRADES AND PRICES.**  
 A FINE ASSORTMENT OF  
**BOYS' SCHOOL & DRESS SUITS**  
 ENTIRELY NEW DESIGNS.  
 Prices Right. Assortment the Largest.  
 Goods Reliable.  
**BOSTON CLOTHING HOUSE,**  
*Manufacturers of Clothing Wholesale,*  
**41 and 43 St. Joseph Street.**

**A CHANCE FOR THE PEOPLE!**

We offer this month **THREE LOTS** of

**GENTLEMEN'S FINE SACK SUITS!**

600 IN ALL.

At \$8.50 and \$8.75 per Suit.

These suits are full weight, all wool and handsomely trimmed with rich fur linings.

Original price, \$15 and \$18.

**Fine Winter Overcoats and Trousers**

Will be sacrificed to make room for Spring Stock.

**BOYS' CLOTHING**

To suit every person at the

**Boston Clothing House, 41 & 43 St. Joseph St.**

**VOTING BONDS.**

A town up in New Hampshire which wanted to build a highway bridge had heard so much of issuing bonds to pay for such improvements that a representative was sent to Boston to inquire how it could be done, and to arrange for it. He visited a broker and stated his case, and the broker rubbed his hands and replied:

"You did quite right to come to me. In the first place, you must vote to bond the township or county. If you think there is any danger of the project being defeated I can run in 150 or 200 railroad laborers to help carry it."

"Is it possible!"

"If you want a \$3,000 bridge, vote bonds to the amount of \$6,000. You and I can manage to gobble up anything left over."

"Well, I declare!"

"I'll place the bonds for you for a commission. Then I'll recommend a bridge-builder, and make him come down. Then he will submit for a bonus, and by dodging specifications in odds and ends, and using putty to hide the cracks, I think—"

"I swan! but I won't listen—I won't—I won't—I won't!" shouted the representative, and he rushed out and took the train for home to report that they had better patch up the old bridge and make it do for a year or two more."

**The immense stock we have always on hand is fruitful in Gifts suitable for all occasions.**

- WEDDING GIFTS,**
- BIRTH-DAY GIFTS**
- PUBLIC GIFTS,**
- PRIVATE GIFTS.**

**ANY AND ALL KINDS OF GIFTS.**

**We provide liberally for all and at the Lowest Possible Prices at the Boston One Price Clothing House Wholesale Manufacturers, 41 & 43 ST. JOSEPH ST.**

Boys' Blouse Suits.—3 to 12 years.  
For Dress or School purposes. We have a large stock, elegant style  
with or without extra pants.  
Prices range from \$2.50 to \$10. at The BOSTON.



Boys' Blouse Suits.—3 to 12 years.  
For Dress or School purposes. We have a large stock, elegant style  
with or without extra pants.  
Prices range from \$2.50 to \$10 at The BOSTON.

**GENUINE ECONOMY.**

"Nothing is wasted on our road," explained a railroad president, who was under examination the other day as to the condition of his line. "There is not a concern in the country that utilizes everything as we do."

"Do you put everything to some use?" inquired an incredulous lawyer. "We fail in nothing," replied the president. "You can't name a thing that we do not derive some benefit from."

"Ever had a wash-out?" asked the lawyer, sarcastically.

"We have."

"To what use did you put that?"

"We watered the stock with it!" and the witness was allowed to depart in triumph.

QUERY.—Was the Director referred to above a Director of a Gas Co'y also?—Editor.

GIVE THE BOYS A CHANCE.—Bring them to our store, let us get acquainted with them, and introduce them to the stocks of New and Handsome Suits just received. Then if you don't make the boys and yourself happy by purchasing, it will not be our fault or the fault of the price, for we try to fit the purse as well as the figure.

"Dad, were you ever a fish?" The individual thus addressed lowered his chin and gazed over his spectacles at the boy in speechless astonishment. "Oh, don't get mad at me, dad, for asking you," continued his inquisitive offspring. "Mrs. Cooly came in after you had gone, yesterday, and asked me what she would do if you were dead, and ma laughed and said she guessed there were just as good salmon in the sea as you are."

There never was a time when a better variety of Men's, Youths' and Boys' Fall and Winter Clothing could be seen in one stock. There never was a time when really first class and stylish suits were so cheap, or when it was easier trading and so little trouble to find just what is wanted, both in respect to goods and prices. We can suit your taste and save you money. Call and see.

—A fashionable New York youth has succeeded in getting himself dubbed "King of Dudes." His name is suppressed for the sake of a cousin of his who is a respectable and sensitive hod carrier in Philadelphia.

If Liberty had her Washing done, who did it? A. D. 1776. Location—United States.

**HONESTY**  
— IS THE —  
**CORNER STONE**  
OF OUR BUSINESS.

Our salesmen are instructed to tell the truth about our goods and prices. If the goods are not all wool they will tell you. They are not allowed to importune customers to buy. Visitors receive the same attention as buyers. We allow no misrepresentation either as to fabric, style, or fit, at

**The BOSTON CLOTHING HOUSE**  
41 & 43 St. Joseph St.

—What must I do," asked a mean and conceited man of a friend who knew him well, "to get a picture of the one I love most?" "Sit for your own portrait," was the reply.

"You've got a telephone here, haven't you?" asked a citizen as he yesterday entered an office on Griswold street in a seeming great hurry.

"Yes," was the reply.

"Well, I never believed in 'em to any great extent, but I want to order some coal from a yard up the river."

The owner of the office proceeded to "call," and when he got the coal dealers he said:

"Mr. Blank is here, and he wants to know if you have any soft coal?"

"Yes—500 tons," was the answer.

"Well, he wants you to send him up a ton."

"We'll see him blowed first! He has owed us a bill for over two years!"

"Yum!" muttered the man as he stopped back.

"Did they say they'd send it?" asked the other.

"N—o, not exactly."

"What did they say?"

"I—I didn't catch it very well. Let me repeat." Picking up the trumpet again, he stood with it to his ear and asked:

"Did you say you'd send it?"

"Not by a blamed sight," came the response.

"Well?" asked the man as a painful pause ensued.

"Well," replied the operator, "this line isn't working very well this morning, and you'd better go to the office four doors below. The dealers seem to hear me well enough, but I don't get hold of their answers plainly. The other instrument is probably working all right."

"But I shan't bother any one else," growled the man. "As I said before, I never did believe in 'em to any great extent, and now I've lost what little faith I had. Much obliged, —good day."

If his ear had been at the trumpet his faith would have been as big as a mountain.

Boys' Single-Breasted Sack Suits.  
(9 to 16 years.) Made from Foreign and Domestic Goods.  
PRICES RANGE FROM \$5 to \$16.



Boys' Double-Breasted Sack Suits.  
(9 to 16 years.) Made from Foreign and Domestic Goods.  
PRICES RANGE FROM \$5 to \$16.

—The Chicago Herald says that a Jersey man has been trying to sell an eagle in New York without success. If it is the right kind, we will give him nine dollars for it.

—Our salesmen have been notified to satisfy and please customers, or not to sell them. It will cost you nothing to examine our stock; we prove what we claim.

Goods will be laid aside for customers who are not prepared to buy.

**Sold short—bob-tailed coats.—**

**JUST RECEIVED!**

For the young Men, 5 Styles of 4-button Cutaway Frock Suits in all colors, nobby cut, well trimmed, and made equal to Custom Work, at very LOW PRICES.

Also, 3 styles of Double-Breasted Short Coats and Vests, Pea Jacket style, made of Chinchillas, Elysians and Castor Beavers, in three Shades. Being full lined with Cassimere, they are just the thing for a cold day. Are Nobby, and warranted First-Class. Retail at our usual WHOLESALE PRICES.

**The BOSTON CLOTHING HOUSE**  
41 & 43 Notre Dame St. West,  
OLD ST. JOSEPH ST.

NOT A WOMAN'S REASON.

She— "Why do you sit in silence there, And with your fingers clutch your hair, As it for love your sighing?  
Is it because you think I'm colder, Or else, perhaps, I've been to bold, In all your hopes defying?"

He— "Alas! I would that it were so, For then, to every care or woe, I'd yield with blind surrender. But, dearest, I must now confess, The cause of my most deep distress, Is my unbitch'd suspender."

**MEN'S**

Heavy Serviceable

**OVERCOATS**

WORTH, - - \$6.00

**\$3.00**

EVERY OVERCOAT REDUCED

—AT THE—

**"BOSTON"**

CLOTHING HOUSE,

MANUFACTURERS OF CLOTHING WHOLESALE AND RETAIL

**41 and 43**

**ST. JOSEPH STREET.**

GRAND  
**CHEAP SALE**

**OF  
OVERCOATS**

**NOW GOING ON.**

**UNPRECEDENTED FOR BARGAINS**

LISTE DES PRIX

DES

**MARCHANDISES**

A PRESENT EN VENTE

SPECIALE AU

**"BOSTON"**

**Clothing House.**

PARDESSUS POUR HOMMES

De toutes les grandeurs,

~~\$7.00~~ \$3.00 valant \$6.00

—:—

PARDESSUS POUR HOMMES

(Pésant)

~~\$11.00~~ \$4.60 valant \$7.00

—:—

TOUS NOS PARDESSUS SERONT  
VENDUS A DES PRIX REDUIT.

—:—

Nous avons le plus grand assortiment de

**PARDESSUS**

—POUR—

**ENFANTS ET JEUNES GENS**

~~\$4.00~~ Pour \$2.75 en montant

PANTALONS POUR HOMMES

Tous laine..... \$1.50

PANTALONS POUR HOMMES

Pésant, tous laine..... \$1.50

PANTALONS POUR HOMMES

Extra pésant..... \$1.75

PANTALONS POUR HOMMES

Qualité superieur..... \$2.00

CORS et CALECONS pour hom-

mes en (ribbed) pesant..... 30

OVERALLS pour hommes..... 30

Tous ces prix sont bona fide.

Vous êtes invité a venir visiter le  
MAGASIN EN GROS ET EN  
DETAIL, LE

**Magasin de Boston**

41 & 43 RUE ST. JOSEPH,

A present Rue Notre Dame Ouest,

**MONTREAL.**

A GOOD MEMORY.

—In an Austin street car were seven gentlemen who passed away the time in telling jokes and anecdotes. Among them was a cranky individual who positively refused to enjoy the fun, and after each yarn would remark:

"That's nothing new. I heard that ye ago."

"Did you ever hear the anecdote ab George Washington and the Railroad conductor?" asked one of the company.

"Why, certainly," replied the cranky individual, "although I cannot now remember the circumstances."

It was not until the laugh had gone around that the crank discovered how he was sold.

**WINTER CLOTHING.** When you feel the time has come when you need better protection against the weather, come in and we show you what we have in the line of fire-defying, heat-compelling, comfort-producing Winter garments. Health is wealth, and there is no use trying to get about and do business in cold weather while you are shivering with continual fear of taking cold. We have just what you want for *solid comfort* and durability.

**We always lead, And now Remember the Best is always the Cheapest.**

Buy of the Manufacturer, do not be deceived.

Owing to the dullness of the season, and being somewhat overstocked and pressed for room, we are now prepared to offer for the **NEXT THIRTY DAYS** greater inducements to purchasers than ever.

**THE BOSTON CLOTHING HOUSE**

Manufacturers of Clothing.

**41 & 43 ST. JOSEPH ST.**

All goods warranted as represented. If you don't see what you want ask for it. This is the store to get the value of your money. No goods delivered unless paid for.

To avoid a smash we sell for Cash.

Walk in and examine our goods.

No trouble to show goods.

Wholesale and Retail.

We study to please.

We can't be undersold.

Latest Styles.

Please don't ask for Credit.

Stop! Look at our Bargains.

New Goods just Received.

Selling out at Cost.

Goods delivered free of charge.

Cheap for Cash.

One Price Only.

Cheapest Place in Town.

We Sell for Cash Only.

Great Reduction in Price

—AT THE—

**"BOSTON"**

**One Price Clothing House,**

Wholesale and Retail Clothing

**41 and 43**

**ST. JOSEPH STREET.**